



Ross  
Shafer

# Contact Ross?

**Kristi Wilson**

**[KWilson@eaglestalent.com](mailto:KWilson@eaglestalent.com)**

**1-800-345-5607**





# How Do YOU STAY RELEVANT?

Ross  
Shafer





**Ross Shafer**

**Blackfoot Nation**

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer  
1927-2001





**Follow  
the  
Tracks  
of the  
Herd**

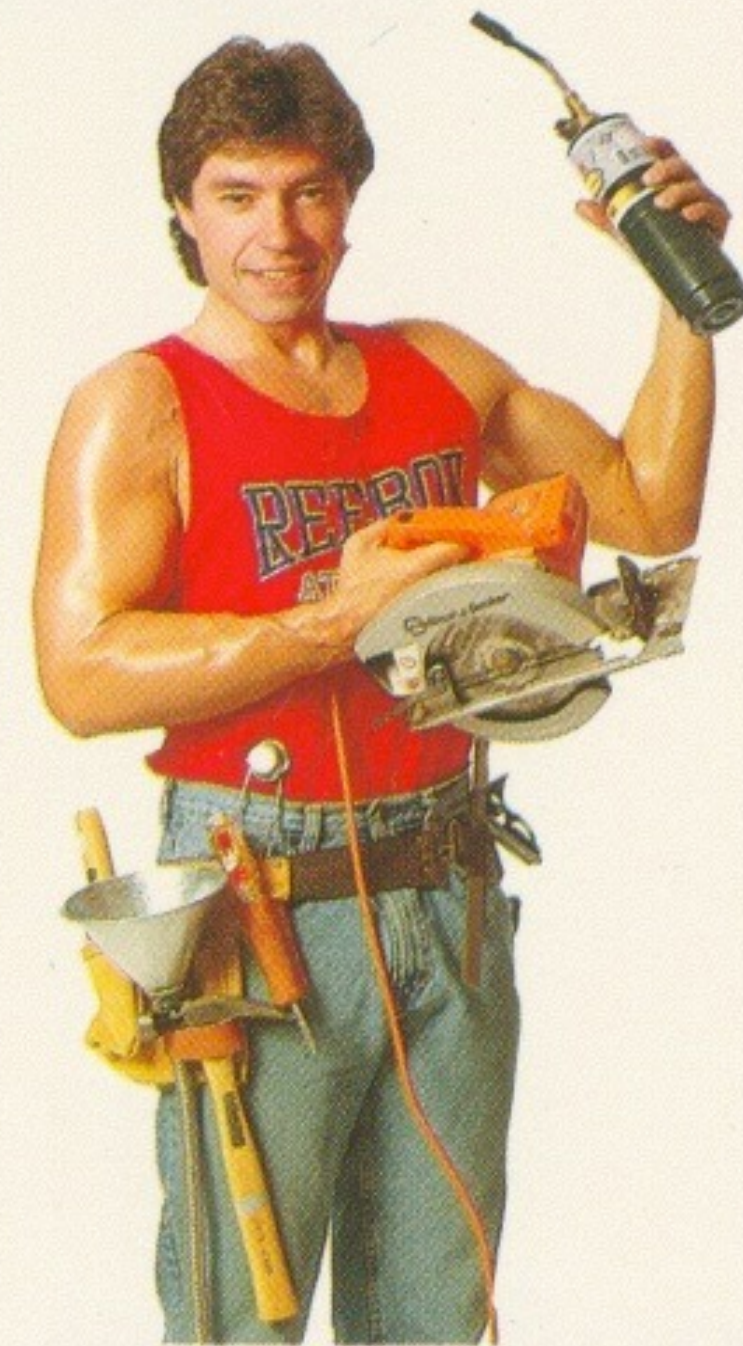


# COOK-LIKE- A-STUD

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

Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## Ross Shafer



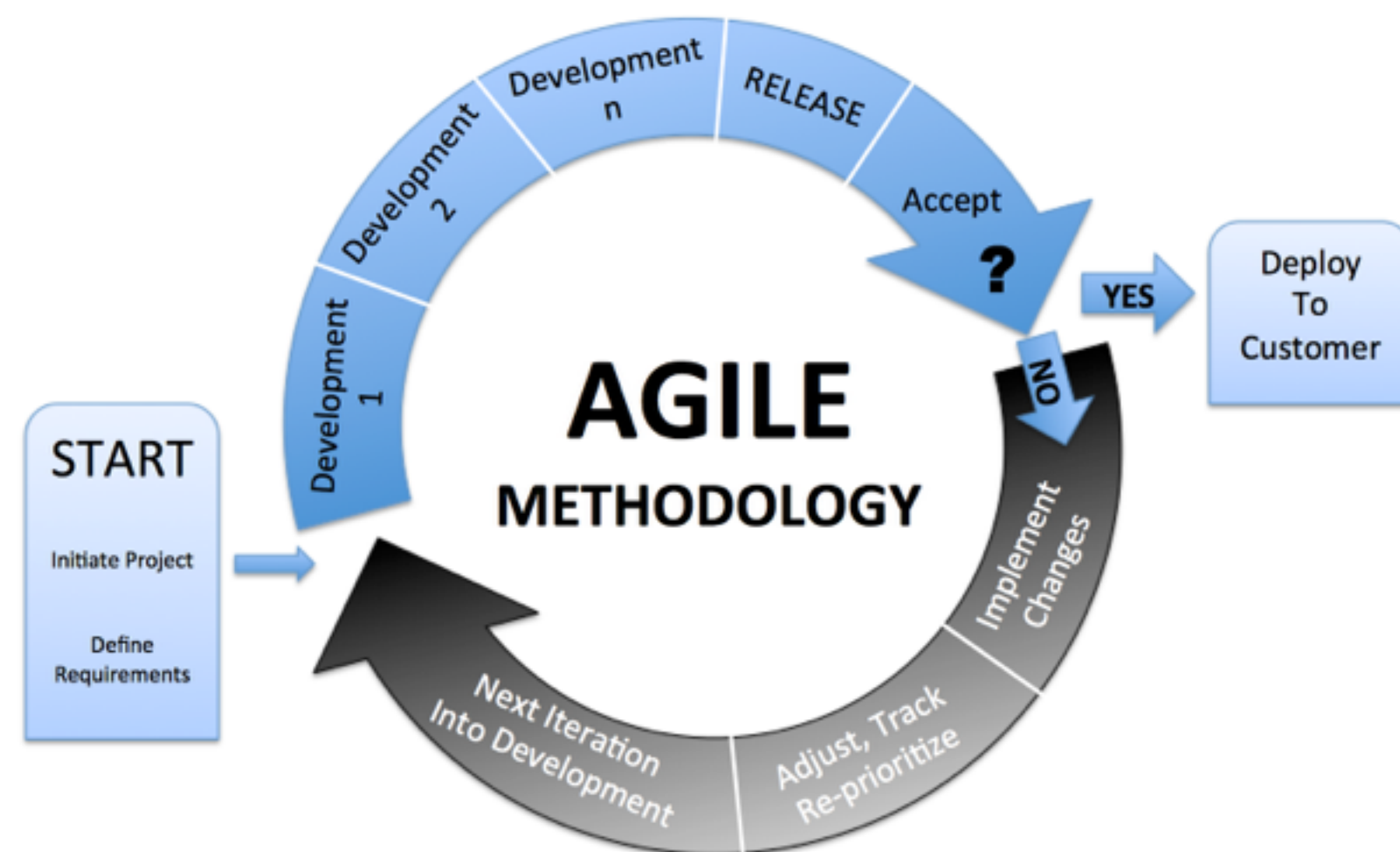








Ryan Shafer





# Two Ways to Grow

1. Organically
2. Be Innovative



# **BE THE ONE-STOP**

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**FLEET TRUCKS**

**LUBBRICANTS**

**Petroleum Supply**

**WHOLESALE BUSINESS**



# Hotel Events

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

## Events for July 23, 2018



| Group/Event                                      | Room                                   |
|--|--|
| GENERAL ELECTRIC<br>BREAK OUT SESSION<br>A       |  |
| Morrow Technologies<br>Client Appreciation Lunch | Maxis Ballroom<br>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](#)





# DINNER BOX COMPARISONS



**Plated.**



**SUN BASKET**



**HOME CHEF**











LARAMAR

55,000 UNITS







amazon.com.

## Dogit Silent Dog Whistle by Dogit

**\$3.74** Add-on Item


Add it to a qualifying order within **17 hours** to get it by  
Tuesday, Oct 15

More Buying Choices

**\$3.74** new (6 offers)

**\$4.99** used (1 offer)



The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various geometric shapes, circles, and lines, typical of engineering or architectural plans. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven context. The overall aesthetic is clean, professional, and tech-oriented.

**Who do Your  
Customers Think is  
Relevant?**



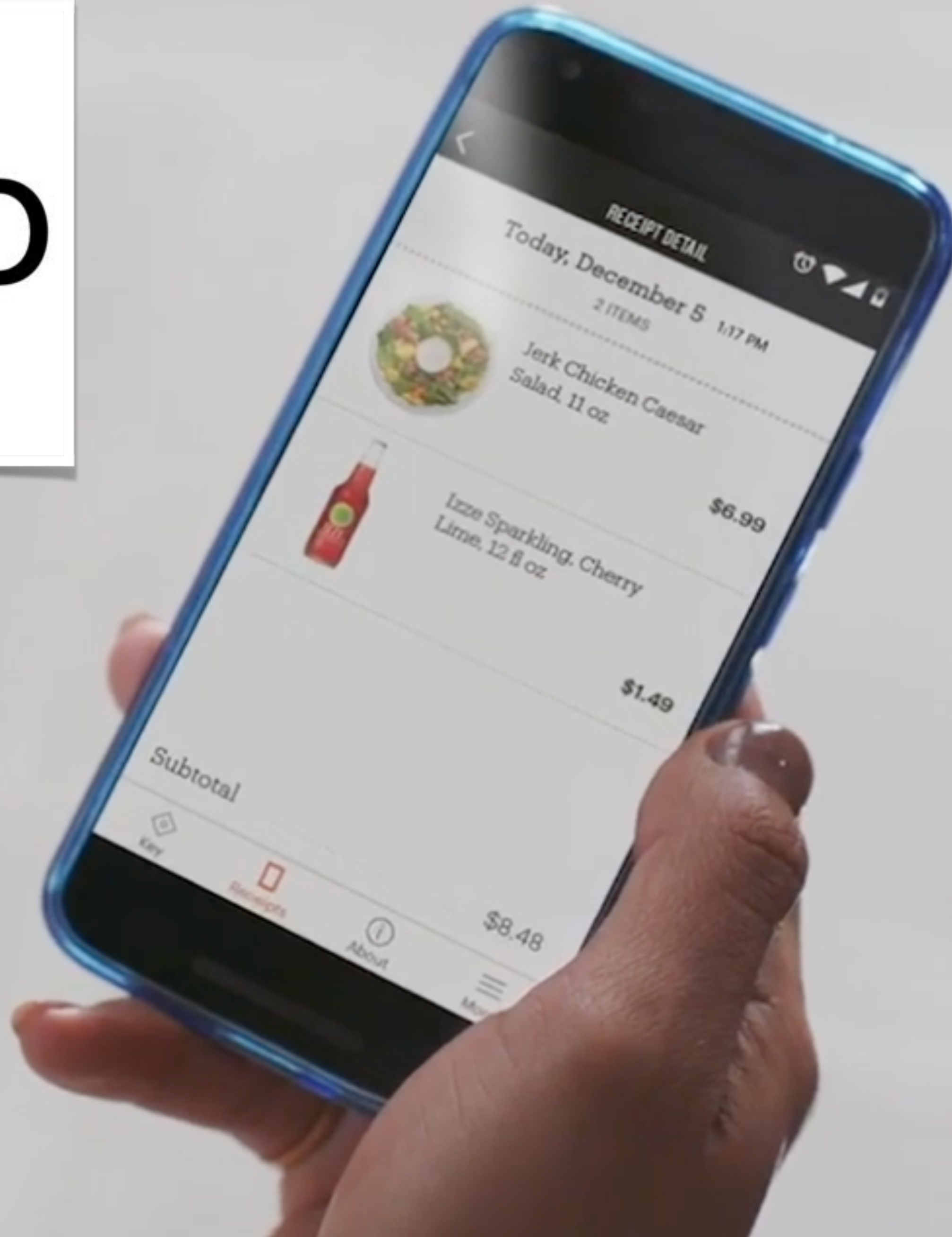
# FAST & EASY TRANSACTIONS





# amazon go

The future of of C-Stores









**PORCH PIRATES**  
**stole 26 million packages**  
**in 2017**







**amazon key**  
Learn More: [amazon.com/keyincar](https://amazon.com/keyincar)





**It's cool...  
I work for  
Amazon.**





# Automation & Humanity



+





**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**







# 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 background with a black halftone dot pattern.





**“My name is Jason.  
How may 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.



A man in a blue t-shirt is lying on a white shaggy rug, holding a black video game controller and looking intently at a screen off-camera. In the background, a woman in a pink shirt sits on a white sofa, looking away with a thoughtful or slightly sad expression, her hand near her face. The scene is set in a bright, modern living room.

Playing video games  
instead of remembering  
your anniversary



# **Think about our “Stressful Society”**

- On-Demand Everything**
- Digitally Distracted Workforce**
- Social Media Influences**
- Online Reviews that can Go Viral**



# **What do you want from your life?**

- \*More Business Success?**
- \*Have More Fun?**
- \*Better Relationships?**
- \*More Social media “Likes?”**
- \*More Invitations to events?**



🔍 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,





Search for people, places and things



**Ross Shafer**  
Edit Profile

FAVORITES

News Feed

Messages 99+

Photos

Browse

PAGES

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

University of Puget Soun...

Update Status Add Photos/Video

What's on your mind?

SORT ▾



**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



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.

**Become  
Other-Focused**





***Become a Talk Show host***

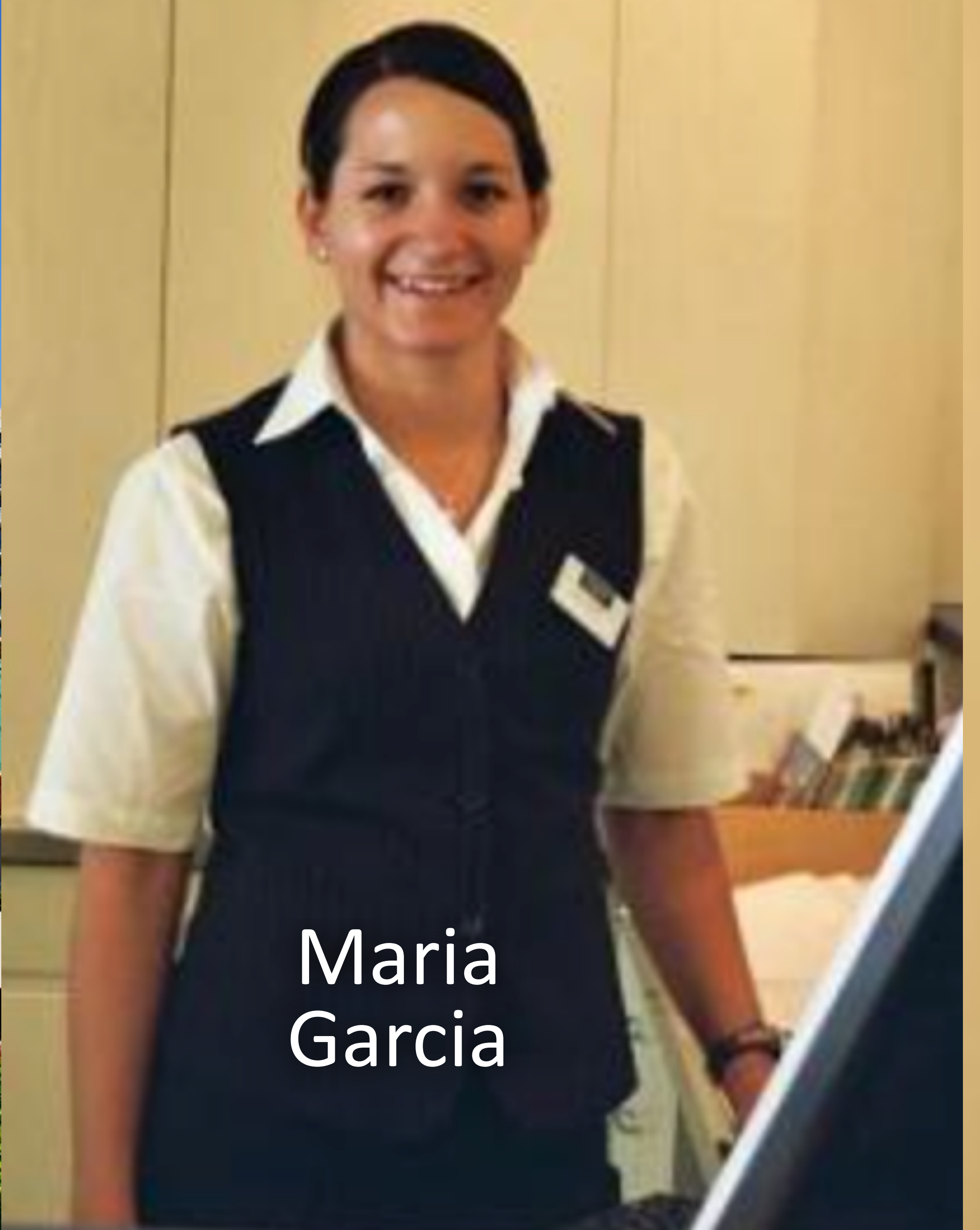












Maria  
Garcia



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# Attracting & Retaining Young People



# Millennials Will be 40 in 18 Months!





**How do You Motivate  
Younger Team  
Members?**



# “LEVELING UP”

(Quick Wins)



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



**Communication Skills**

**(at every level)**

**Will Keep You**

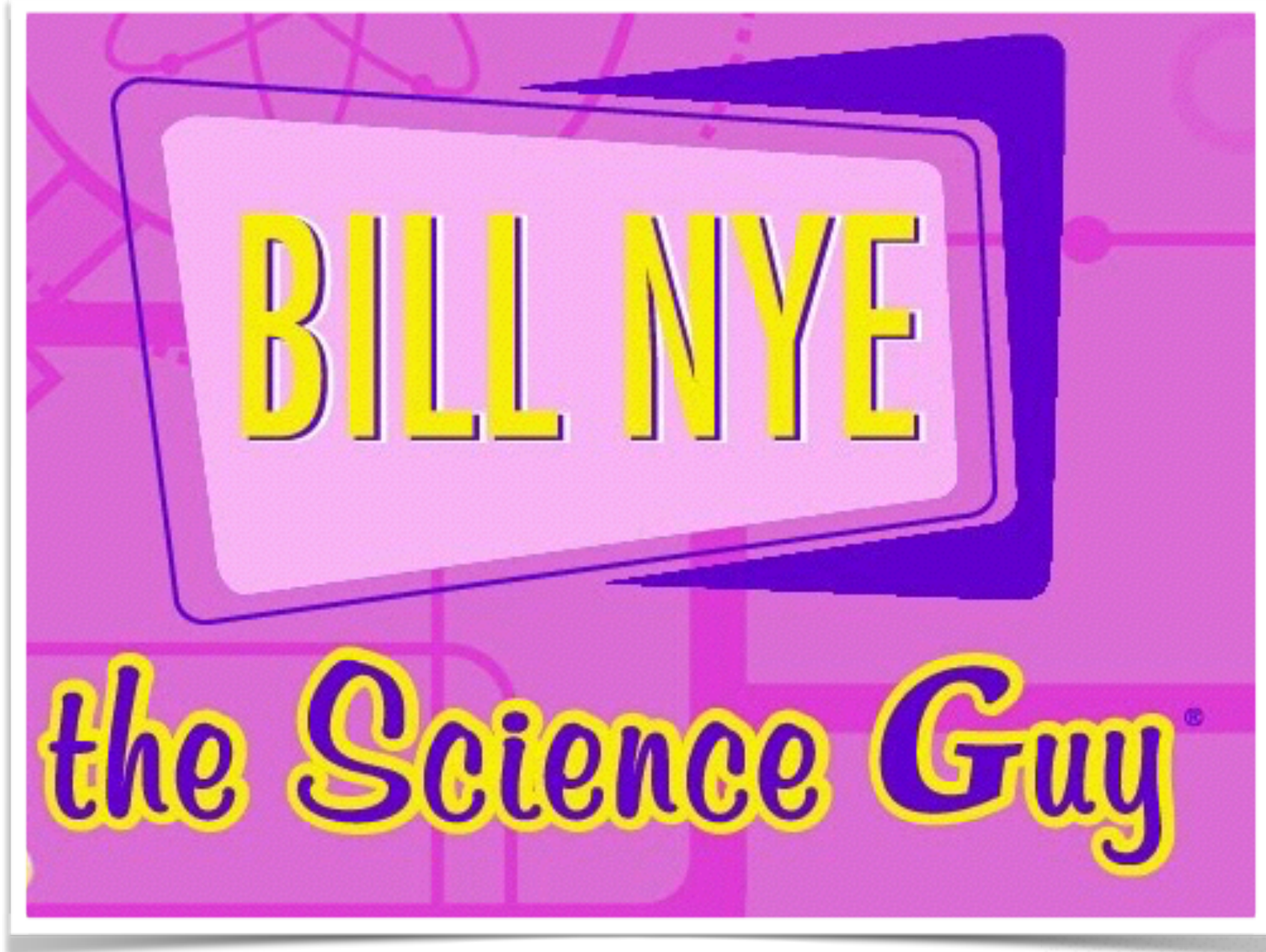
**FUTURE-PROOF**





**Elevate Your  
Superstars as  
Quickly as  
Possible**











# 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

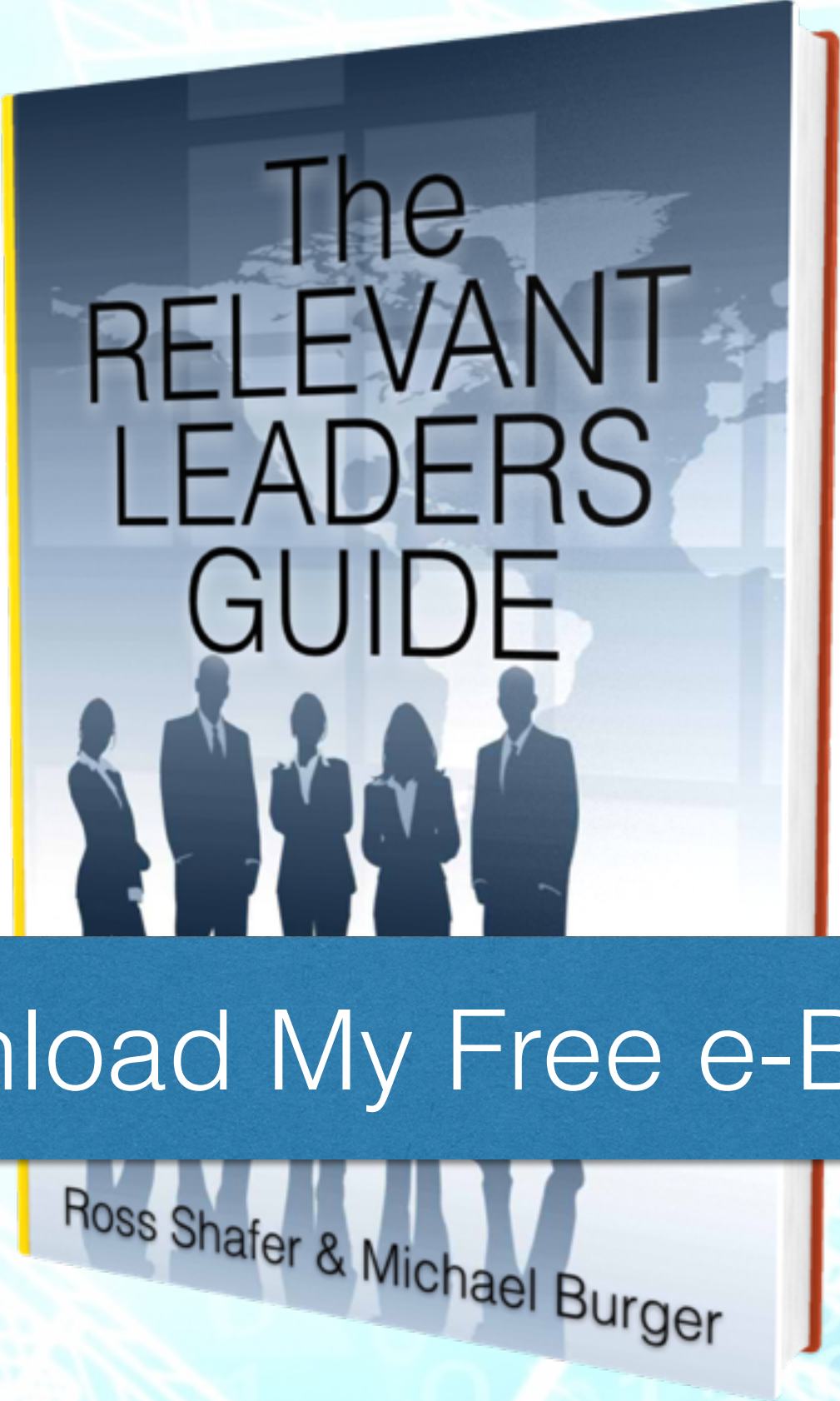
**Relevant Leaders Club** Download All

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  
by Ross Shafer  
4 days ago • 24 views  
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer  
by Ross Shafer  
1 week ago • 31 views  
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer  
by Ross Shafer  
3 weeks ago • 68 views  
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer  
by Ross Shafer  
1 month ago • 85 views  
Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatable...
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...  
by Ross Shafer  
1 month ago • 62 views  
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)



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.

**What about  
YOUR Legacy?**



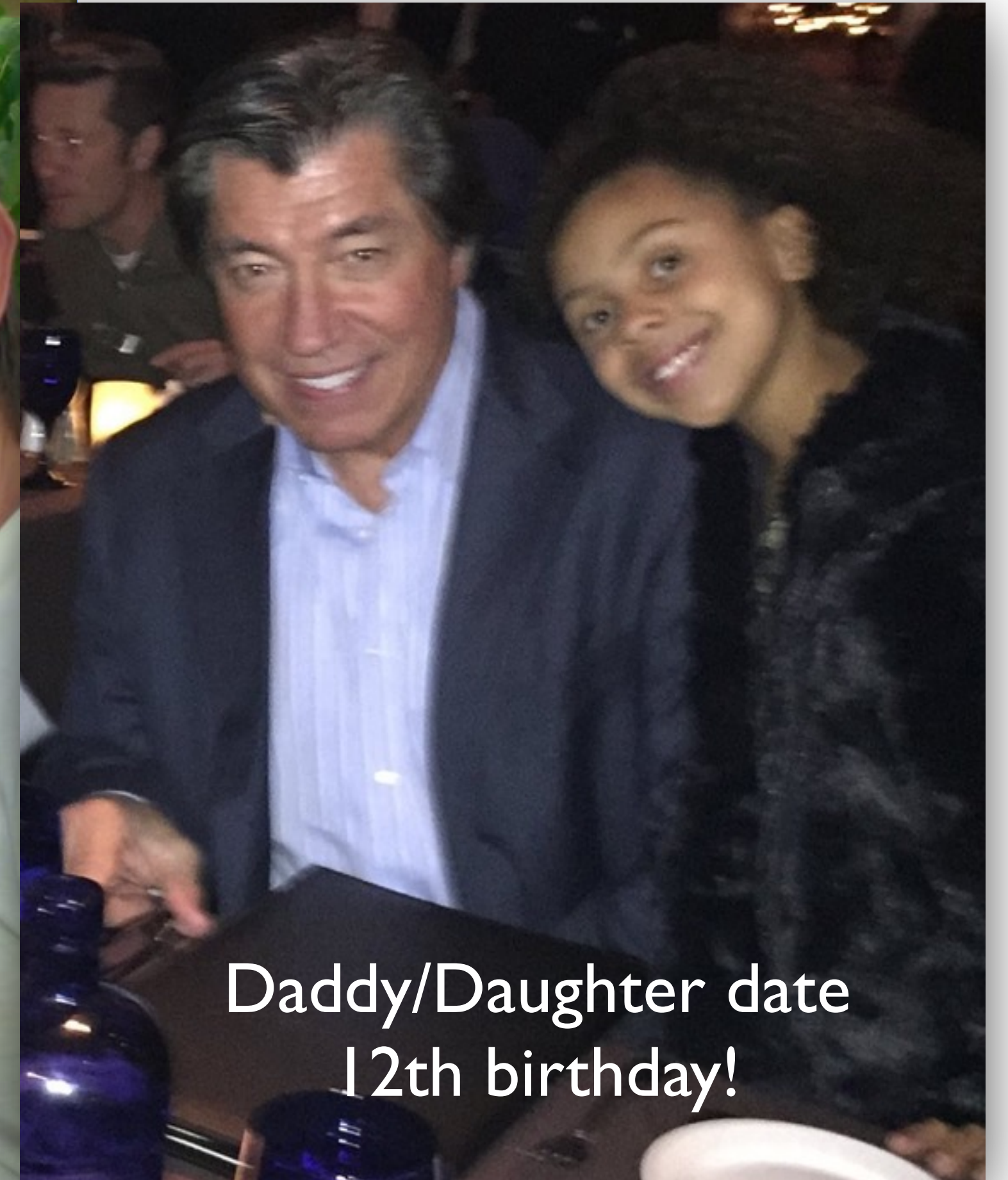


Chuck Shafer 1927-2001





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



Daddy/Daughter date  
12th birthday!



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# Promote Ongoing Encouragement





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Shafer

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