



Ross
Shafer

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(303)-669-9905



Ross
Shafer

HOW TO STAY RELEVANT

**Let's Make Your Business
Future-Proof**



**There is a
Blueprint for
Sustaining Your
Growth**

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Notice Trends Others Can't See

COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan Shafer

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**Listen Hard for
New Ideas &
Innovation**

Hotel Events

FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW
9:34

Events for October 2017

GO TO THE WRONG MEETINGS

Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
Home Depot Awards Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

[Restaurant Home](#)

[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







Laramar Apartment Homes - 55,000 units

The background is a vibrant blue gradient. It features a complex overlay of white and light blue technical drawings, including architectural blueprints with various lines, circles, and text, and streams of binary code (0s and 1s) scattered throughout. The overall aesthetic is high-tech and digital.

**Beware of Others
Who Attempt to
Rewrite YOUR
Blueprint**



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001

Maiden flight - May 1971

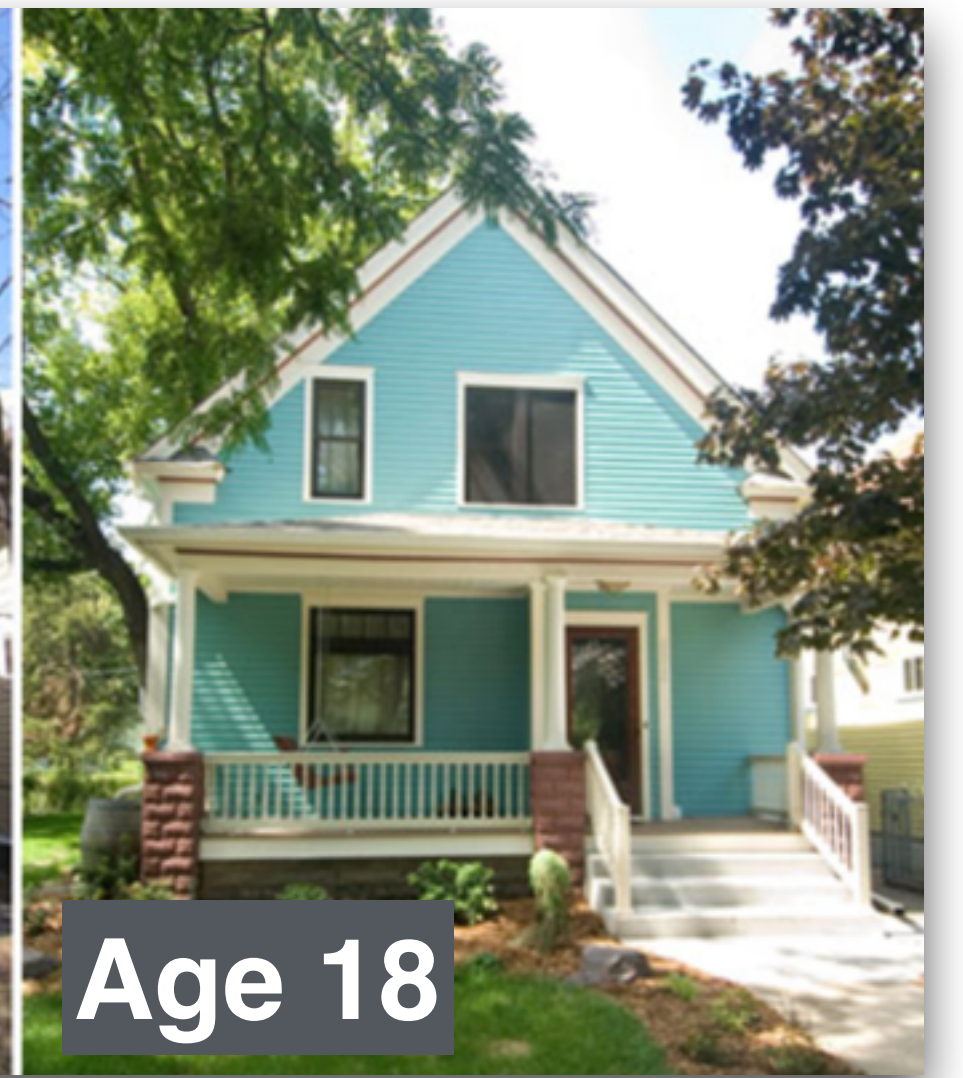


**“Success is not about who you know...
it’s about who knows YOU.”**

CHUCK SHAFER

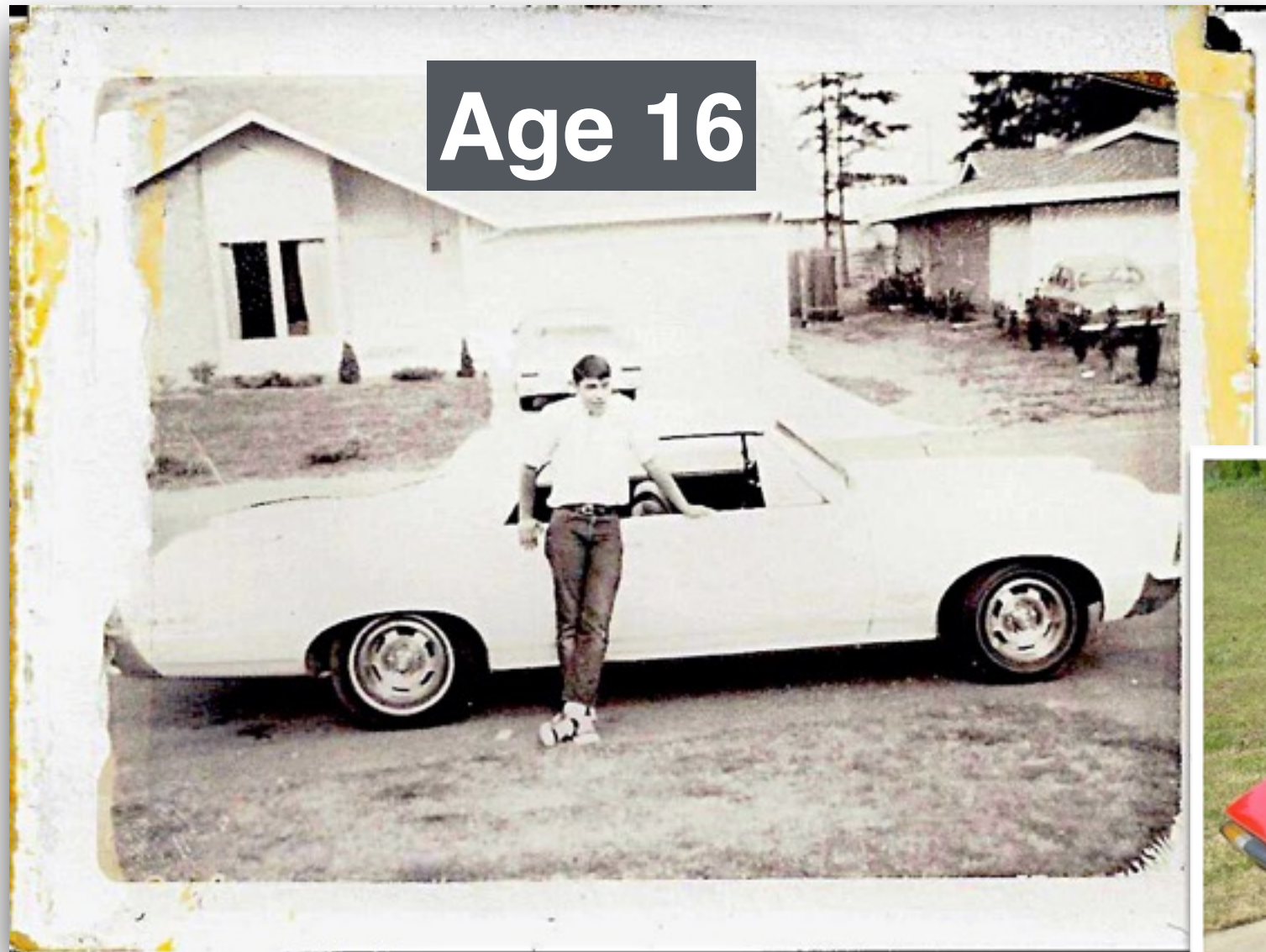


Age 13



Age 18

Age 16







UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court





Explaining things the easy way!

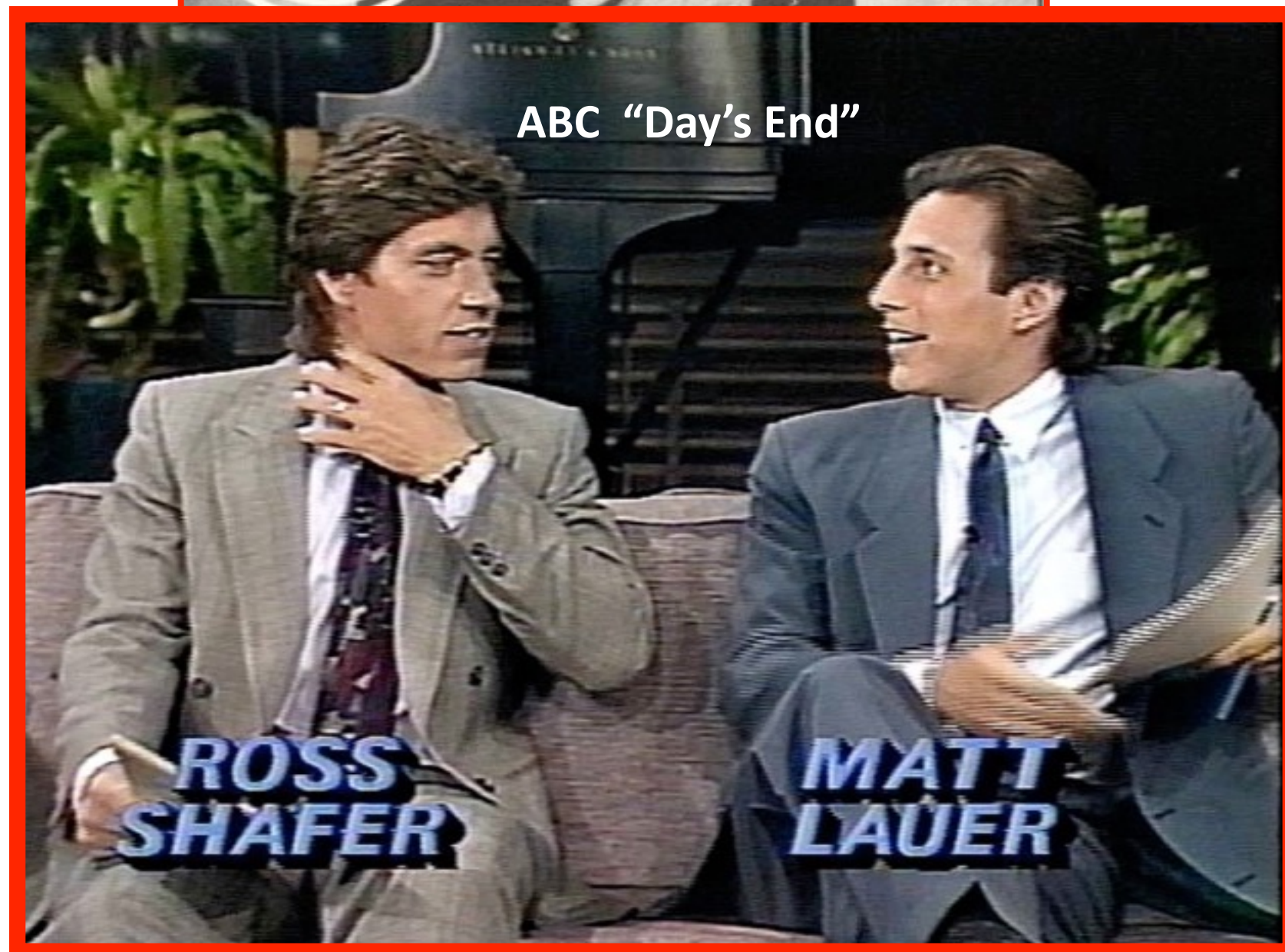
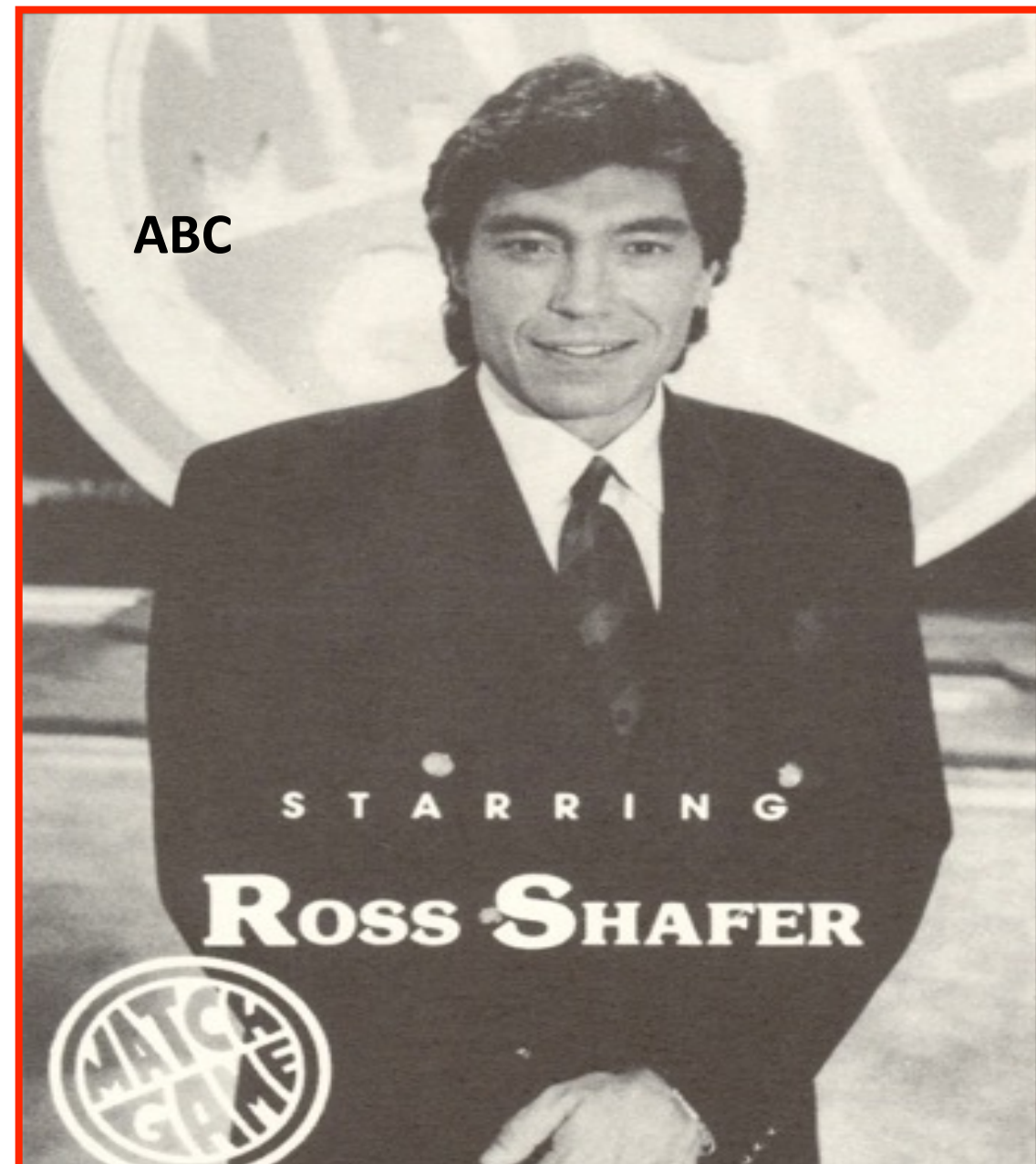
How to Start a Pet Shop (retail) Business

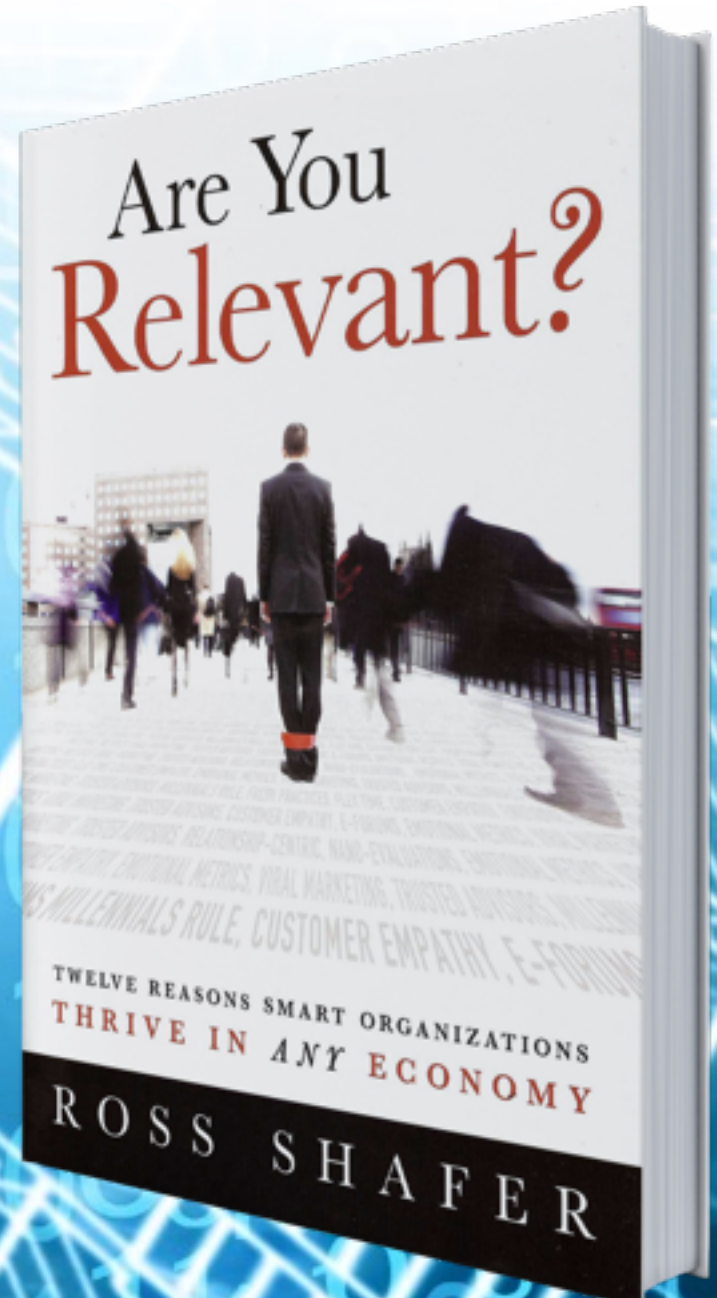
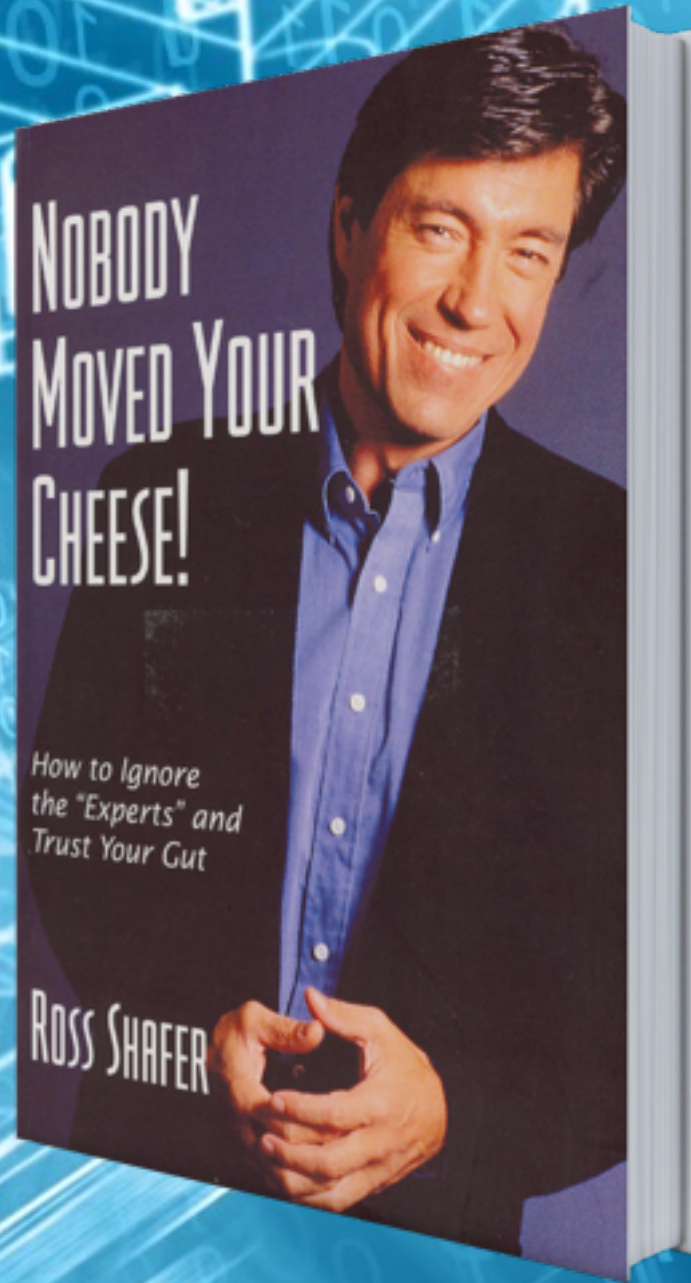
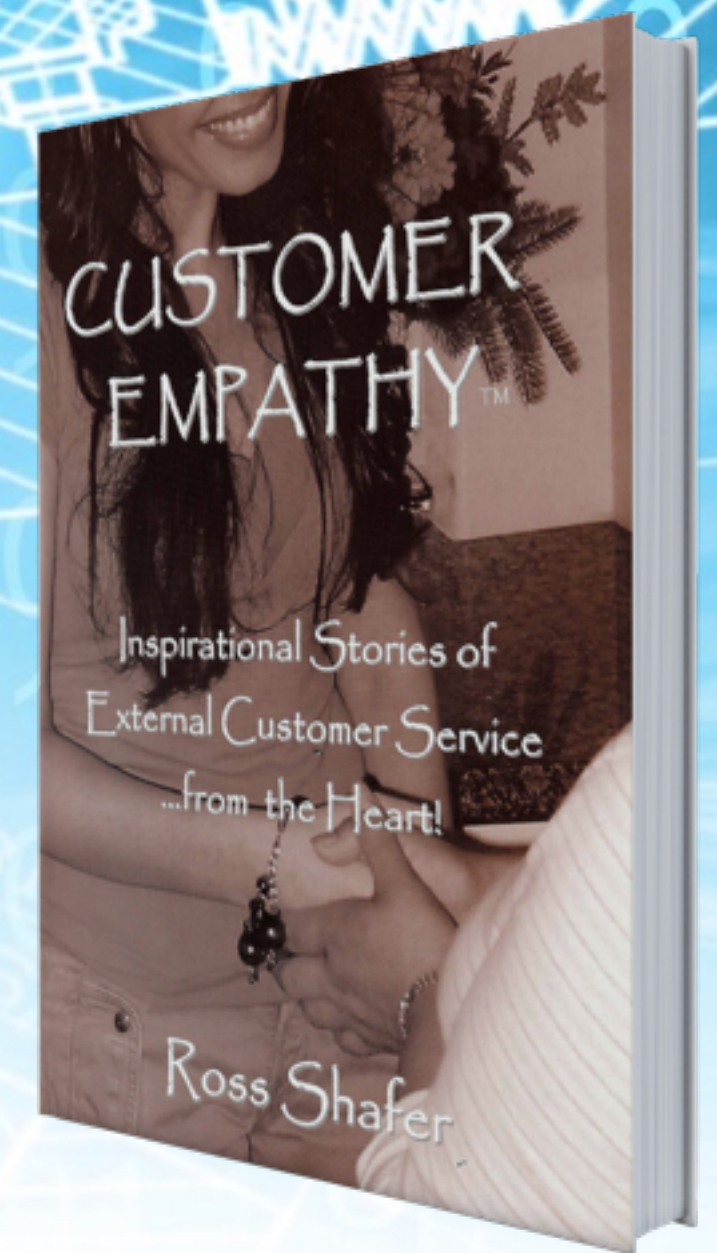
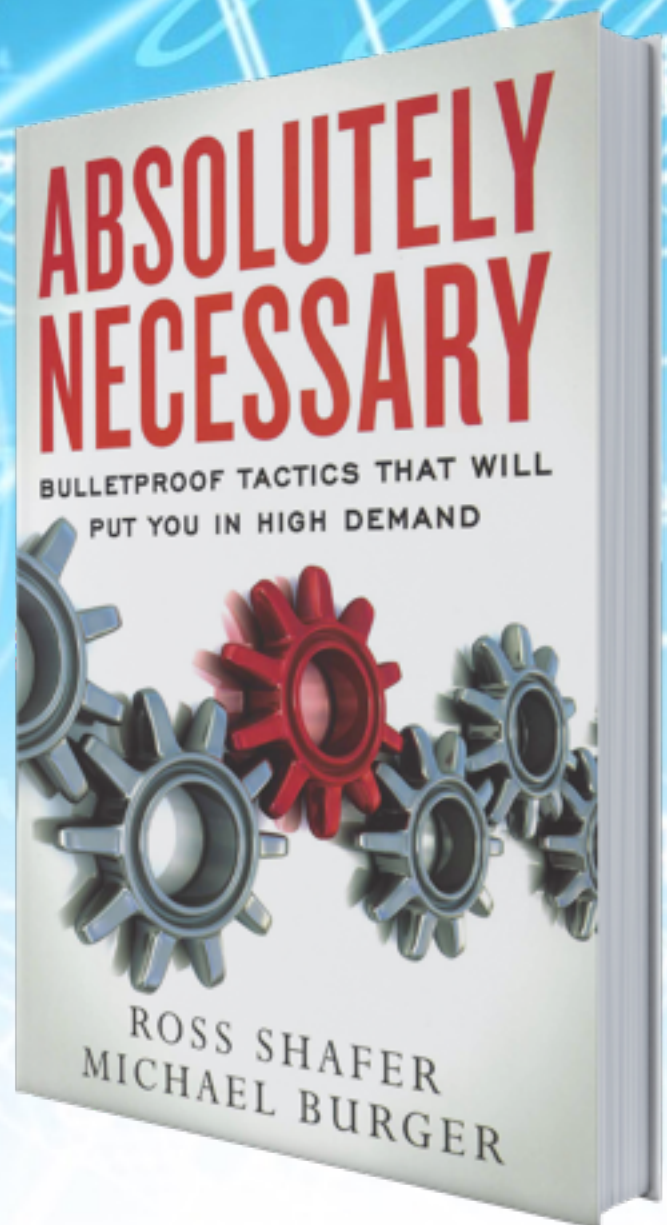
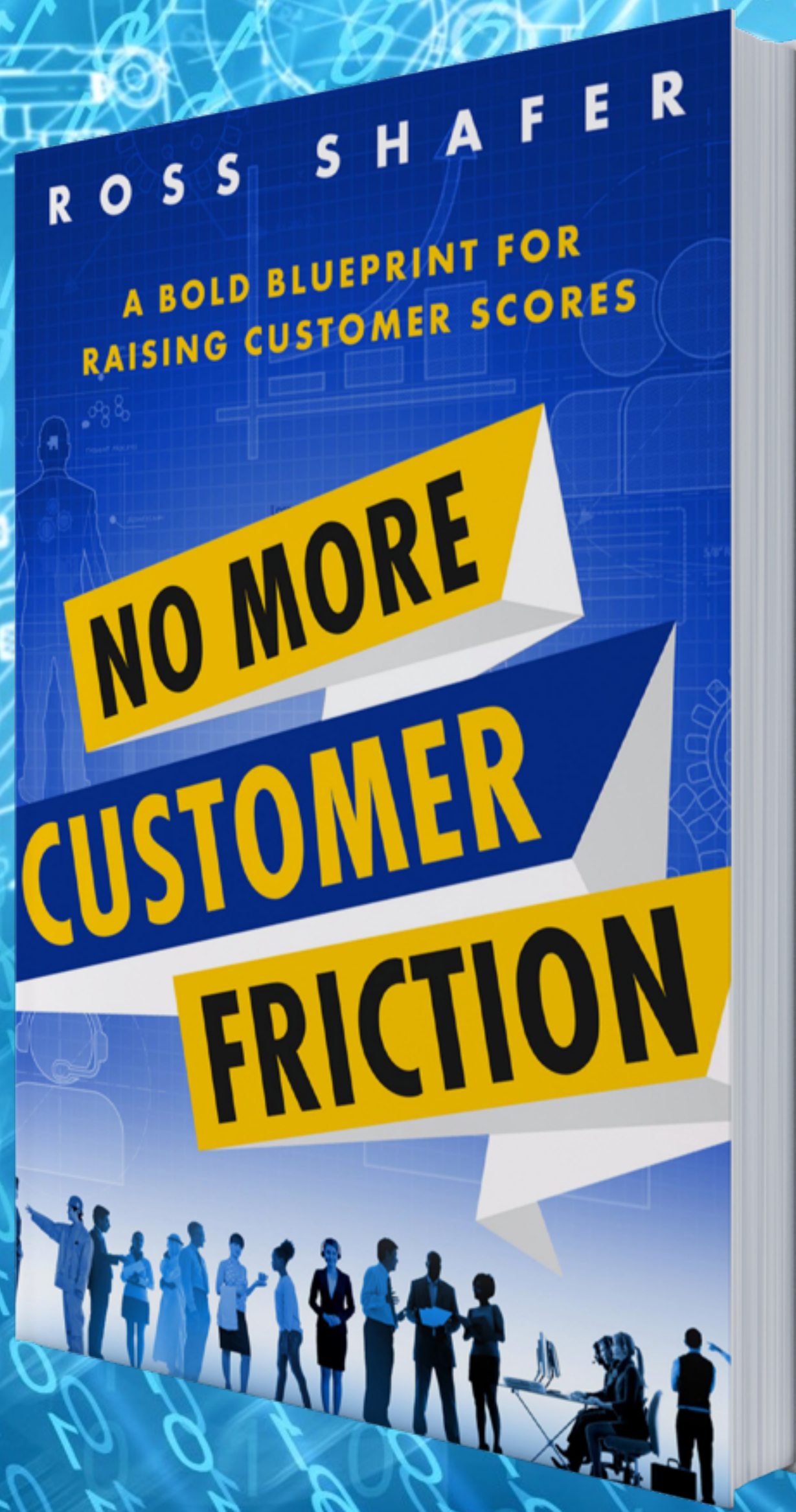
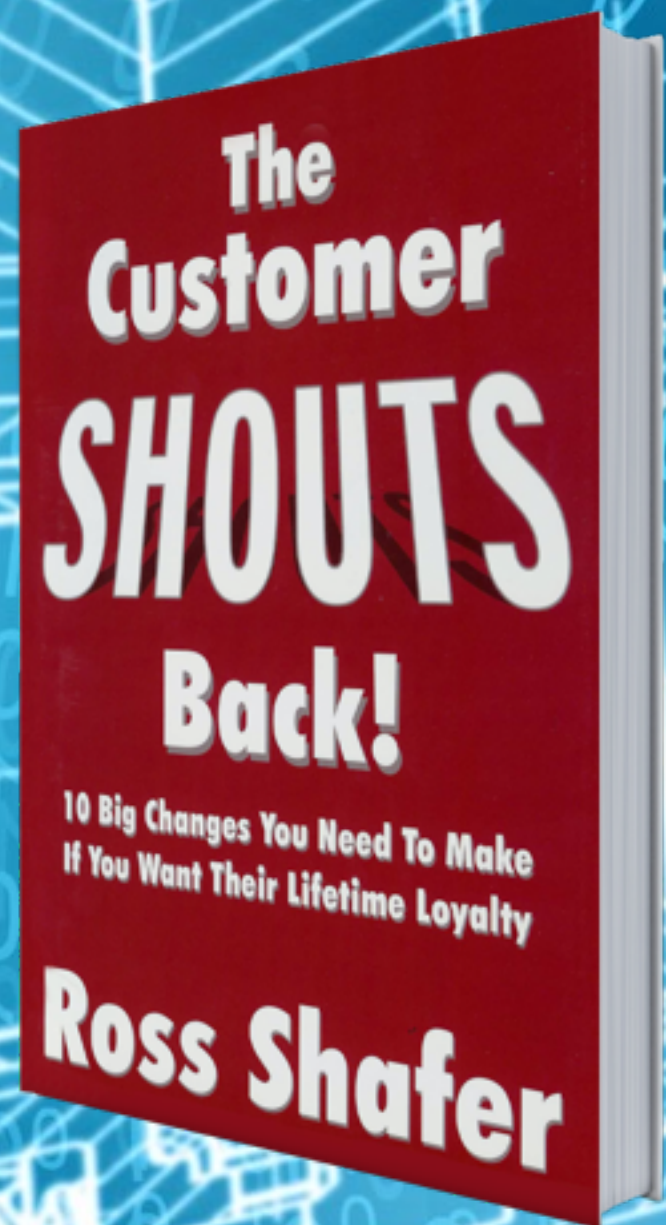
Advancing Beginners

The Beginners Guide Volume 1



2nd Edition Enrico





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and cross-sections. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering aesthetic.

The Future of CX is Friction-Free



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



1,500,000+
patients love
“Virtual” Doctors

PREVENTS
MISCOMMUNICATION

AVAILABLE 24/7

ADDS CLIENT VALUE



**VIDEO
CONSULTATION**

The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a white arrow that curves from the bottom of the 'a' to the bottom of the 'z'. To the right of the arrow is the word "go" in the same lowercase, sans-serif font. In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

amazon go

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



WOW!

Customer Service

WOW! Service!

THE WOW FACTOR®



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



let's
WOW
your customers



whatever • wherever

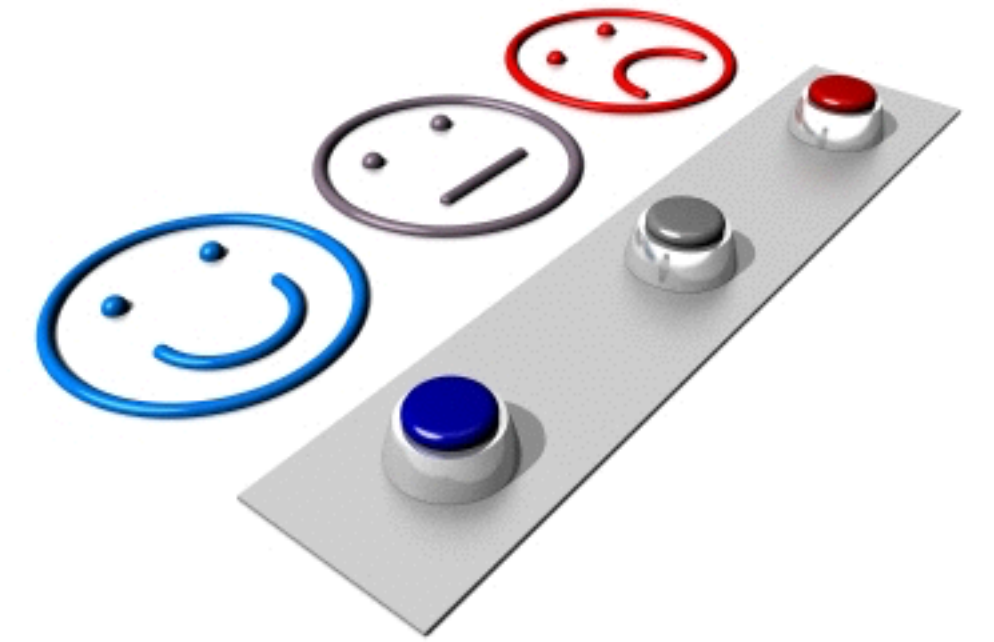
THE WOW! awards®

for outstanding customer service...

POW!

A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white area with a black halftone dot pattern.

CSAT (Customer SATisfaction)



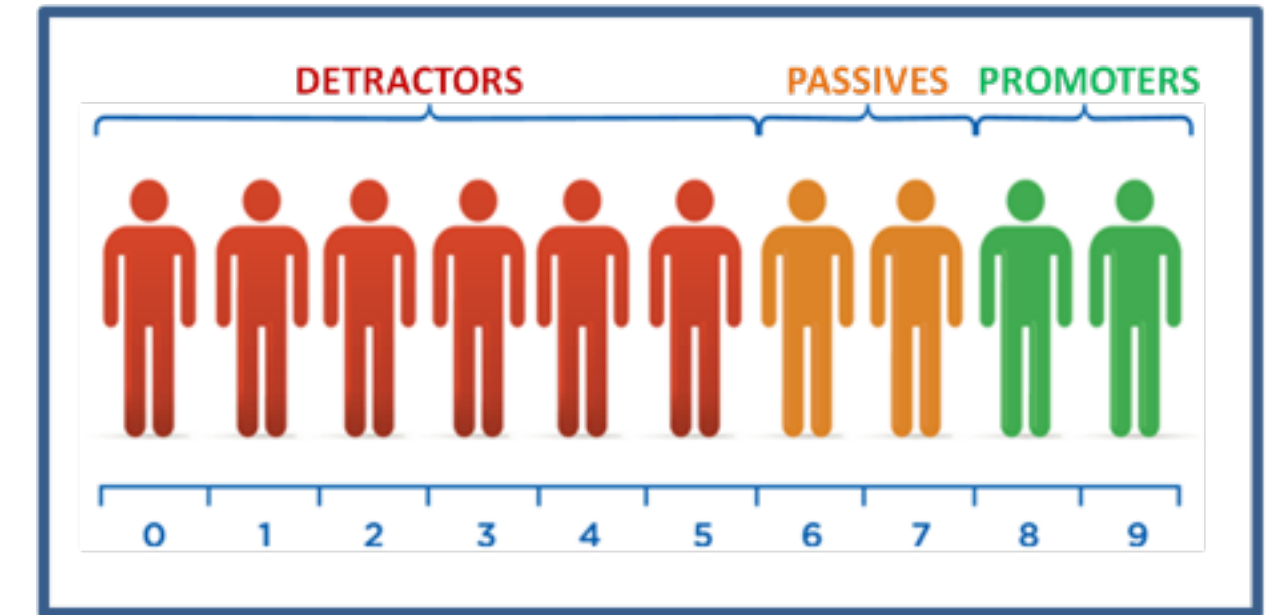
“Determine what customers want and deliver that. Don’t over promise. You don’t necessarily have to exceed expectations.
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort – (i.e. helping them solve their problems quickly and easily) – **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)



“While we want customer scores of (9) and (10) ...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

**I'M SORRY.
IT'S AGAINST
OUR POLICY.**



**WE DON'T DO
REFUNDS. BUT
WE MIGHT GIVE
YOU A CREDIT**



**THE
ANSWERS
ARE ON OUR
F.A.Q. PAGE**





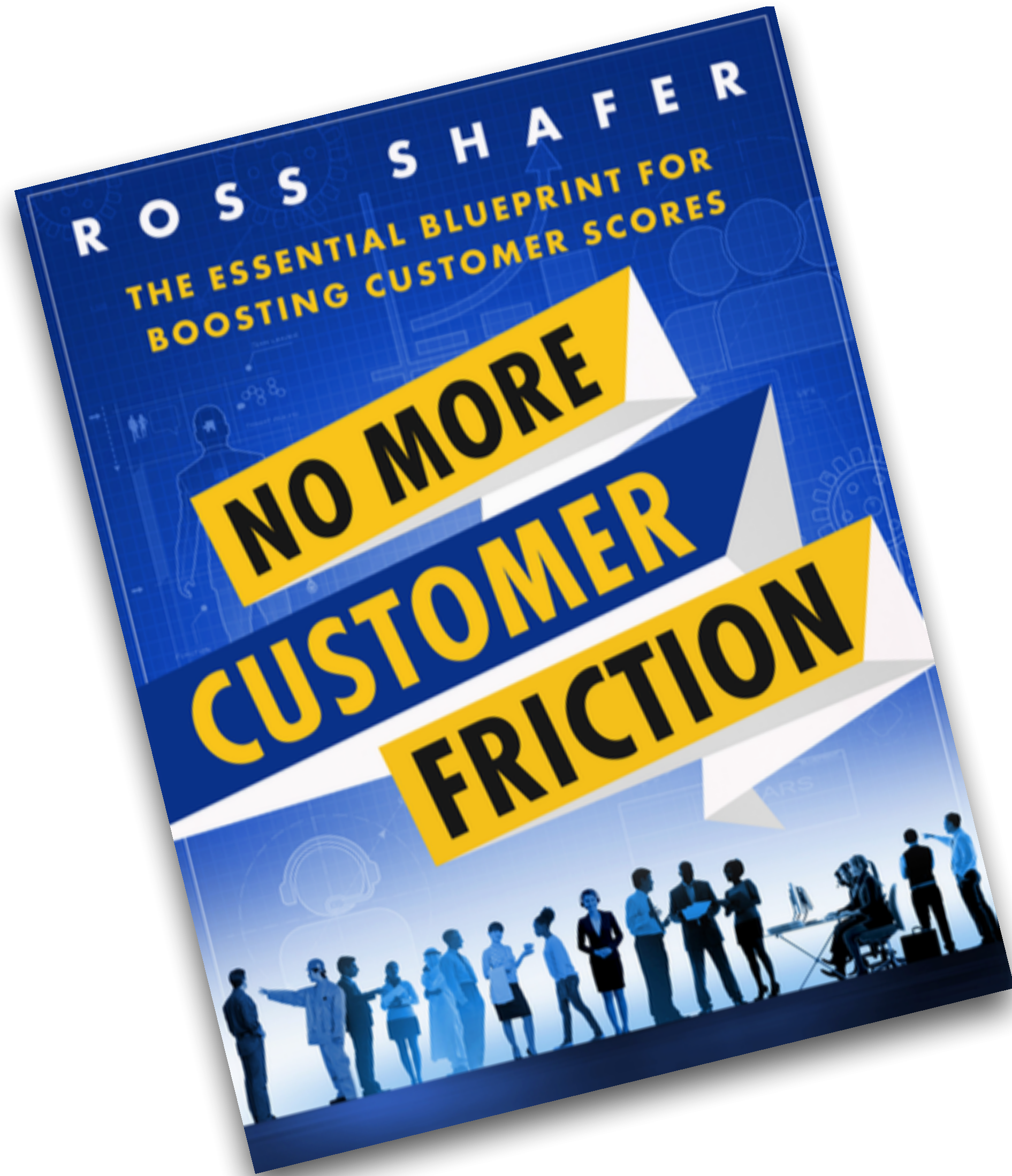
erases



sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.



**Does This
System
Work?**



Complaints led to losing 1,000,000m subscribers in just one quarter.



They fixed ALL processes. Billing. Call Centers. Installs.

Comcast is #1 in customer sign-ups & retention.



**10 yrs ago, on the verge of bankruptcy,
customers complained the toys were
boring & prices were too high.**



Lego has become the largest toy company in the world.



**Highest # of complaints meant they were
Last Place in their industry
re: Customer Experience**



By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers. We empowered instant fixes.

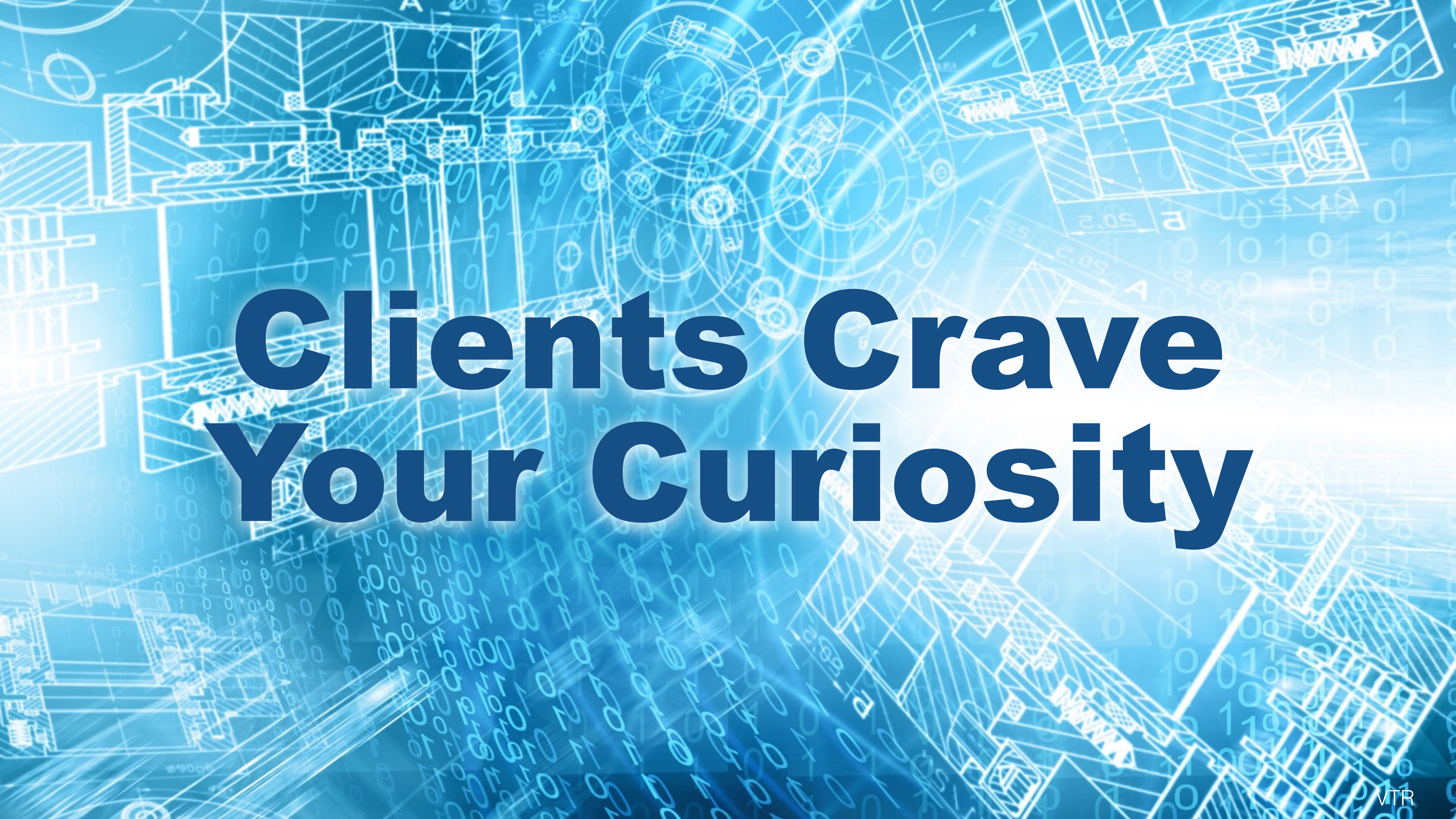
In 90 days, their J.D. Power scores rose 21 Points.
Now, #1 in their industry.



"FIT-SPEAK"

27 Acronyms Explained



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.



Clients Crave Your Curiosity





The Accidental Genius of Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook





 Search for people, places and things 

 **Ross Shafer**
Edit Profile




Update Status  Add Photos/Video

What's on your mind?


FAVORITES



-  News Feed
-  Messages 99+
-  Photos
-  Browse


PAGES


-  Pages Feed 20+
-  Like Pages 20+
-  Create Ad



GROUPS



-  University of Puget Soun...

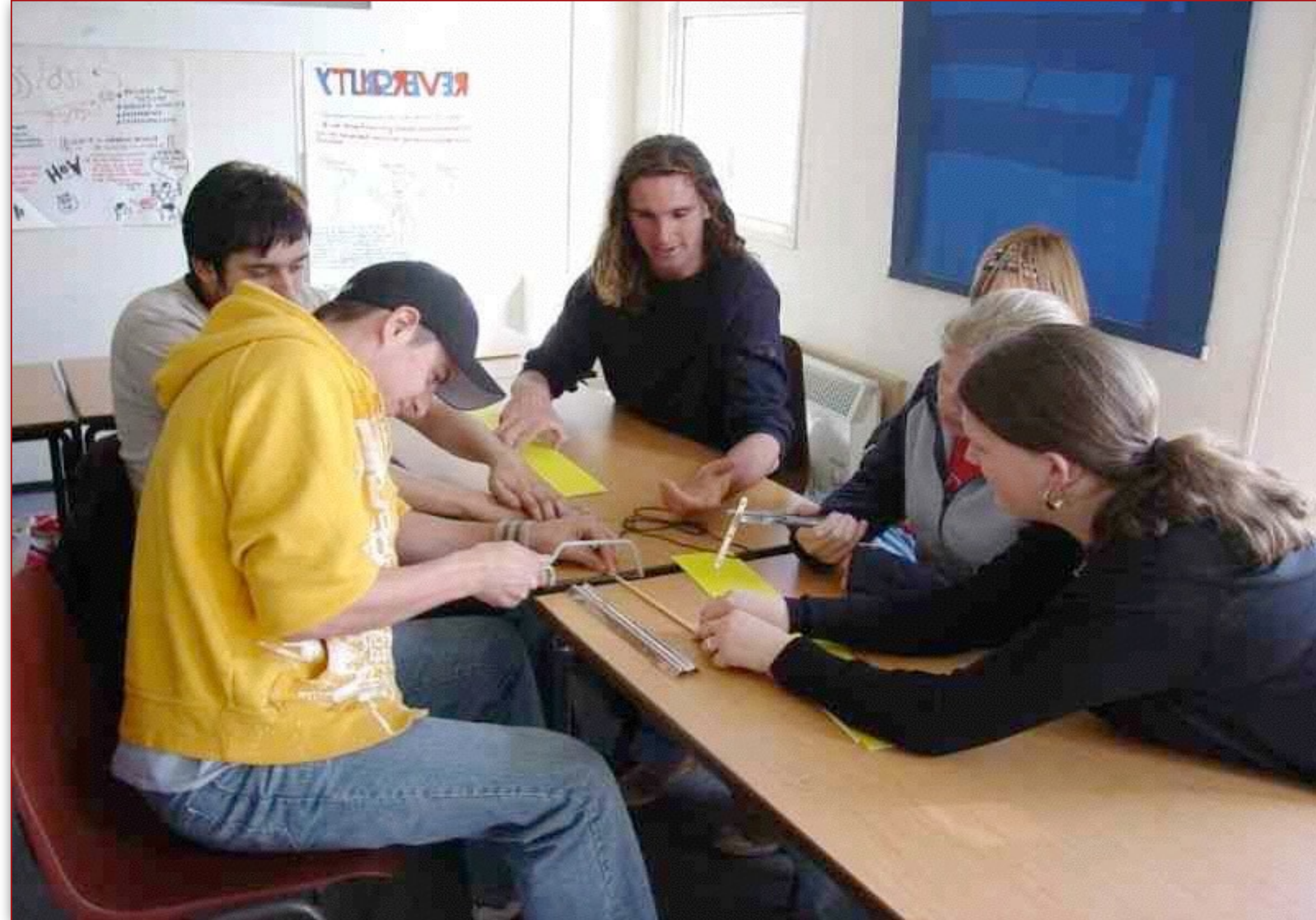
 **Nancy Vogl**
Is anyone else having problems posting on FB today?
Like · Comment · Share · 10 hours ago near Traverse City, MI · 

 Monika Laschkolnig and 7 others like this.

 View 21 more comments

 **Aileen Bennett** Thank you - I thought i had broken the internet (again)
6 hours ago · Like ·  1

 **Kathleen Hassan** yup
5 hours ago · Like ·  1



“48% of employers are dissatisfied with the oral communications skills of college students.”

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**Do This to Attract
& Retain Young
People**

Millennials Will be 40yrs old in 2 years!



#1?

**How Do They Want
to be Managed?**

MENTOR

vs.

ADVOCATE

#2:

**How do You Motivate
Them?**

“LEVELING UP” Motivates Achievement



300,000 attended GamesCom



#3:

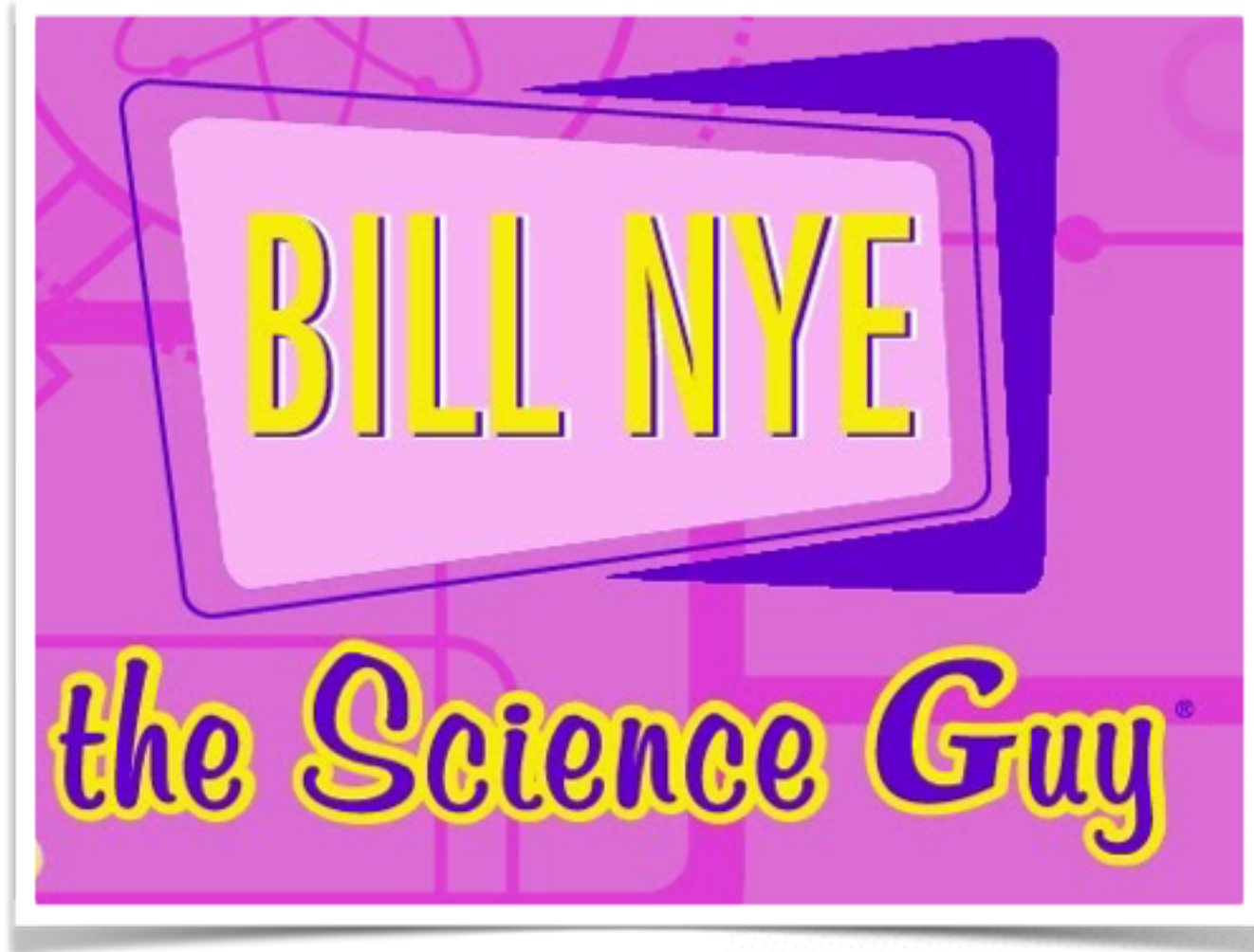
**What Attracts Them
to Work for You?**

FUN

Company founded 2011
Sold in 2016 to Unilever for \$1 Billion



**When You Find
Young
Superstars...
Exploit Them**



AFTER TODAY'S MEETING: FREE RESOURCES

ROSS SHAFER'S
RELEVANT LEADERS CLUB
Innovate. Motivate. Educate. Sustain.

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

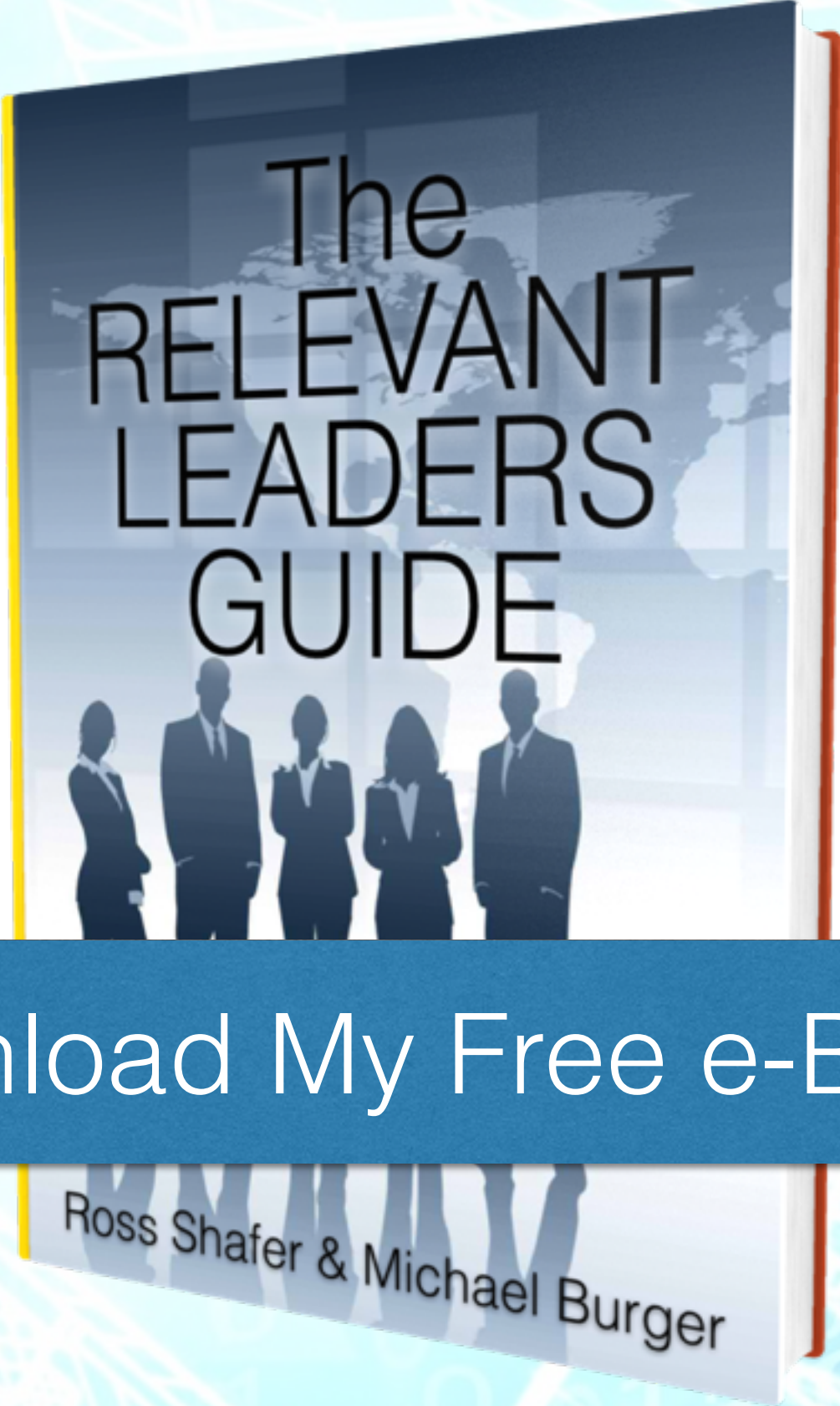
Relevant Leaders Club Download All

The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
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- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
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Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatab...
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by Ross Shafer
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This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog

Download My Free e-Book



www.RossShafer.com

The background is a vibrant blue gradient. It is overlaid with a complex pattern of white and light blue technical drawings, including architectural cross-sections, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of binary code (0s and 1s) in a light blue color, some appearing to float or be part of the technical sketches. The overall aesthetic is that of a digital or engineering environment.

Owners with CHARACTER Last Longer



Chuck Shafer 1927-2001



Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer



Daddy/Daughter date
11th birthday!

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Ongoing Encouragement



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