



Ross
Shafer

WANT TO CONTACT ROSS?

Brian Lord 615-261-4000

ext. 1005

brian@premierespeakers.com

ROSS'S A/V TEST SLIDE



STAYING RELEVANT

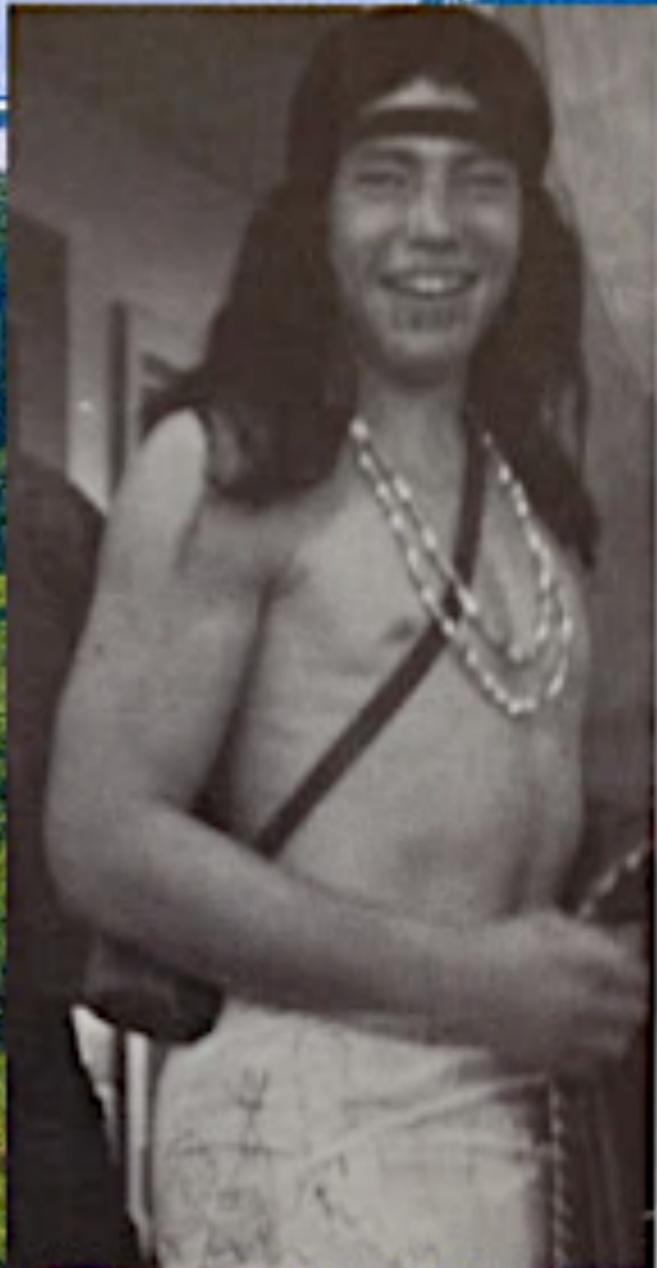
Keeps You Future-Proof

CURRENT:
Knowing
Skinny
Jeans are
Popular



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 several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

What I'm NOT...



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



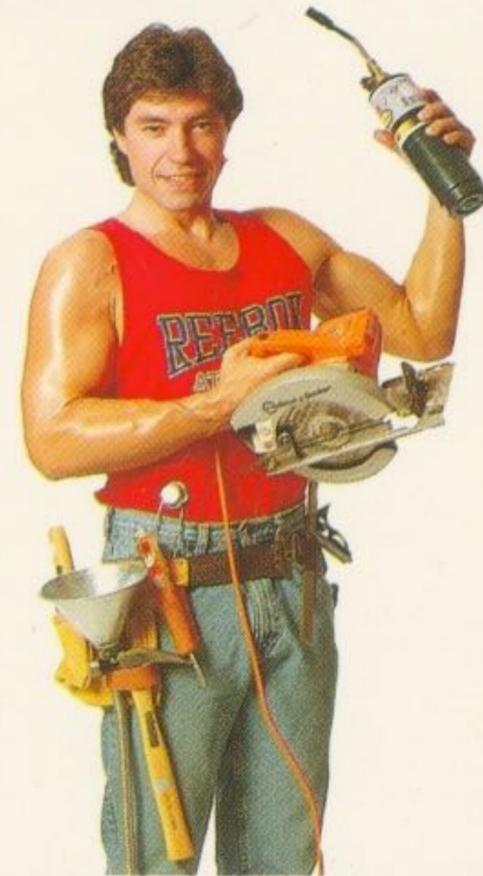
Follow the Tracks of the Herd

COOK-LIKE- A-STUD

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

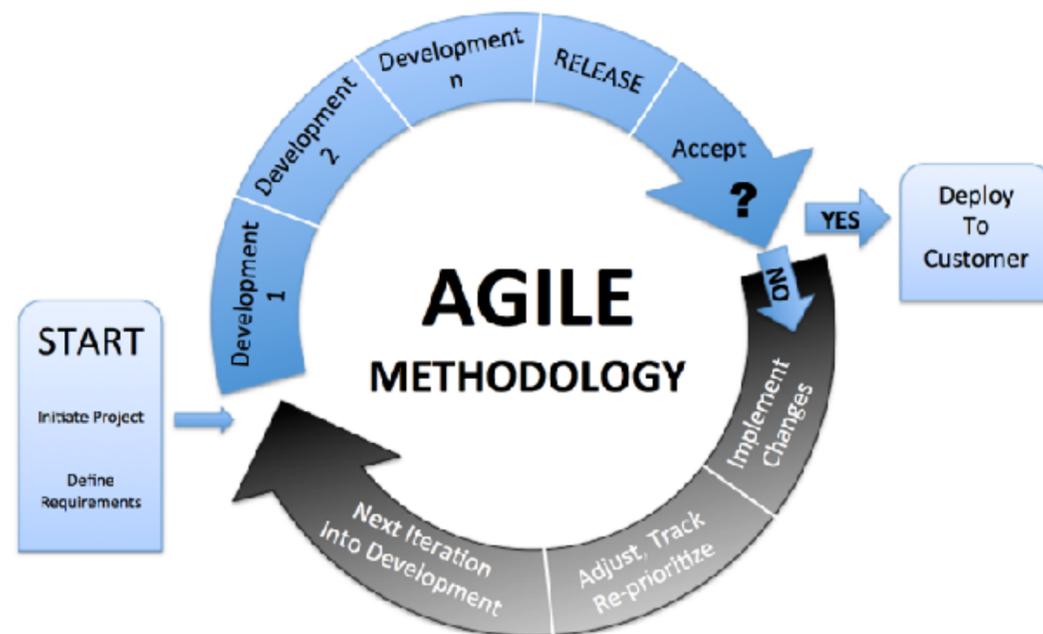
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan Shafer



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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Inspiration
is Hiding in
Your Blind Spot**



Chuck Shafer 1927-2001

Maiden flight - May 1971



“Fear is the enemy of success”

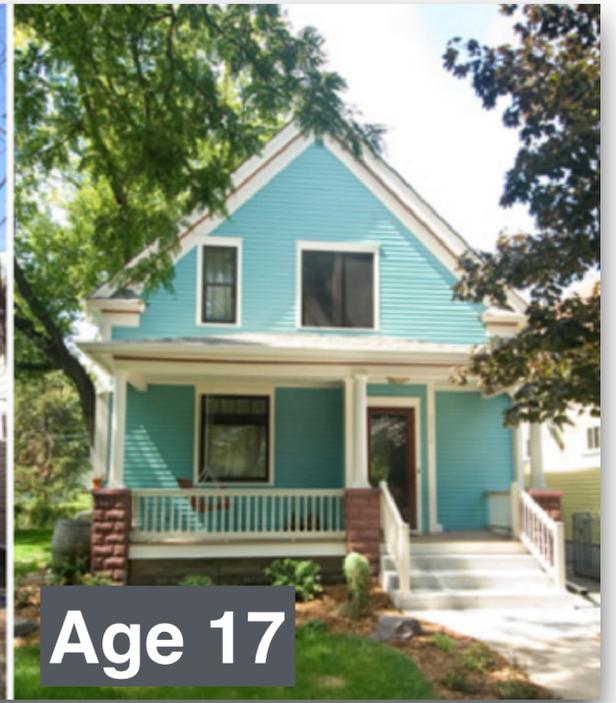
CHUCK SHAFER



Age 13



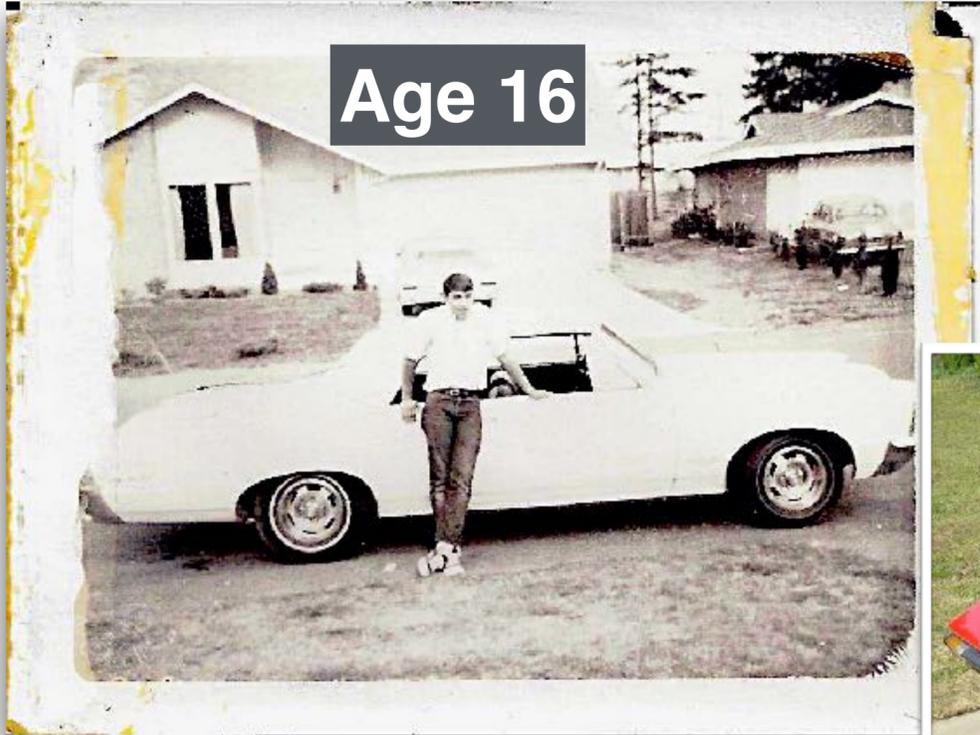
Age 14



Age 17

FLIPPING HOUSES

Age 16



Age 29



FLIPPING VEHICLES



Age 19



Restaurants/Food Service



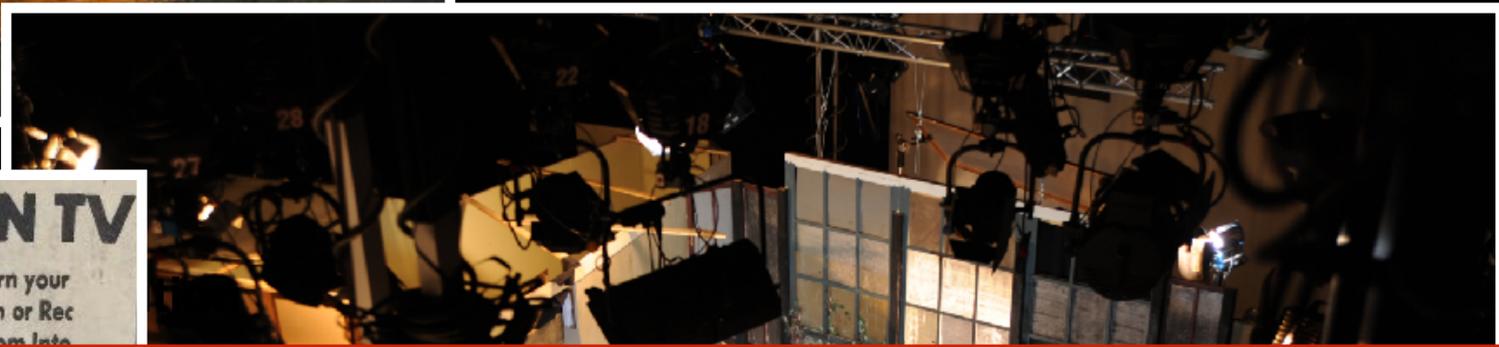
Retail Clothing



Photography & Product Marketing



Building Industry



FLIPPING COMPANIES

SHAFER® PROJECTION TV

Turn your Den or Rec Room Into

Available

At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

AS LOW AS \$997

SOUNDS O.K.

For Home Demonstration Information CALL COLLECT (206) 848-8300

119 Hi Ho Shopping Center Puyallup, Wash. 98371

STUDIO in Puyallup

SHAHER PROJECTION TELEVISION

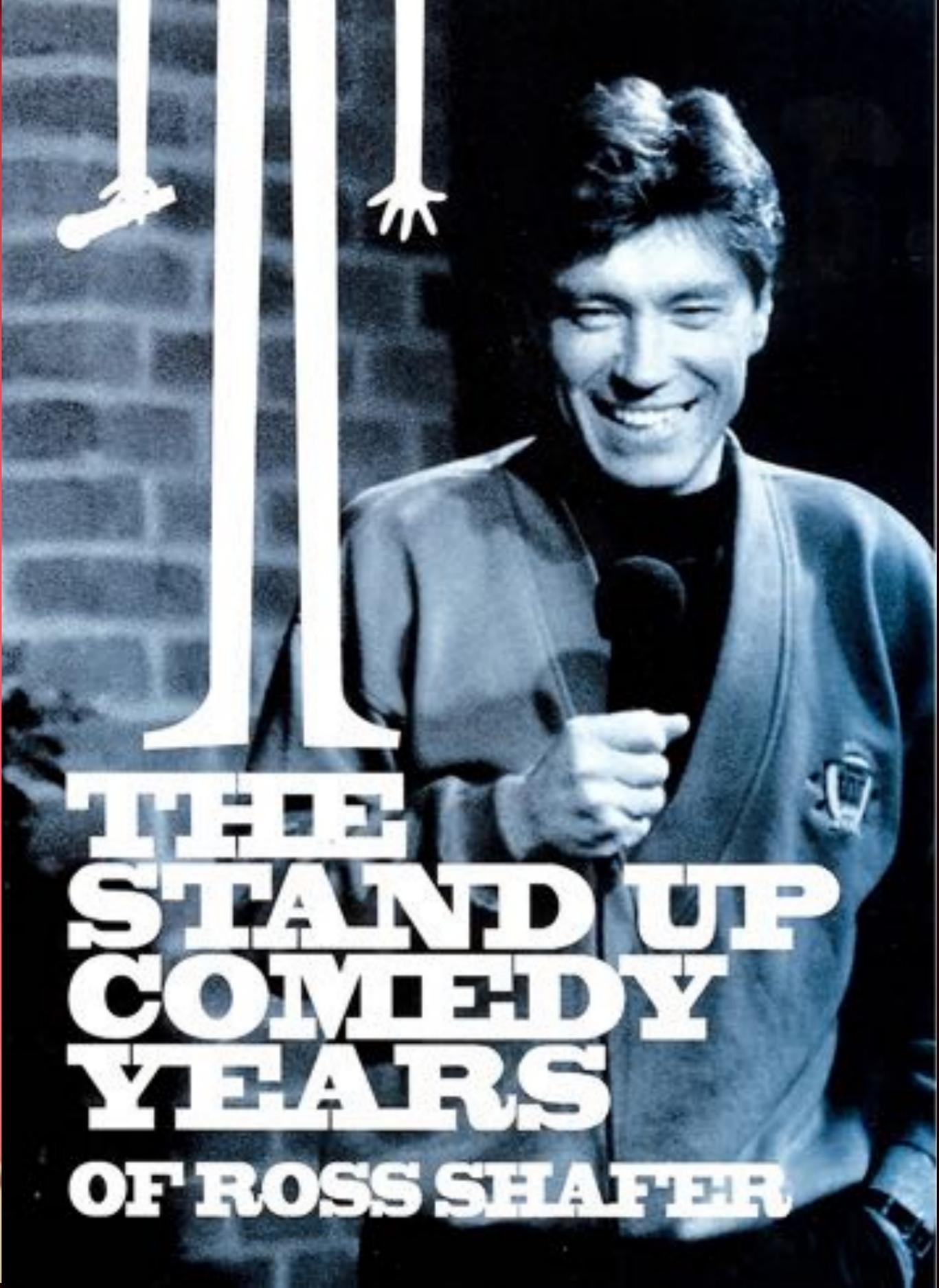


TV & Film Production

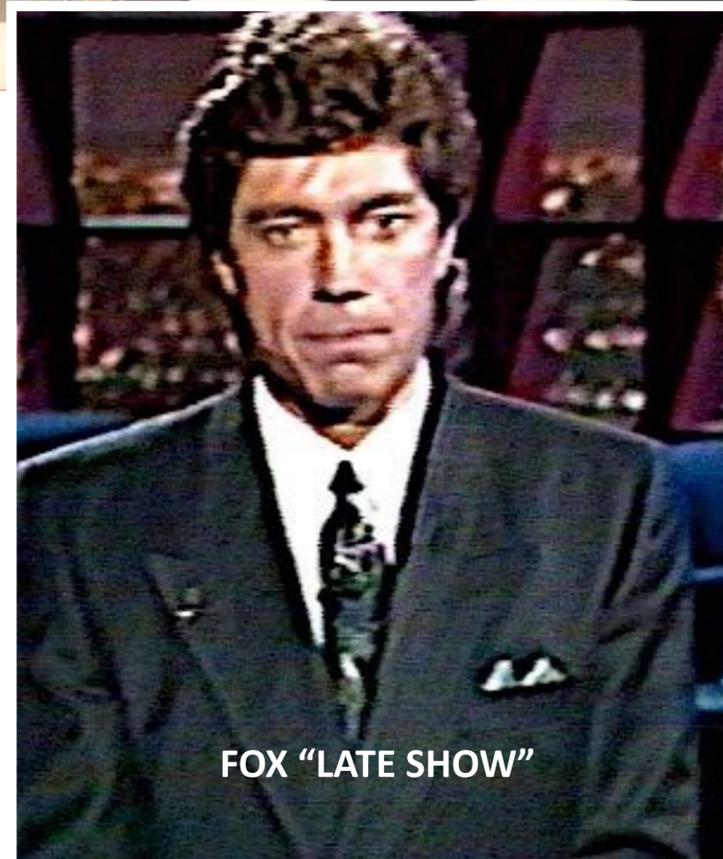
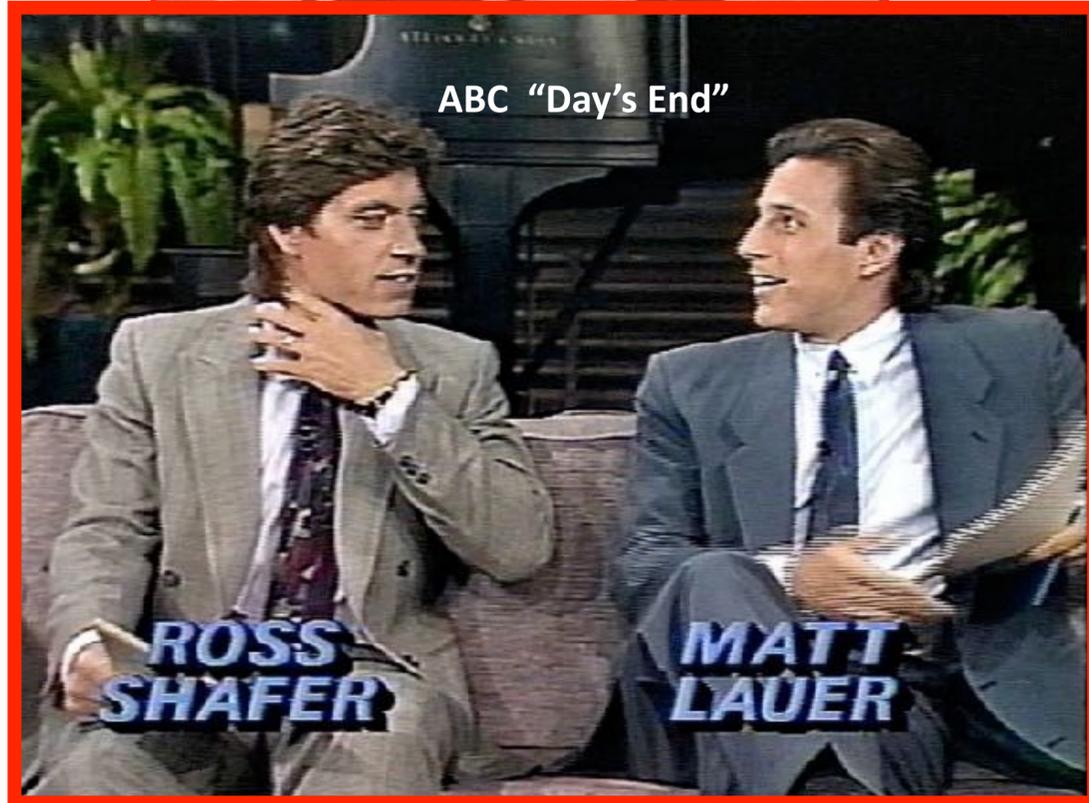
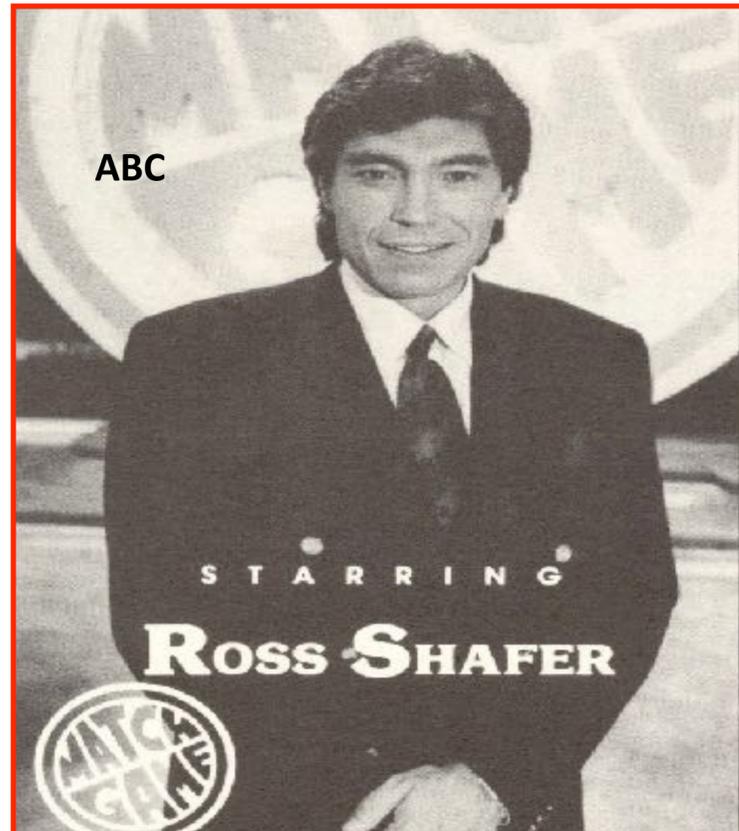


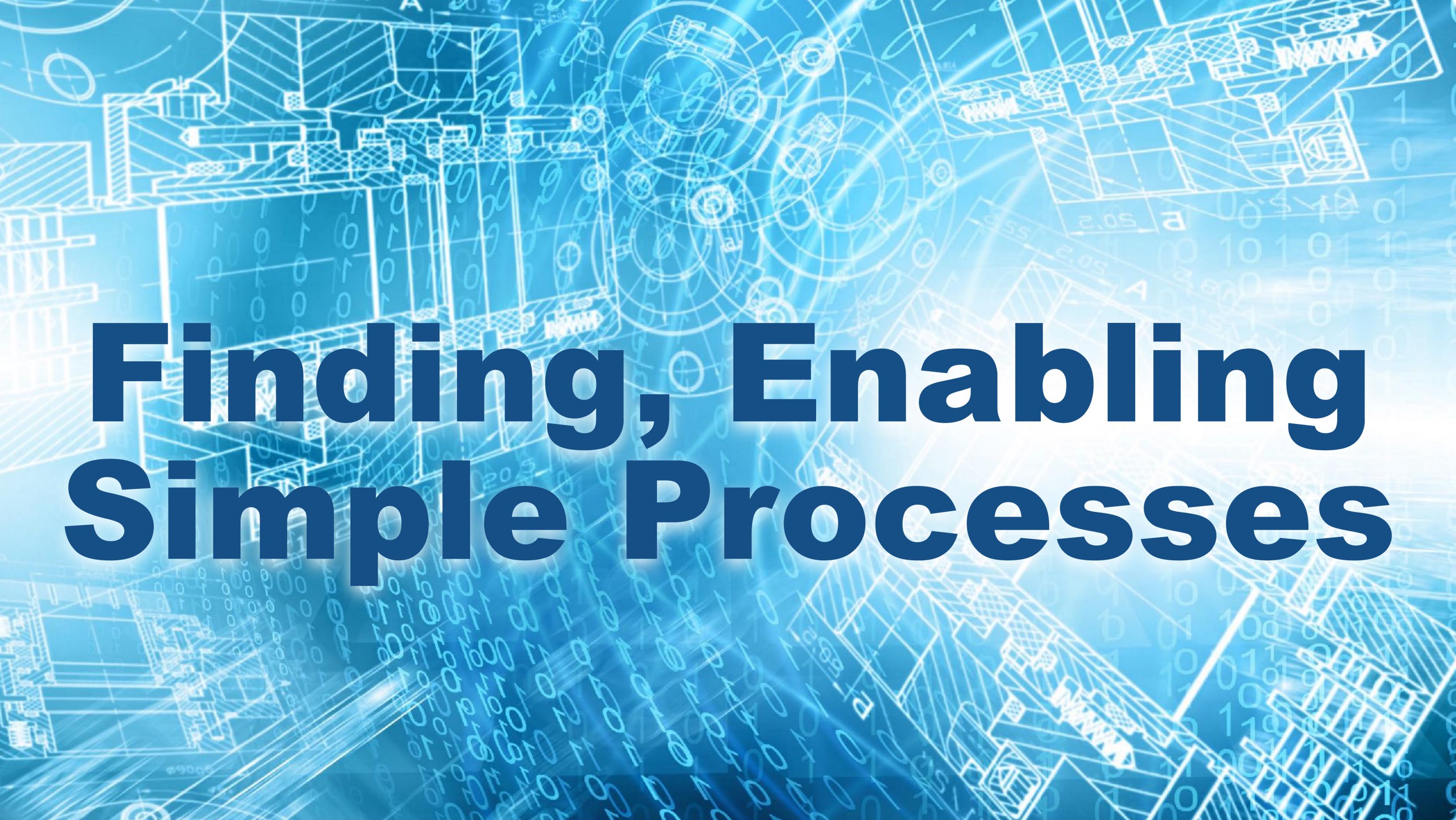


**The Shafer
“Blueprint”**

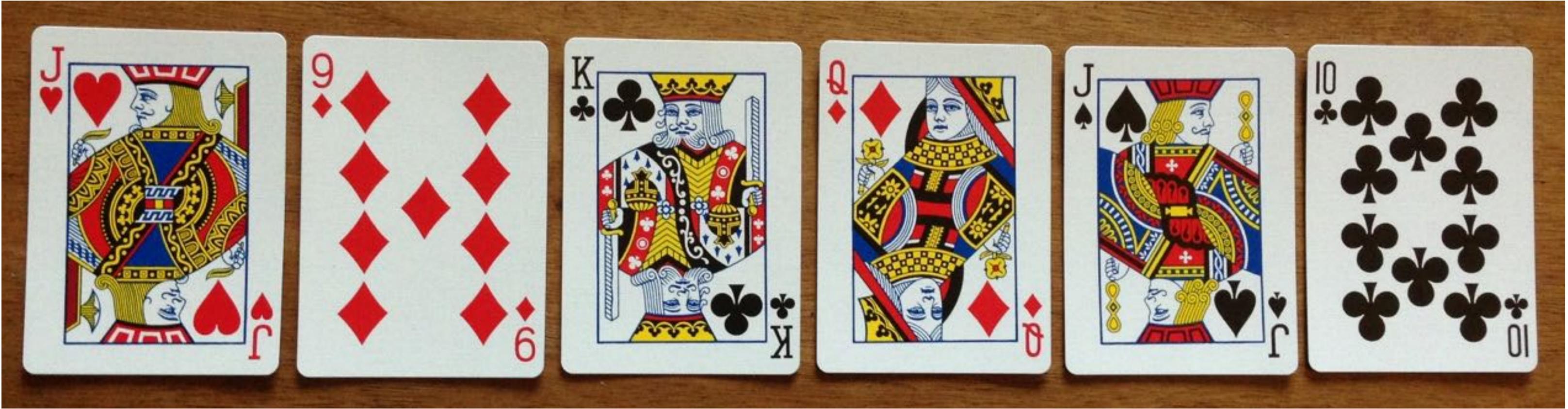


**THE
STAND UP
COMEDY
YEARS
OF ROSS SHAFER**

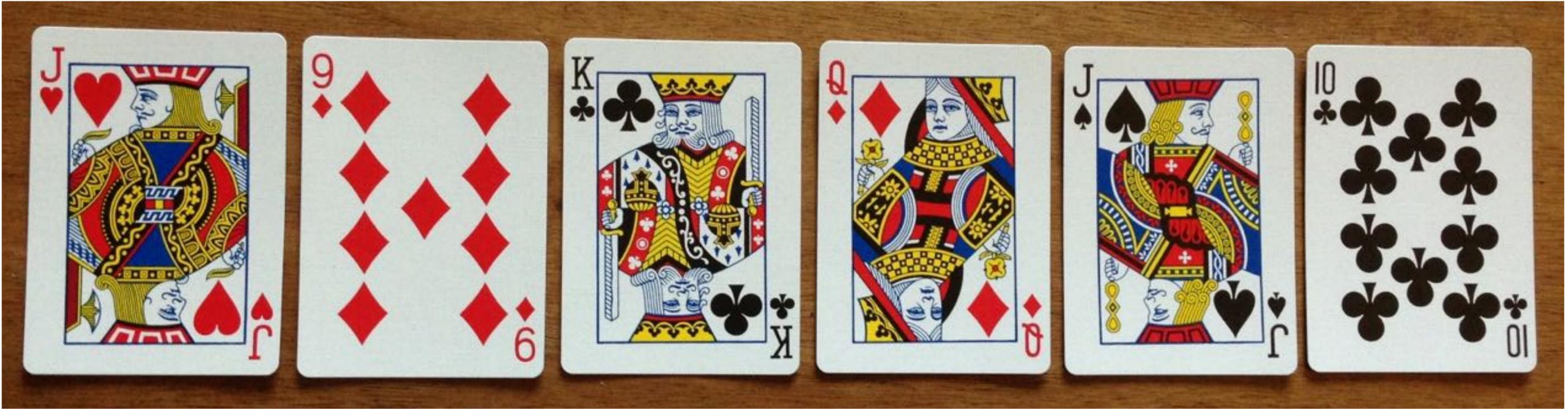


The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Finding, Enabling Simple Processes







Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETING

Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

SEA TAC Airport
Light Rail / Parking Gate

Association of Human Nature Convention



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DINNER BOX COMPARISONS



Plated.



SUN BASKET



HOME CHEF





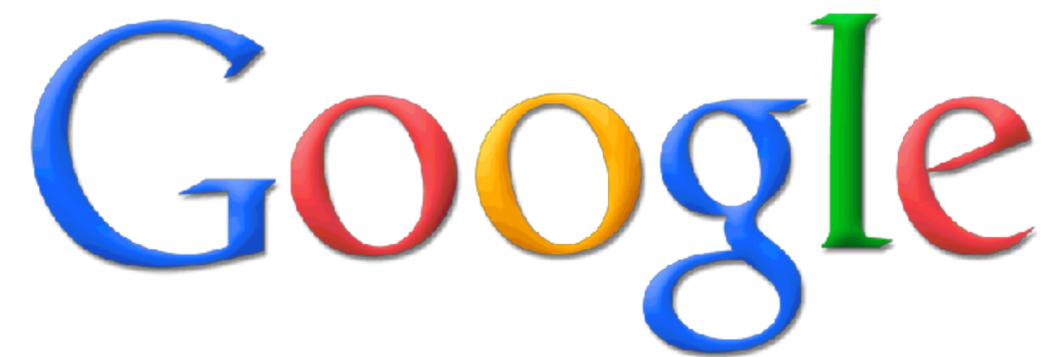
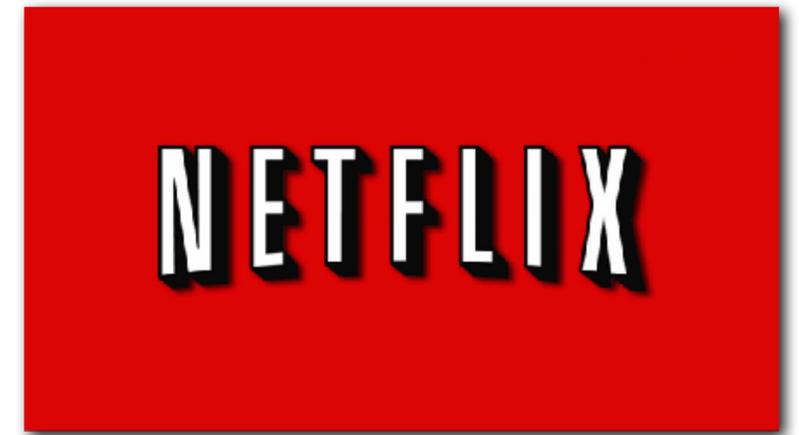
LARAMAR

55,000 UNITS



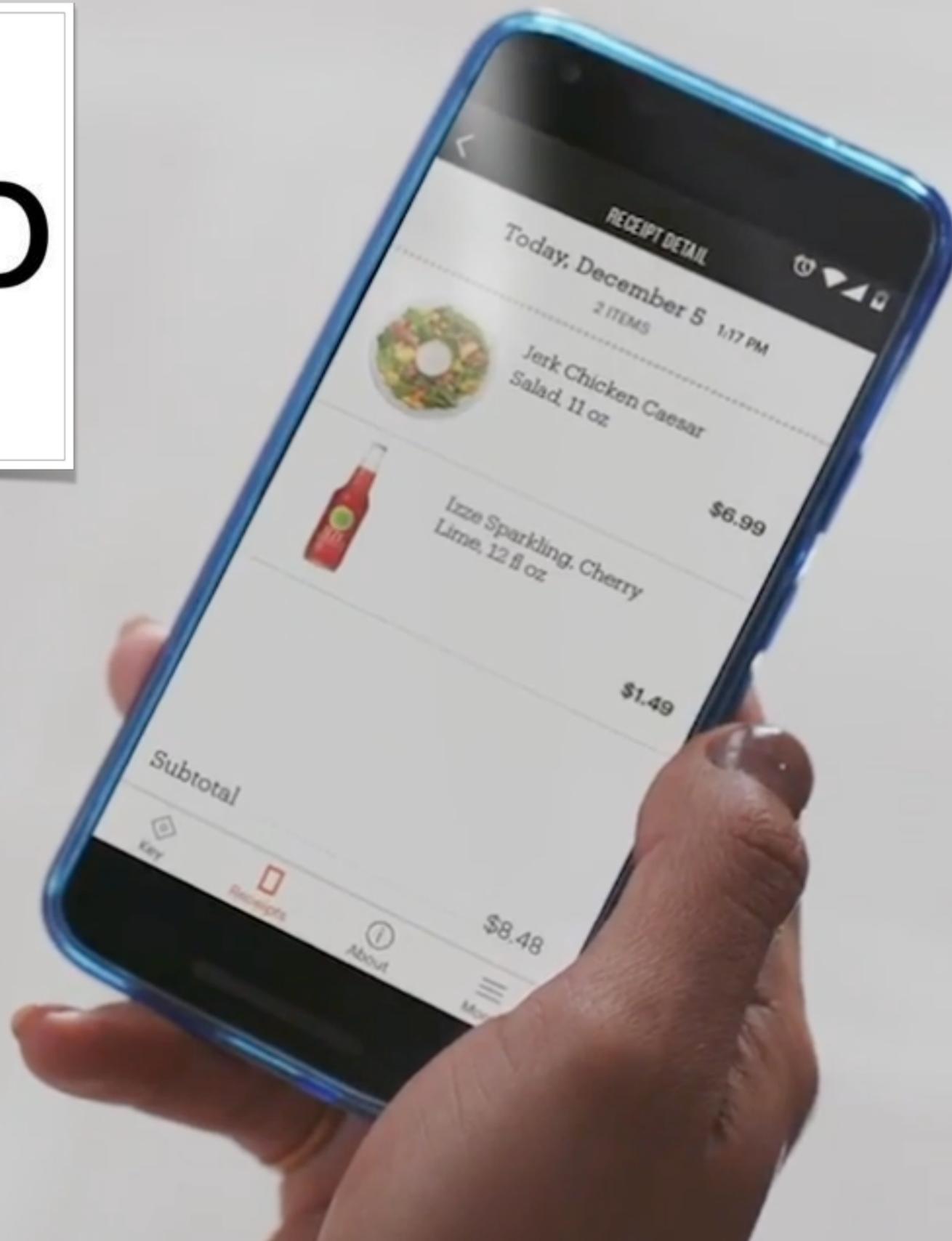
The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven theme.

**What do B2B
Customers Expect
from You?**



amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctor
Visits

The background is a vibrant blue gradient. It is filled with intricate white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are streams of white binary code (0s and 1s) that appear to be moving or floating across the scene, creating a sense of digital activity and complexity.

How Have Your Customer's Expectations Changed?

You Don't Have to

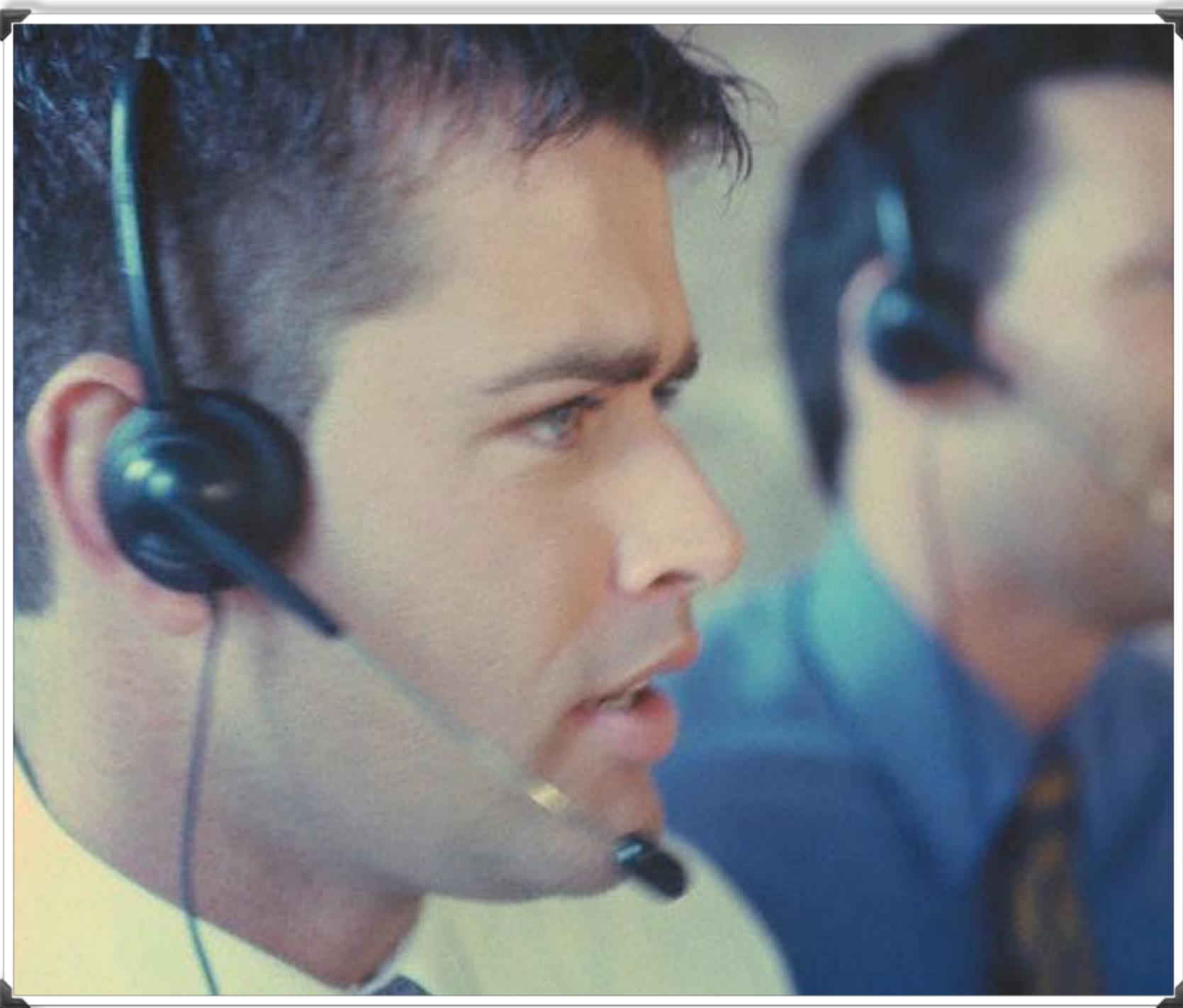


Customers

Eliminate the



Moments



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



erases



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

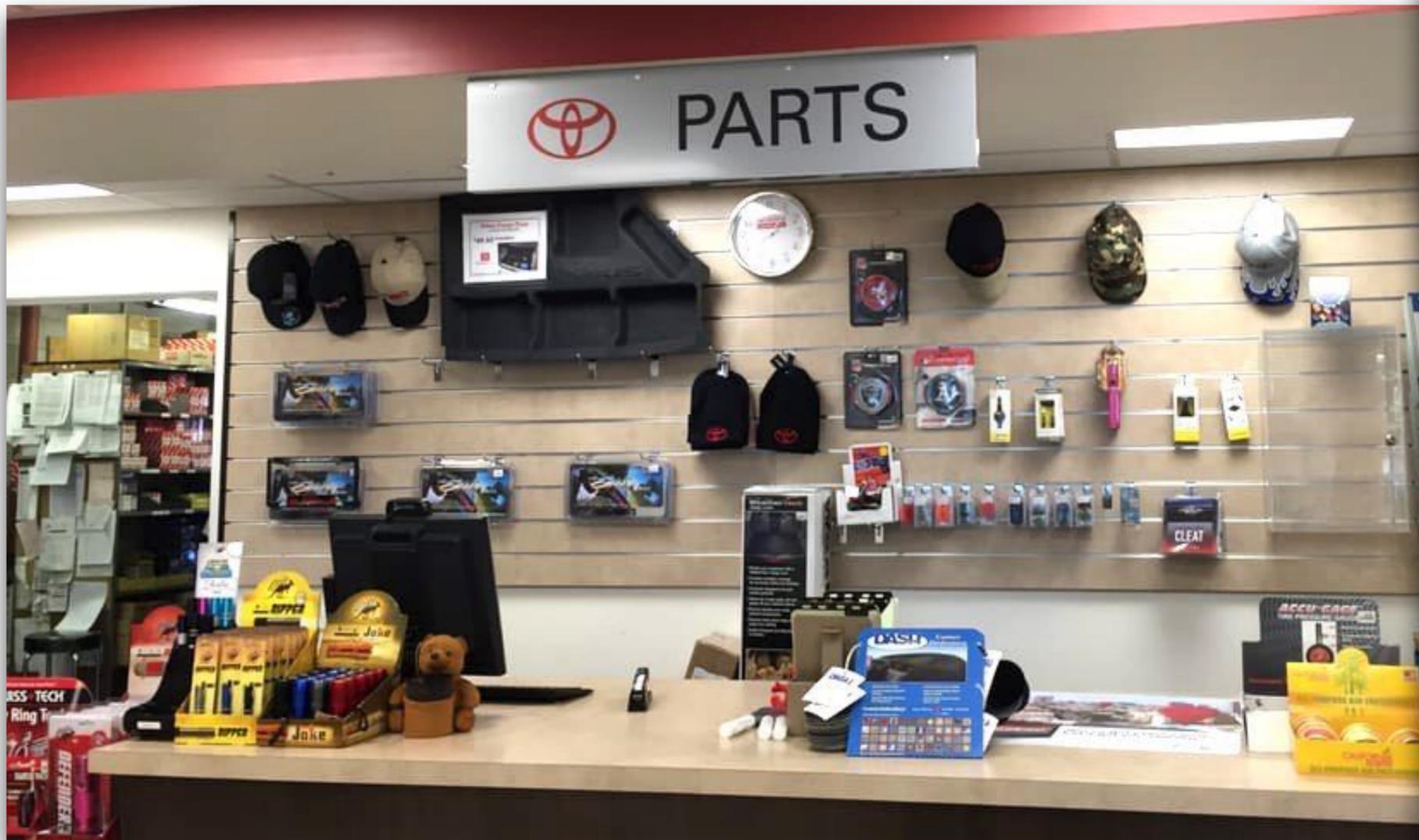


TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

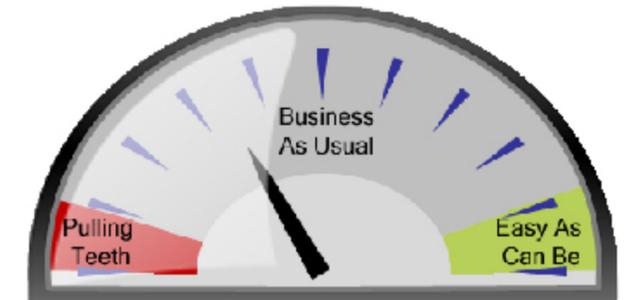
CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. 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; **NOT by delighting them in service interactions.**”

Does

WOW vs POW

Work?

10 yrs ago, on the verge of bankruptcy, customers said,
“the toys take long to build.”







**Scores UP 21 points
in 90 days**

Westar Energy®



**People are Your
Power...but
What's the most
Treachorous
Unknown?**

It's NOT Millennials

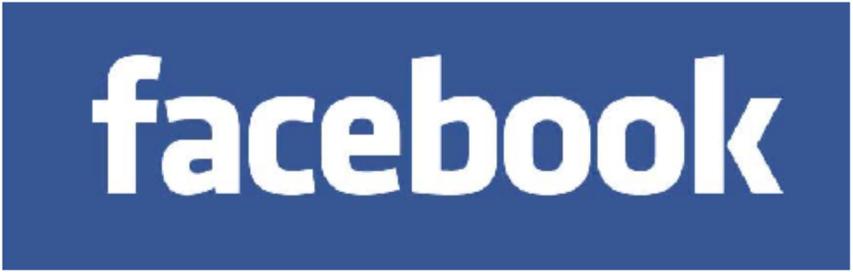
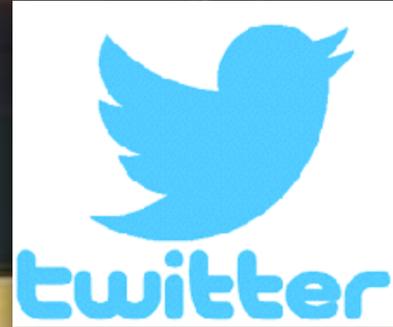


“LEVELING UP”

(Quick Wins)



300,000 attended GamesCom to watch other people play video games



SAFETY



“Un-Friending” Melt Downs

Mood Swings Based Upon CLICKS & LIKES

DISTRACTION ERRORS AT WORK

CO-WORKER TENSION

Self-Absorbed. Self- Obsessed.

🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne
Ph.D.

Fulfillment at Any Age



Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

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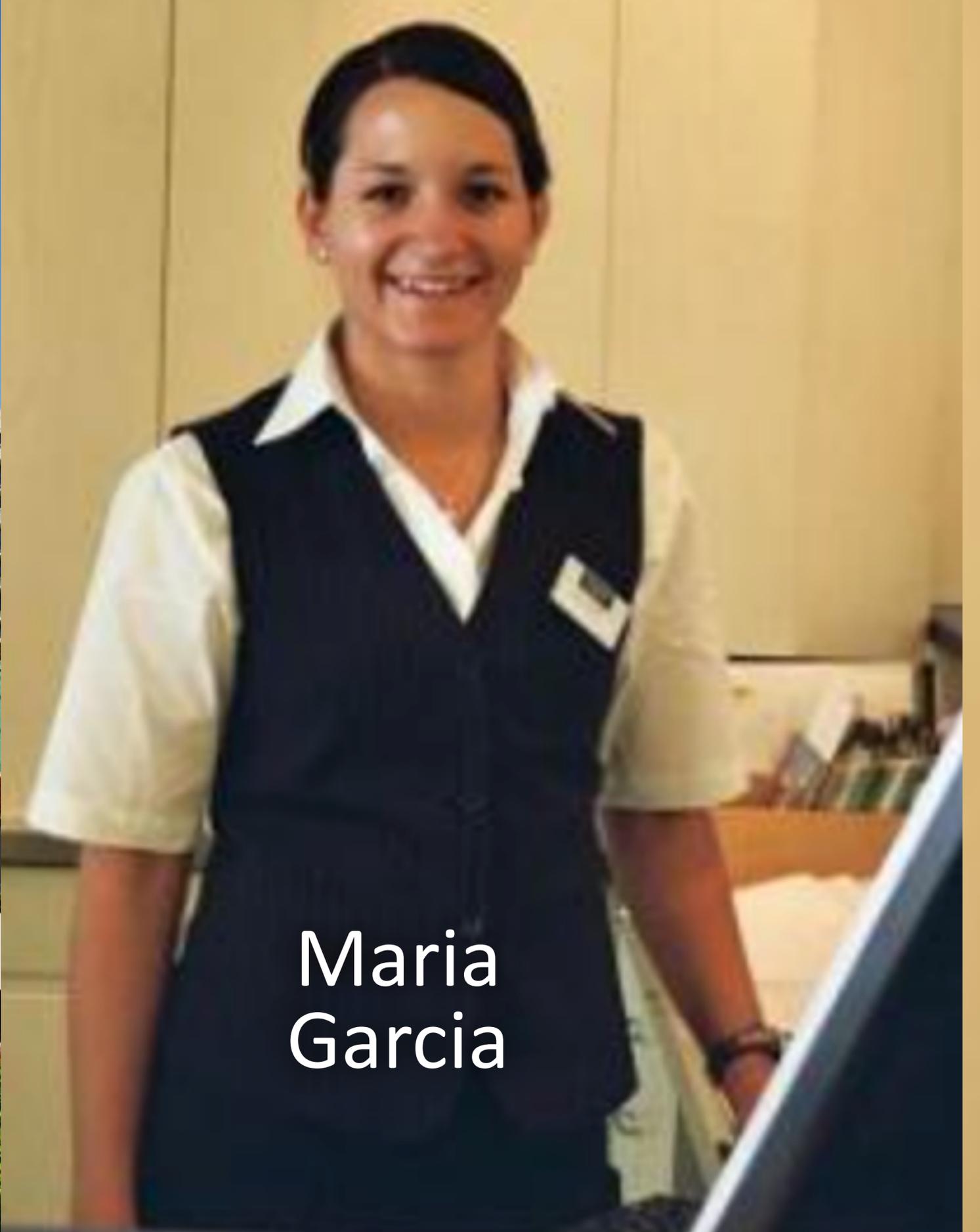
That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,

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Being

OTHER-FOCUSED

Is the Solution



Maria
Garcia



Be CARING. Be CURIOUS.

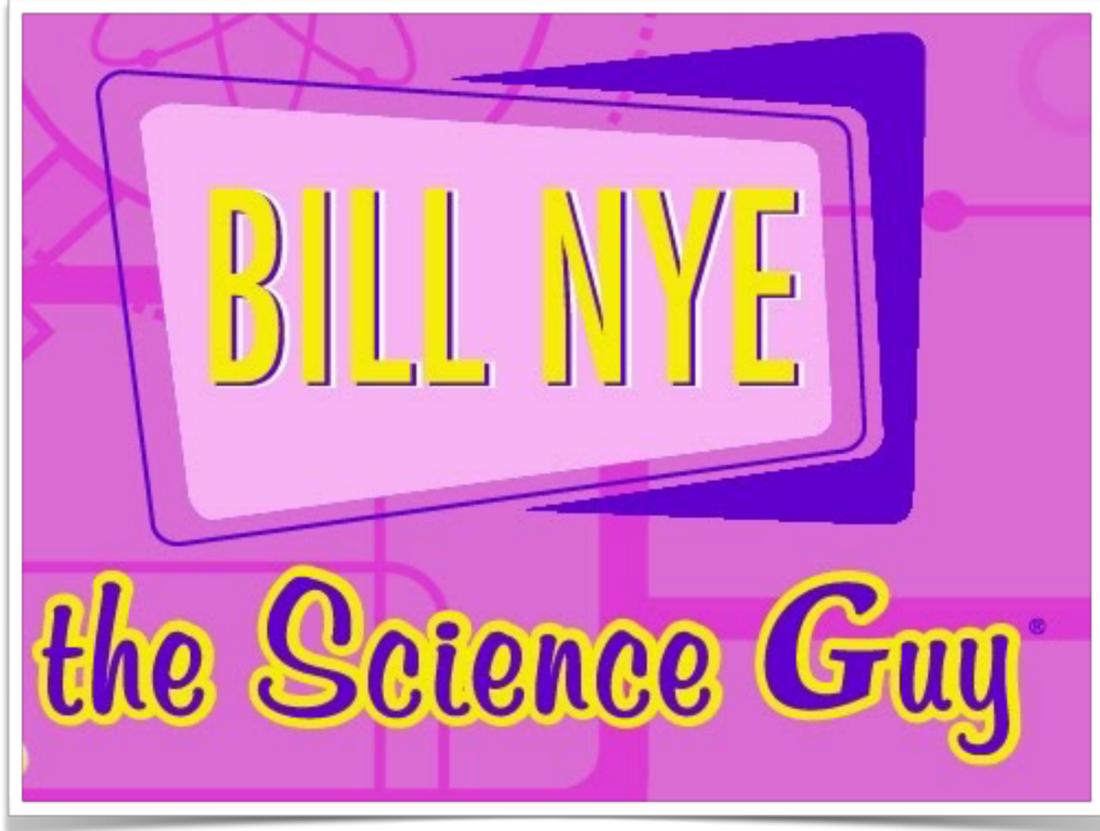


**“71% of
Sr. Managers
are discouraged
by the
communication
skills of
college-age
students.”**



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 sense of digital data flow. The overall aesthetic is futuristic and technical.

Accelerate Your Superstars



Visit Ross's YouTube Channel

ROSS SHAFER
Funniest Expert on *CHANGE*

Ross Shafer View as: Yourself

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Relevant Leaders Club
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...

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Have you ever wondered if you should change your personality when you get a "big" new job? Then you...

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Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatab...

How Can Small Office Financial Advisors Beat The Big Guys?
1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Change Mgmt. Video Blog

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**YOUR Integrity
Insures YOUR
Legacy**



Chuck Shafer 1927-2001

The background features a complex, layered design. It includes technical blueprints with various lines, circles, and text labels like 'A', 'B', and '50.2'. Overlaid on these are streams of binary code (0s and 1s) in a light blue color, creating a digital or data-driven atmosphere. The overall color palette is shades of blue, from light to dark.

**Frequent,
Ongoing
Encouragement**



Ross
Shafer

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