

**If you want Ross to Speak  
at your meeting or raise  
customer scores with  
his Other-Focused™  
90-day team coaching  
program contact:**

**Asher Noël**

**[anoel@EaglesTalent.com](mailto:anoel@EaglesTalent.com)**

**ph (800) 345-5607**

*Living an  
Other-Focused™ Life*

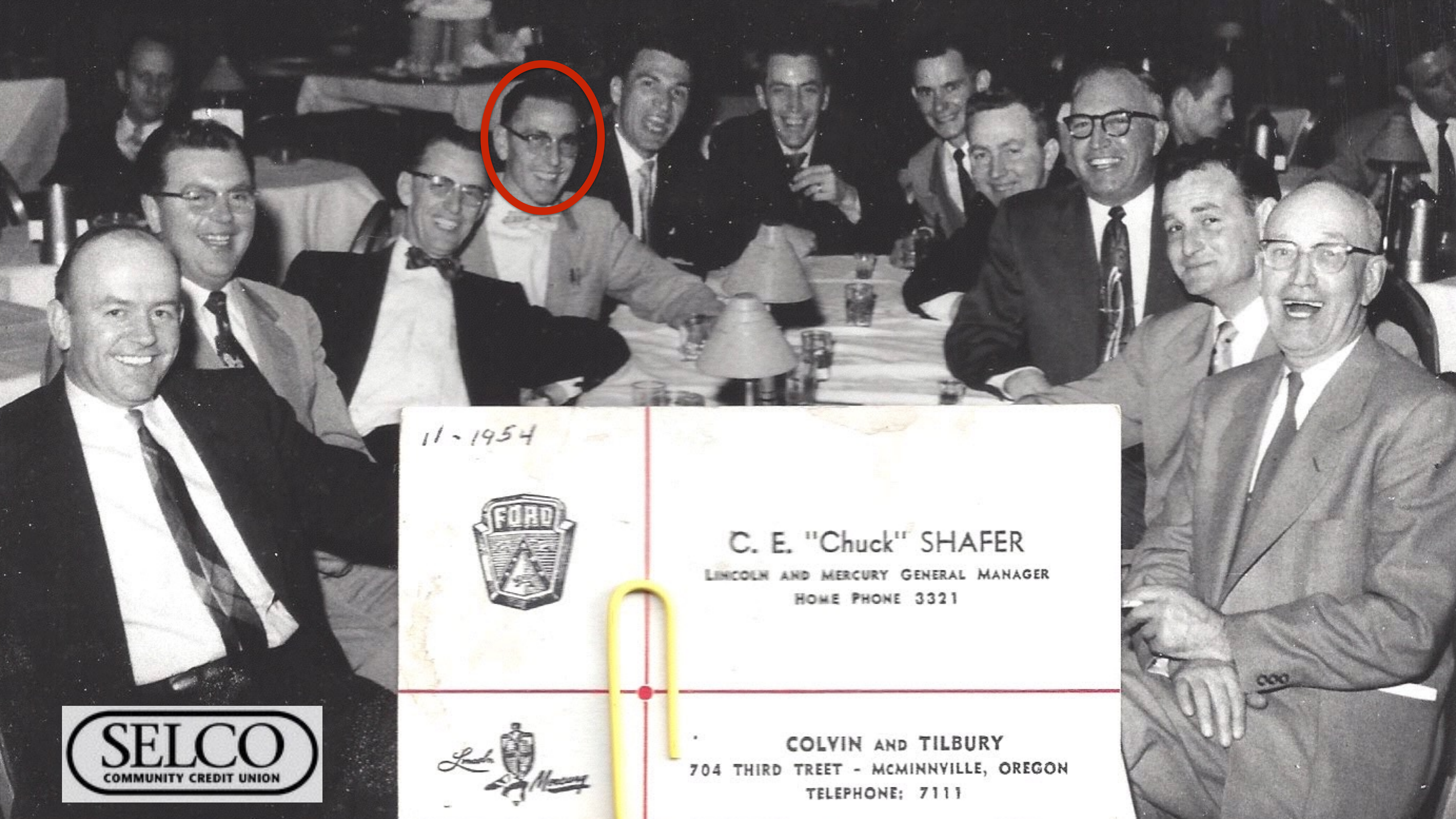


Ross Shafer

Garry Poole

# How to Behave Like a Startup

by Ross Shafer



11-1954



C. E. "Chuck" SHAFER

LINCOLN AND MERCURY GENERAL MANAGER  
HOME PHONE 3321



COLVIN AND TILBURY  
704 THIRD TREET - MCMINNVILLE, OREGON  
TELEPHONE: 7111



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 is a pattern of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The text is centered horizontally and has a slight glow effect.

**What I'm Not...**

Restaurants/Food Service



Retail Clothing



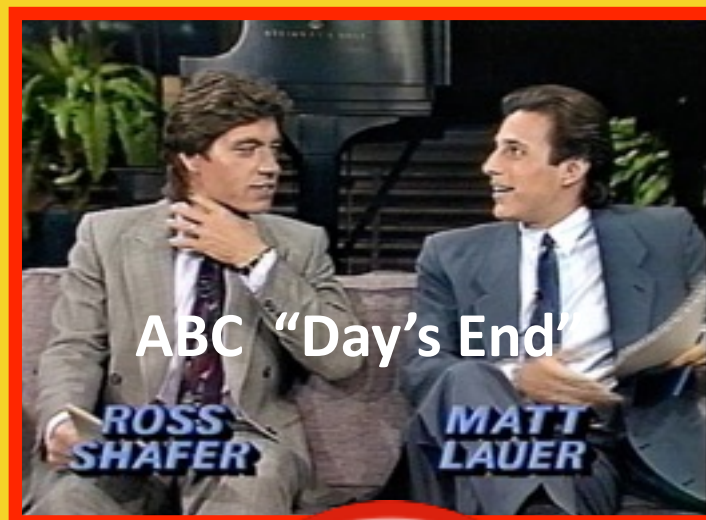
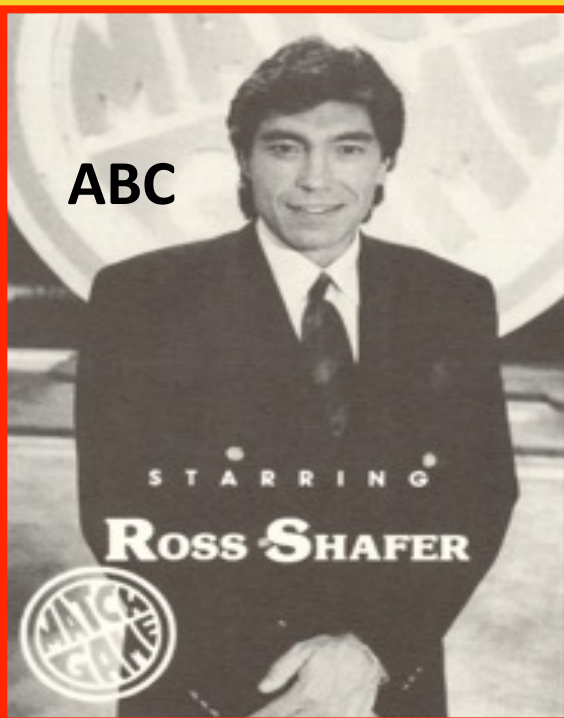
TV & Film Production



Building Industry



Manufacturing



ABC "Day's End"



USA

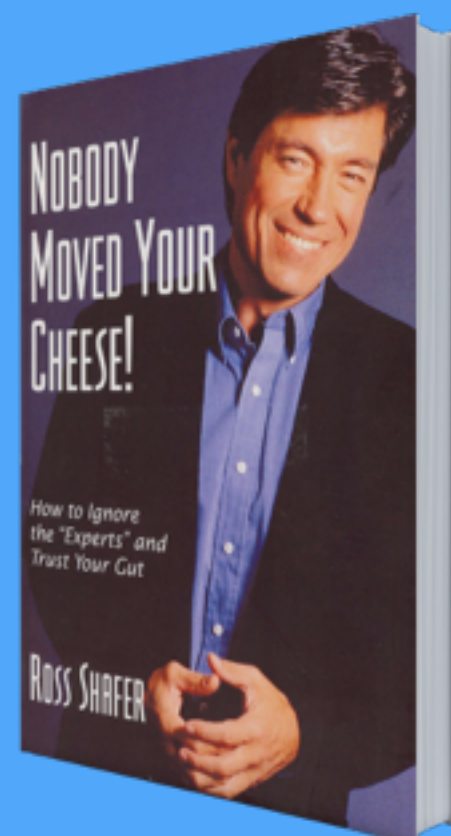
LOVE ME NOT



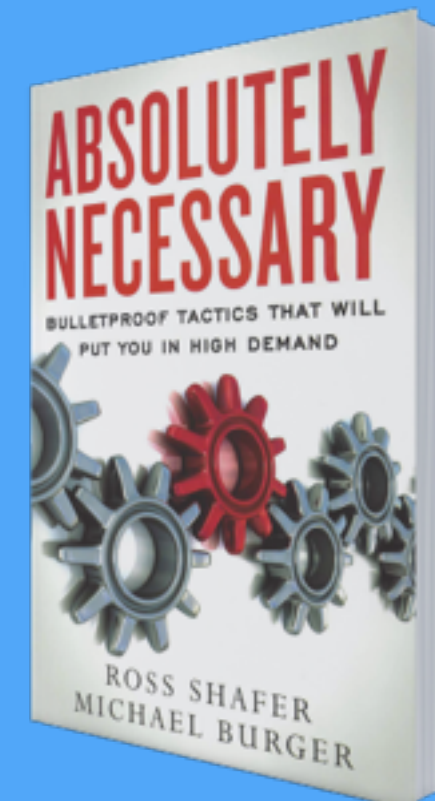
FOX "LATE SHOW"



2



3





*Explaining things the easy way!*

## **How to Start a Pet Shop (retail) Business**

### **Advancing Beginners**

**The Beginners Guide Volume 1**



Sam Enrico



# 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

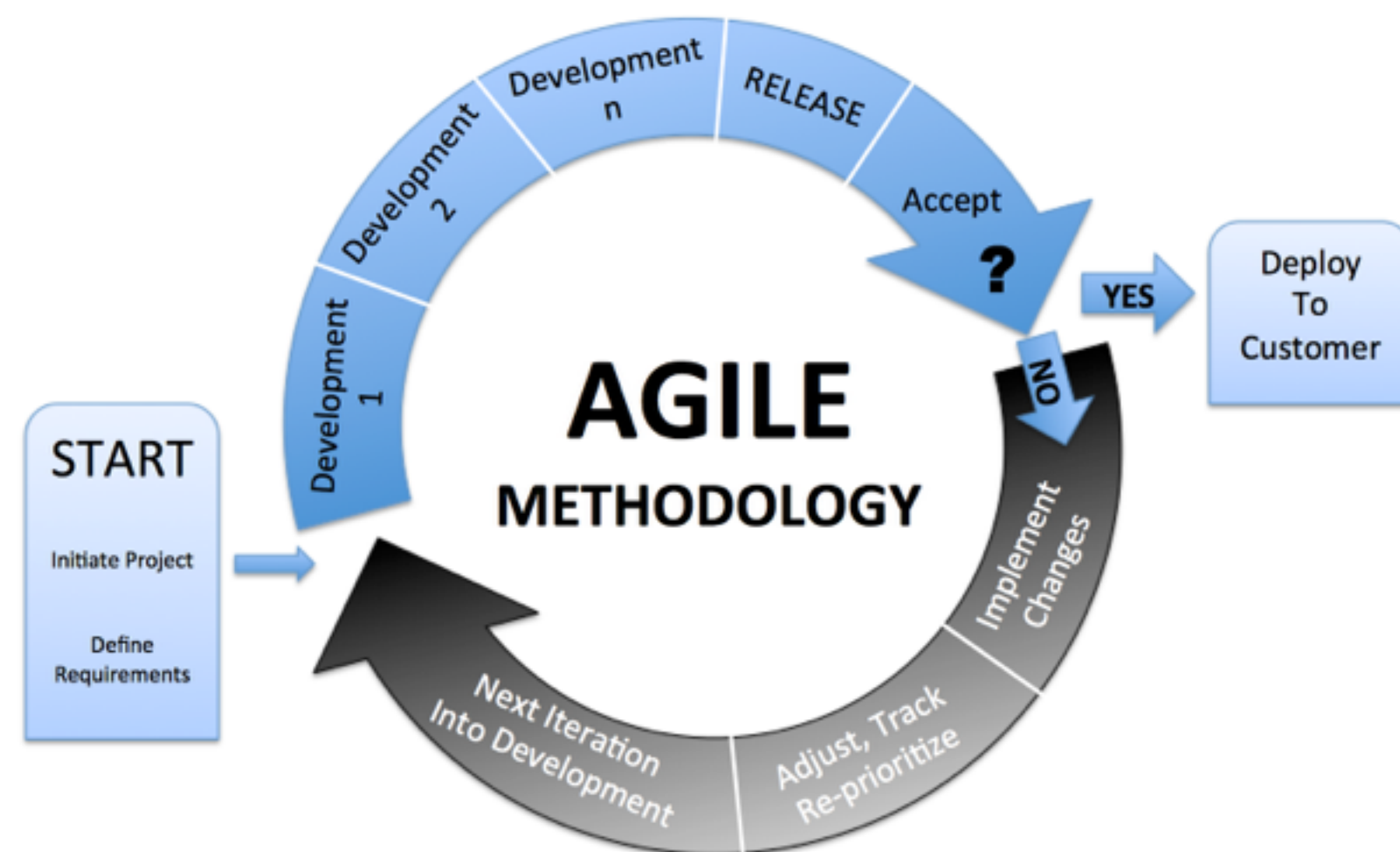
## Ross Shafer








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

**Startups Change  
Before  
it's Necessary**



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# **Startups Use a Secret Advantage**

# Hotel Events

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

October 16, 2018



| Group/Event               | Room                 |
|---------------------------|----------------------|
| GENERAL ELECTRIC          |                      |
| BREAK OUT SESSION A       |                      |
| Morrow Technologies       | Maxis Ballroom       |
| Client Appreciation Lunch | Grand Ballroom 1 & 2 |

**CRASH THE WRONG MEETINGS**

# Association of Human Nature Convention



[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

55,000 UNITS



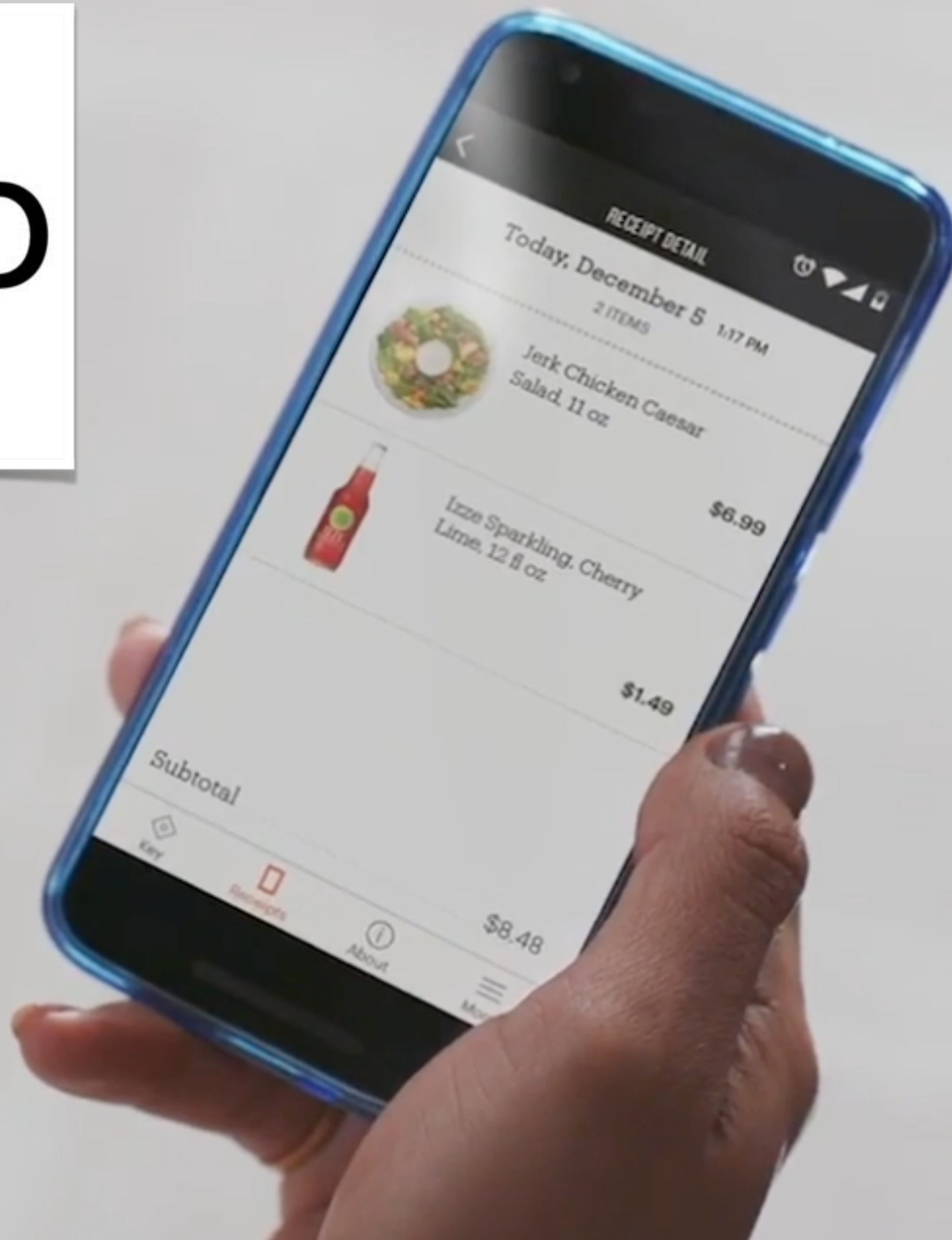
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Who Would Your  
Customers Name  
as Relevant?**



# amazon go

3,000 cashier-less stores





**“Nobody can  
transact faster.”**

**Jeff Bezos**

**amazon.com**



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**Friction-Free  
& Trust are  
Your Brand  
Differentiators**

**R O S S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**







**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



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

**You Don't Have to**



**Customers**



# TOYOTA

## OF PUYALLUP



*customer first.*

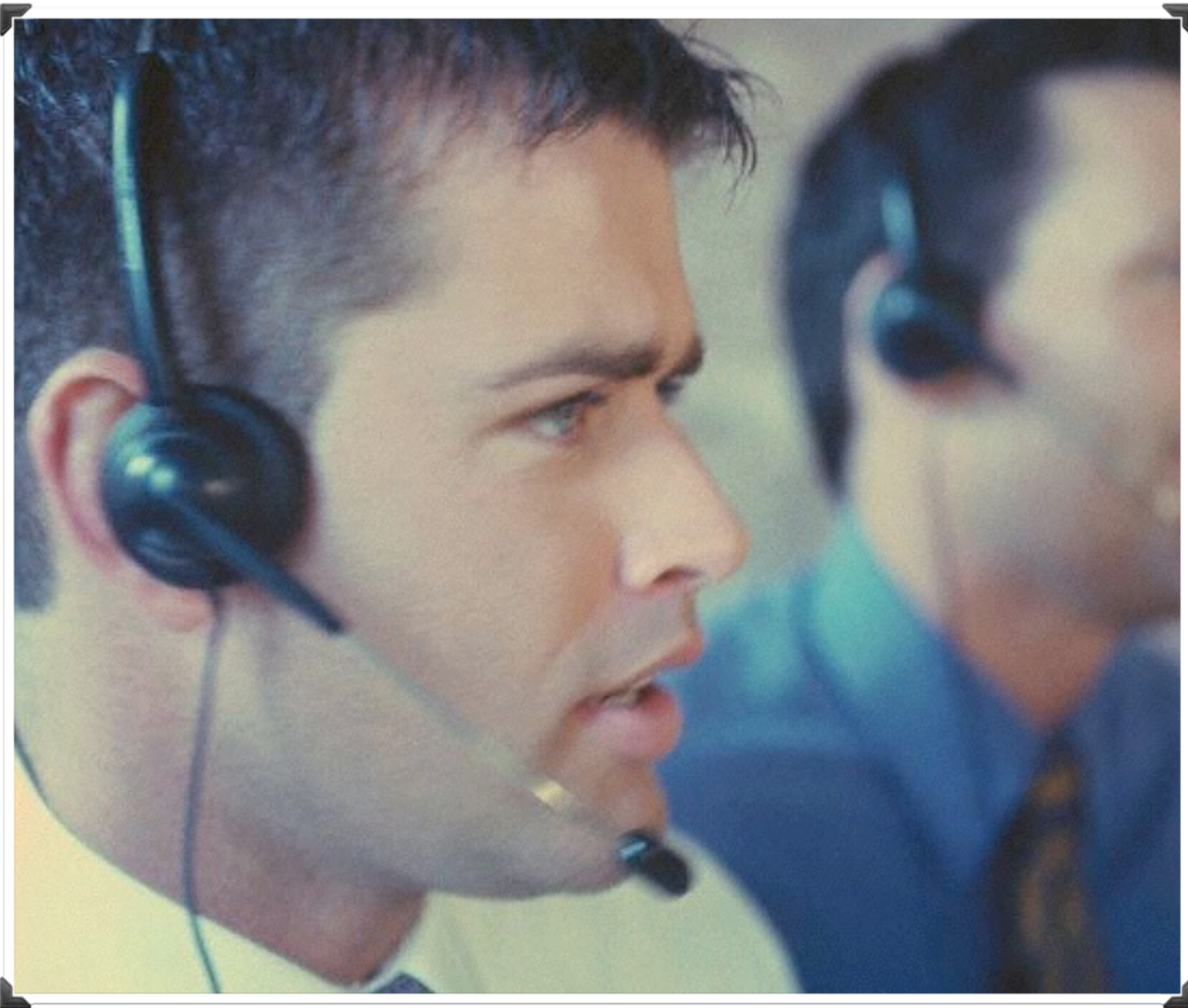


Freshly baked Otis-Spunkmeyer cookies.

**Just Eliminate the**



**Moments**



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

# 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.**”





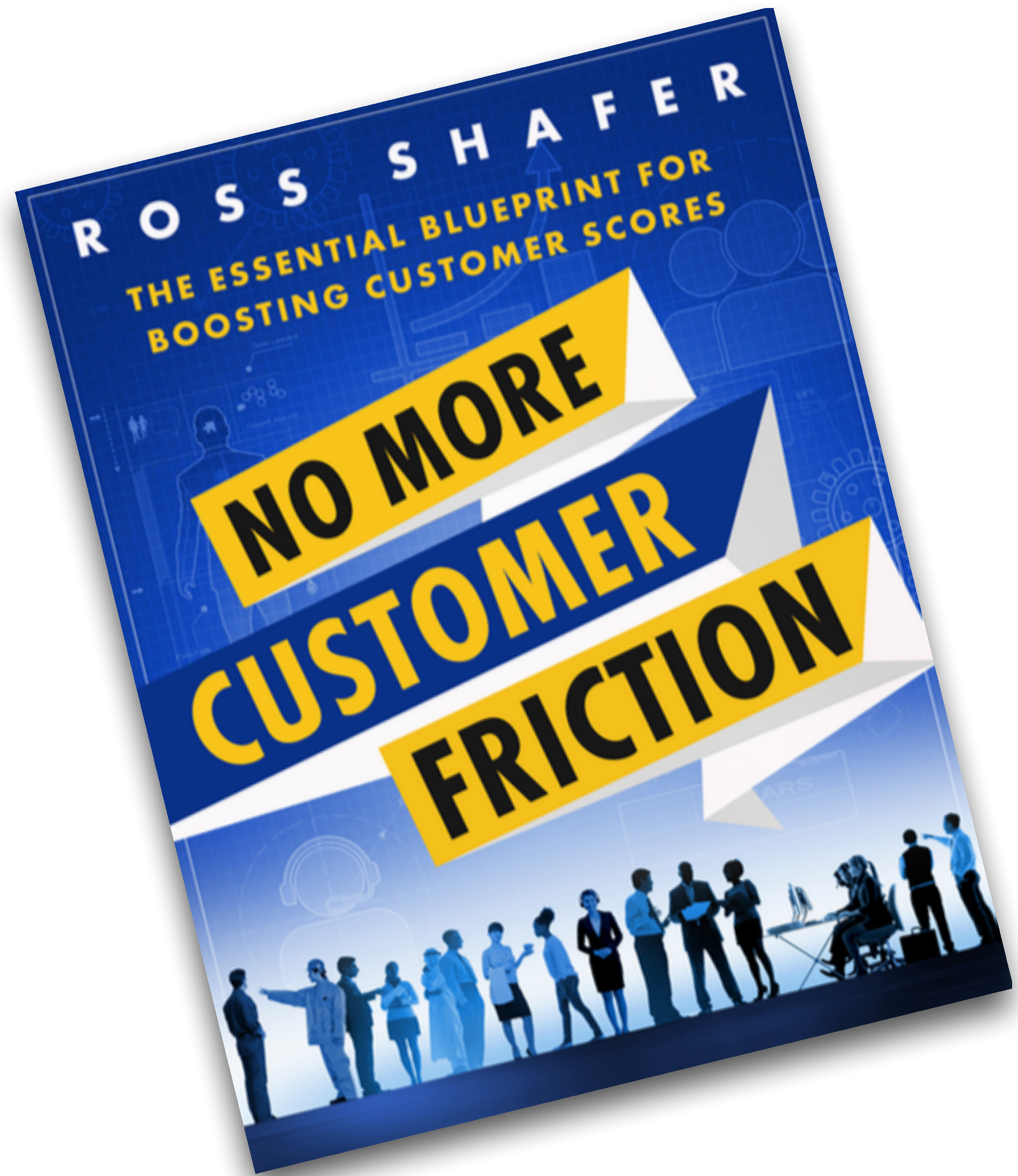
erases



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**  
**WOW vs POW**  
**Work?**

**comcast**<sup>®</sup>  
**xfinity**<sup>™</sup>

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®



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**Sometimes  
WE  
are the Problem**







# **What is the Most Dangerous Threat to Your Business?**

NO, NOT Millennials





facebook



You Tube



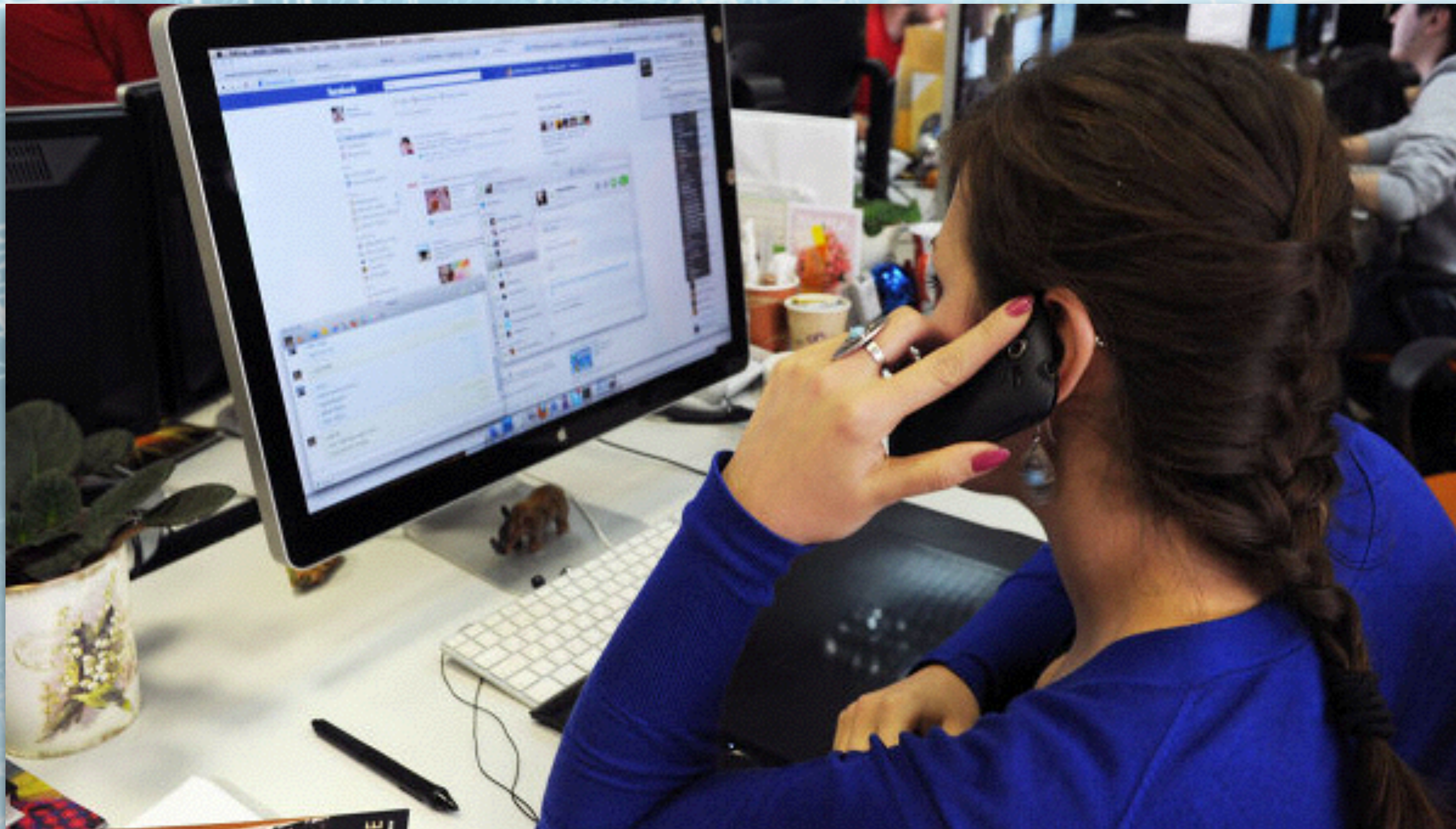
LinkedIn

snapchat

FOMO



# 6 out of 10 Employees Visit Social Media Sites at Work



<https://mashable.com/2012/11/02/social-media-work-productivity/#ei4im7UwSEqa>

# DISTRACTIONS COST \$650,000,000,000b

Workers are interrupted once every 10.5 minutes by things like

IM's

Tweets

and Facebook messages

It then takes 23 minutes for those social media users to get back on task.

Each User  
Costs the  
Company  
**\$4,452.00/year**

🔍 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

[f SHARE](#) [🐦 TWEET](#) [✉ EMAIL](#) [🔗 MORE](#)

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,

# **“Un-friending” Melt Downs**

**Mood Swings Based Upon CLICKS & LIKES**

**ERRORS AT WORK**

**CO-WORKER TENSION**

**Self-Absorbed. Self- Obsessed.**

**We Coach  
(28) Behaviors  
that Boost Team  
Performance &  
Customer Scores**

*Living an  
Other-Focused™ Life*



Ross Shafer

Garry Poole



# **Other-Focused SOCIAL MEDIA**

**\*Don't Post Selfie's or...*your Lunch***

**\*Brag About Your Customers; NOT You**

**\*Ask Questions of Your Friends**

**Less Work Drama**

**More Friends**

**MORE RESPECT**

**More Freedom**

**More Likes and Comments**

**More Recognition**

**More Invitations to Events**



***Teach EXTREME CURIOSITY***



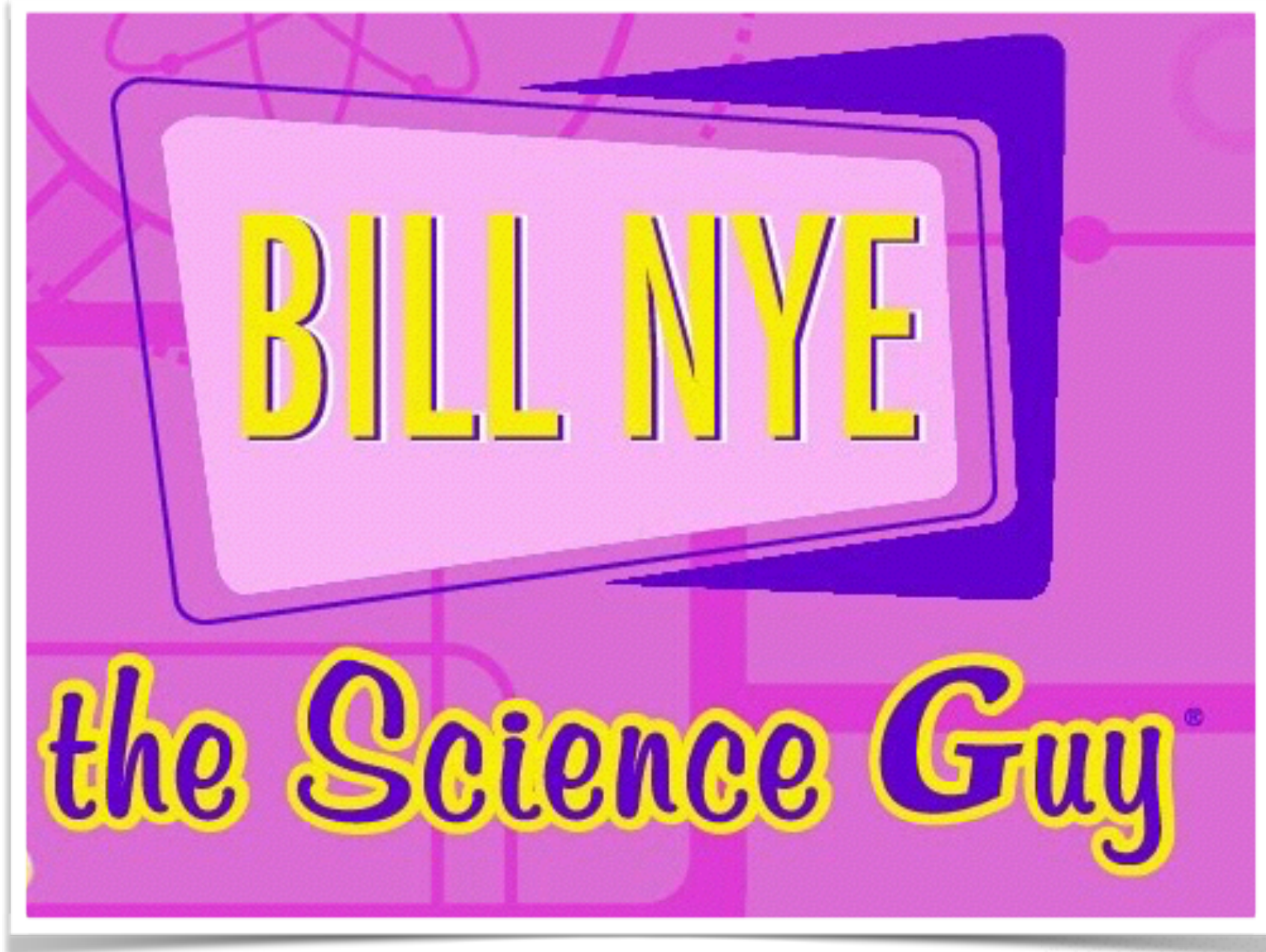




**Speaking Clearly will Keep You FUTURE PROOF**

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# **Startups Elevate Their Superstars Quickly**





# 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

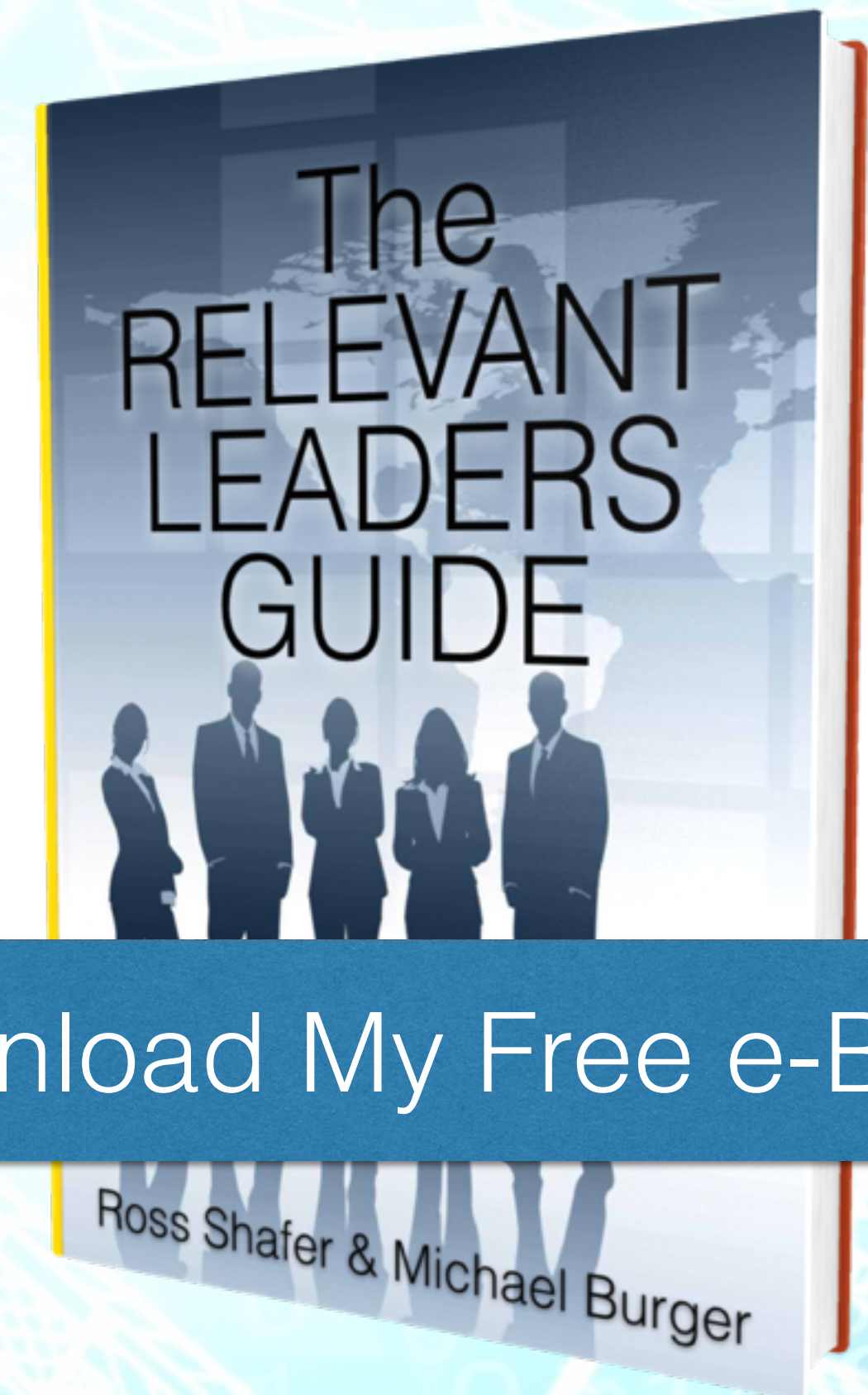
Relevant Leaders Club Download All

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...

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- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer  
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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](http://www.RossShafer.com)



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



Daddy/Daughter date  
12th birthday!

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**Provide Ongoing  
Encouragement**



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