



Ross
Shafer

**If you want to contact Ross
after the meeting...**

**PHONE BRITTANY:
(785) -218-7341
or Email:**

kreutzer@speakerexchangeagency.com

Killing Complacency & Staying Relevant in 2020

by Ross Shafer

3.4% Unemployment

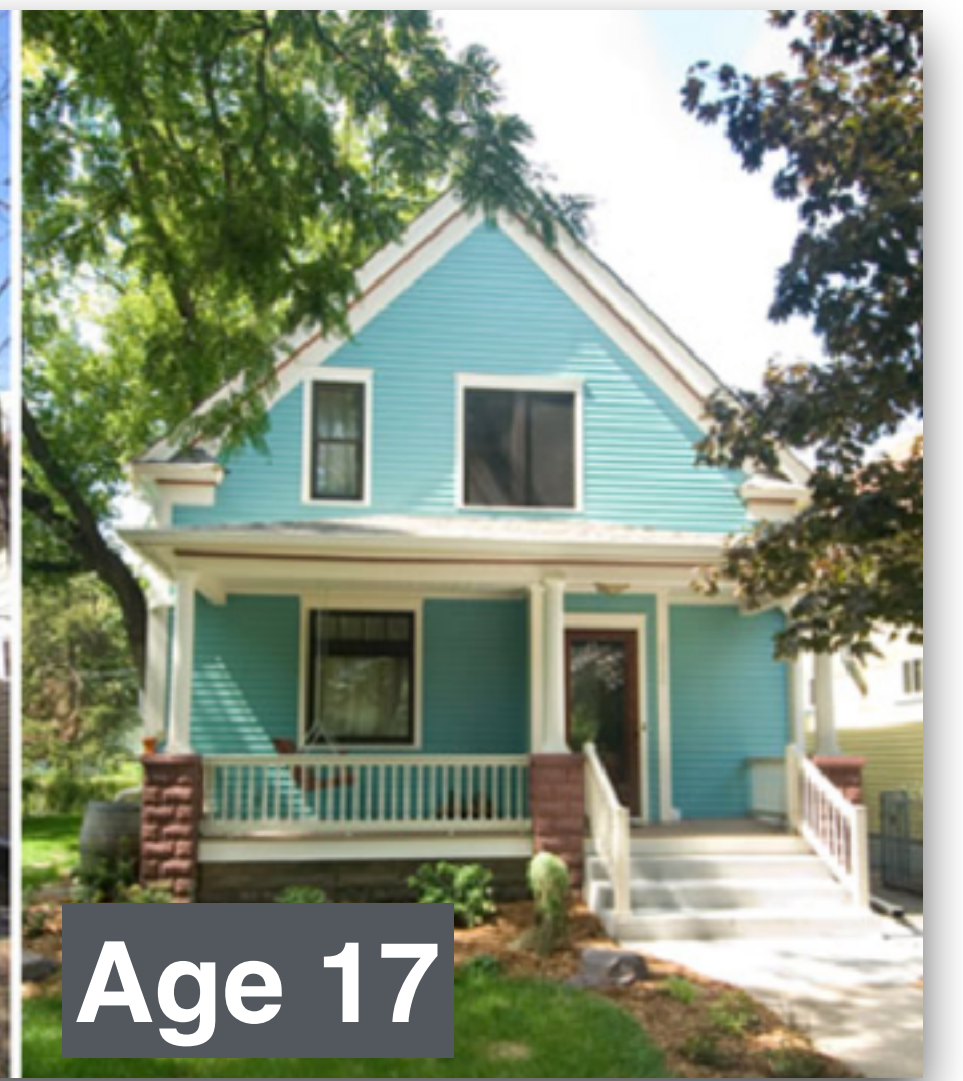
- Fear of Success**
- Finding Qualified / Motivated Candidates**
- Keeping Clients Engaged**
- What Can Clients Do to Help?**



Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



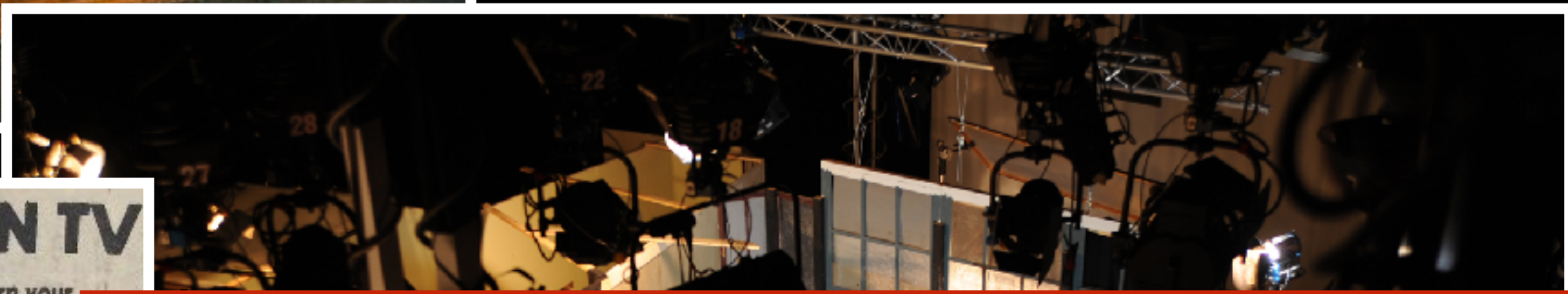
Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models 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

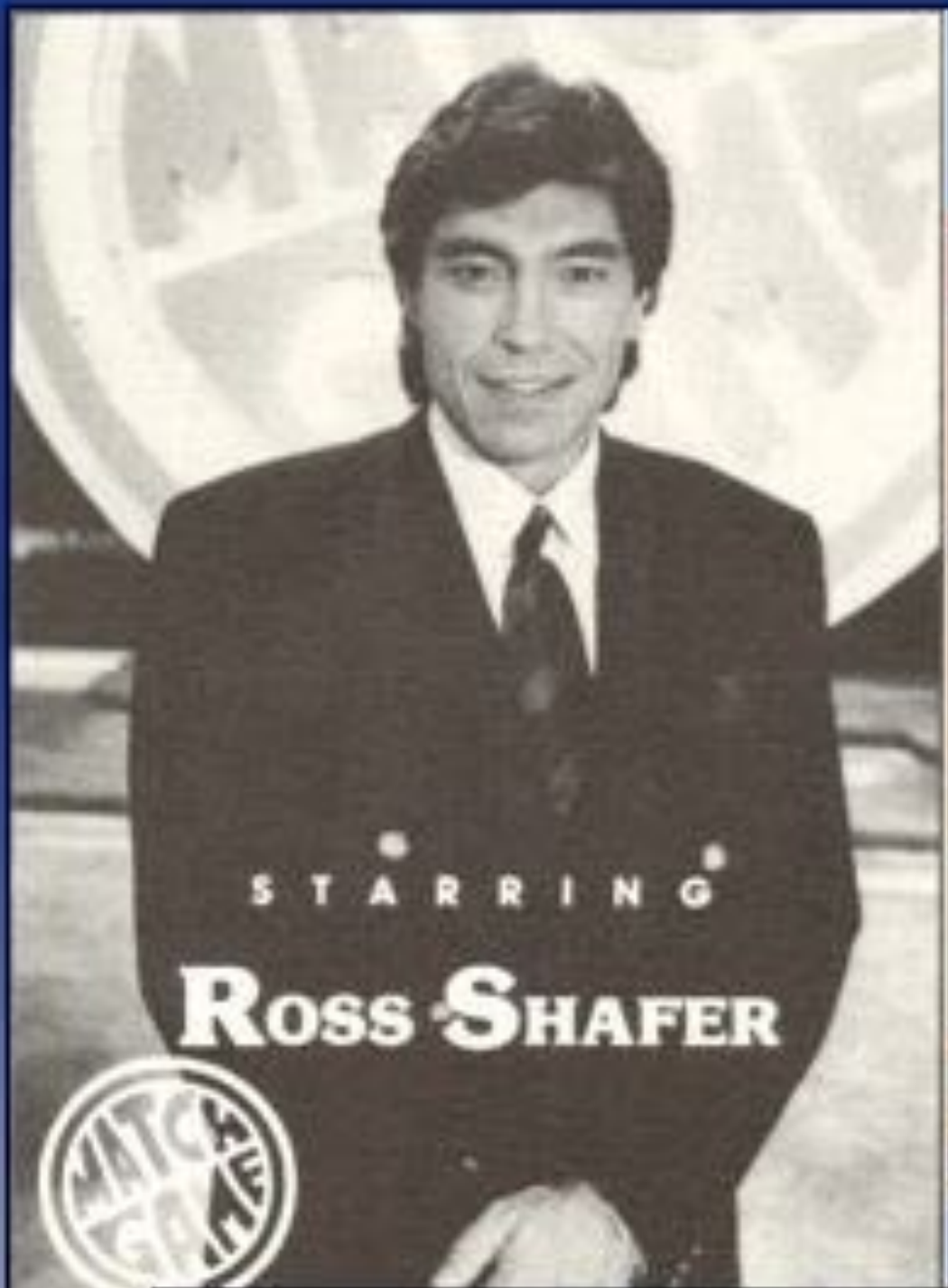
119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup

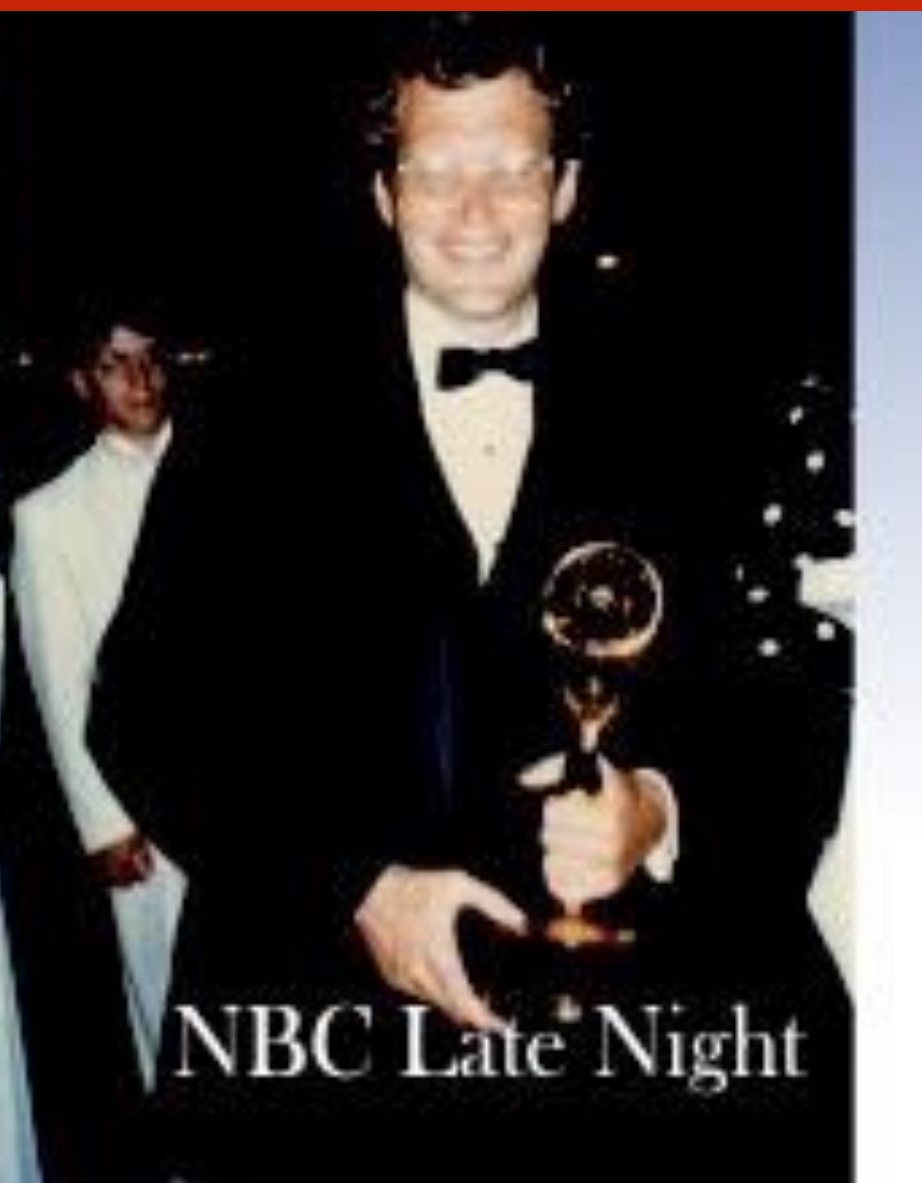
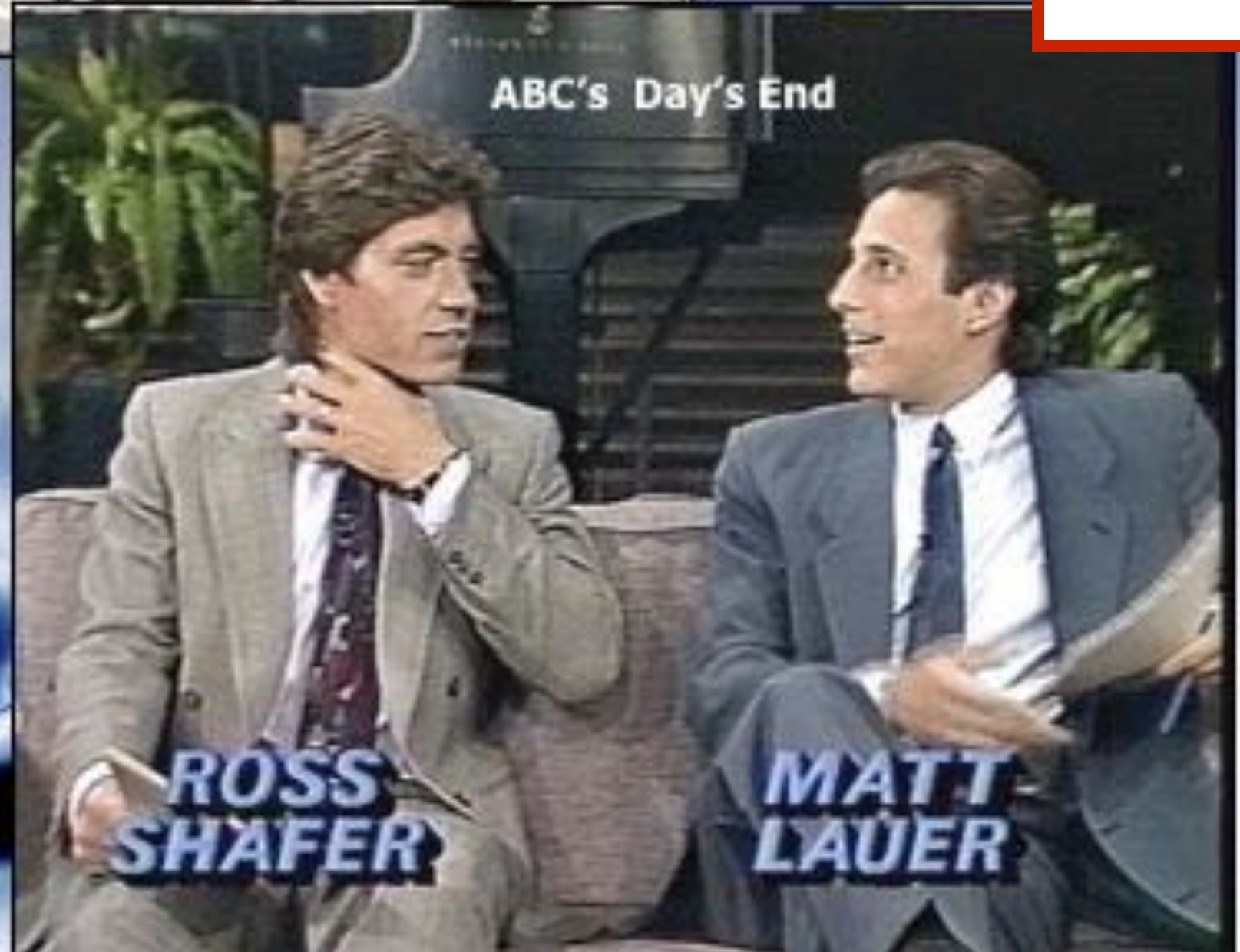



TV & Film Production

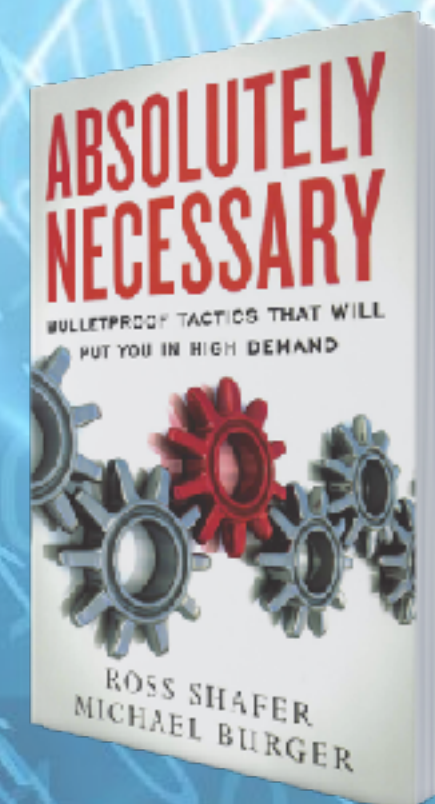
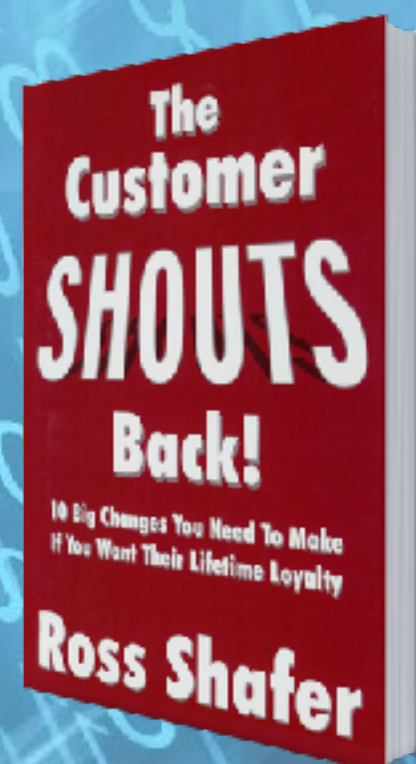
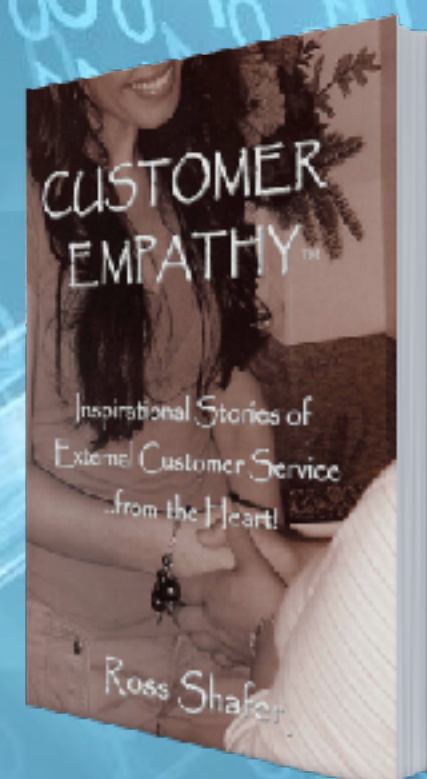
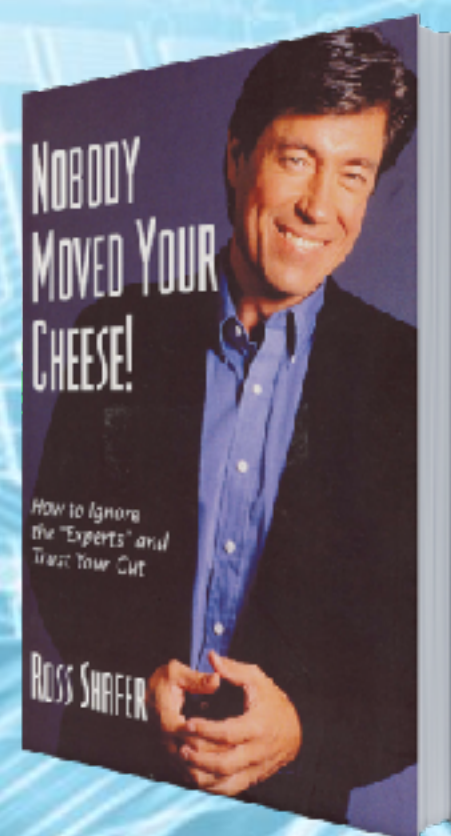




Talk & Game Host



What I'm Not...





15-yr old

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

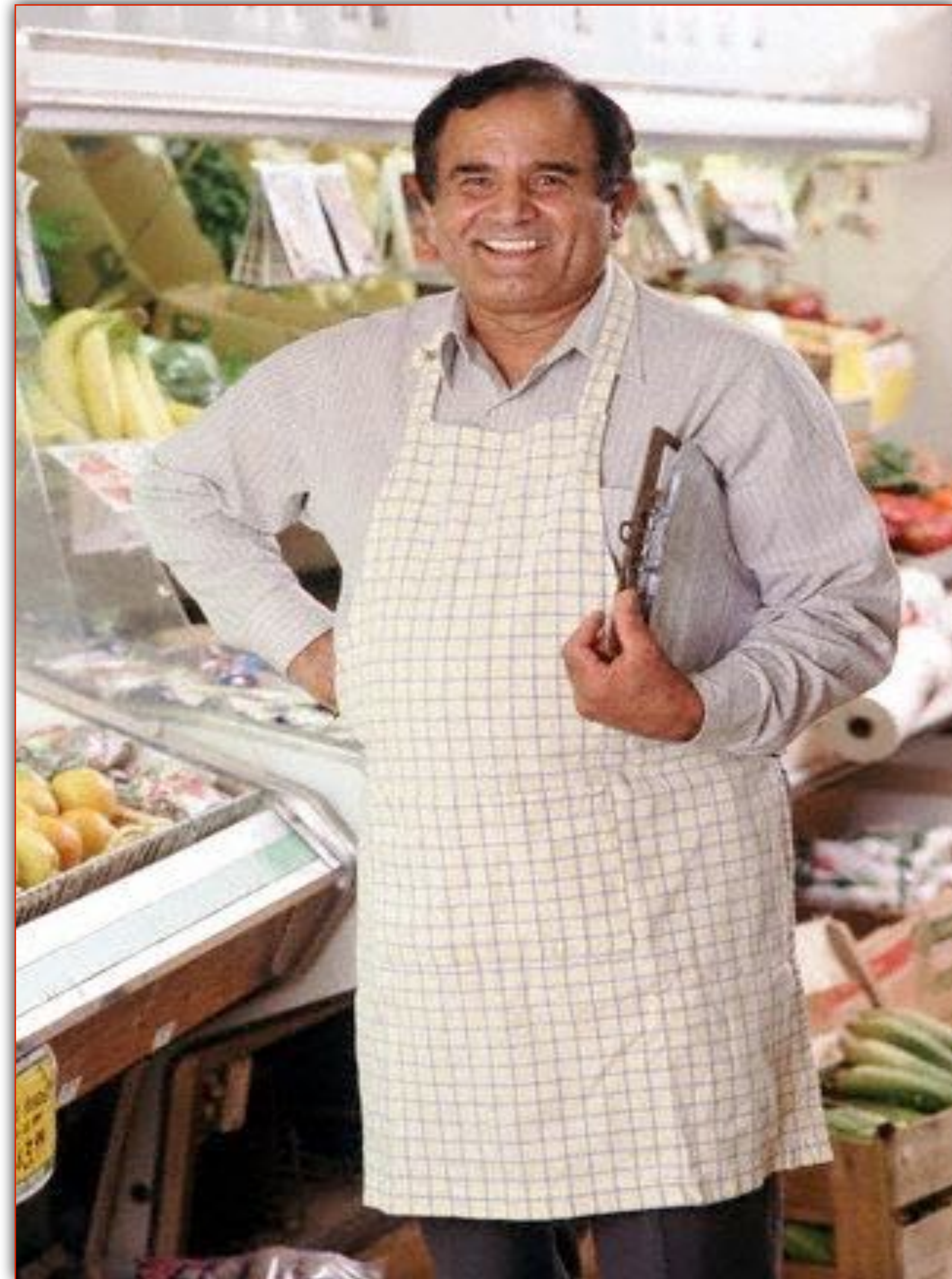
Ross Shafer





John Hixon Hixon's Market Sweetwater, TX.

(\$250k gross)



The background is a light blue technical drawing or blueprint, featuring various mechanical parts, lines, and circles. 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 Can YOU do to
Grow Your Business?**

The background features a light blue gradient with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings is a semi-transparent layer of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering aesthetic.

RELENTLESS IMPROVEMENT

Look Outside the Staffing Industry

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 MEETINGS

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

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



**Why Have Your
Client's
Expectations
Changed in 2020?**

THE
amazon


‘EFFEECT’

Comcast
xfinity

amazon

hulu

NETFLIX

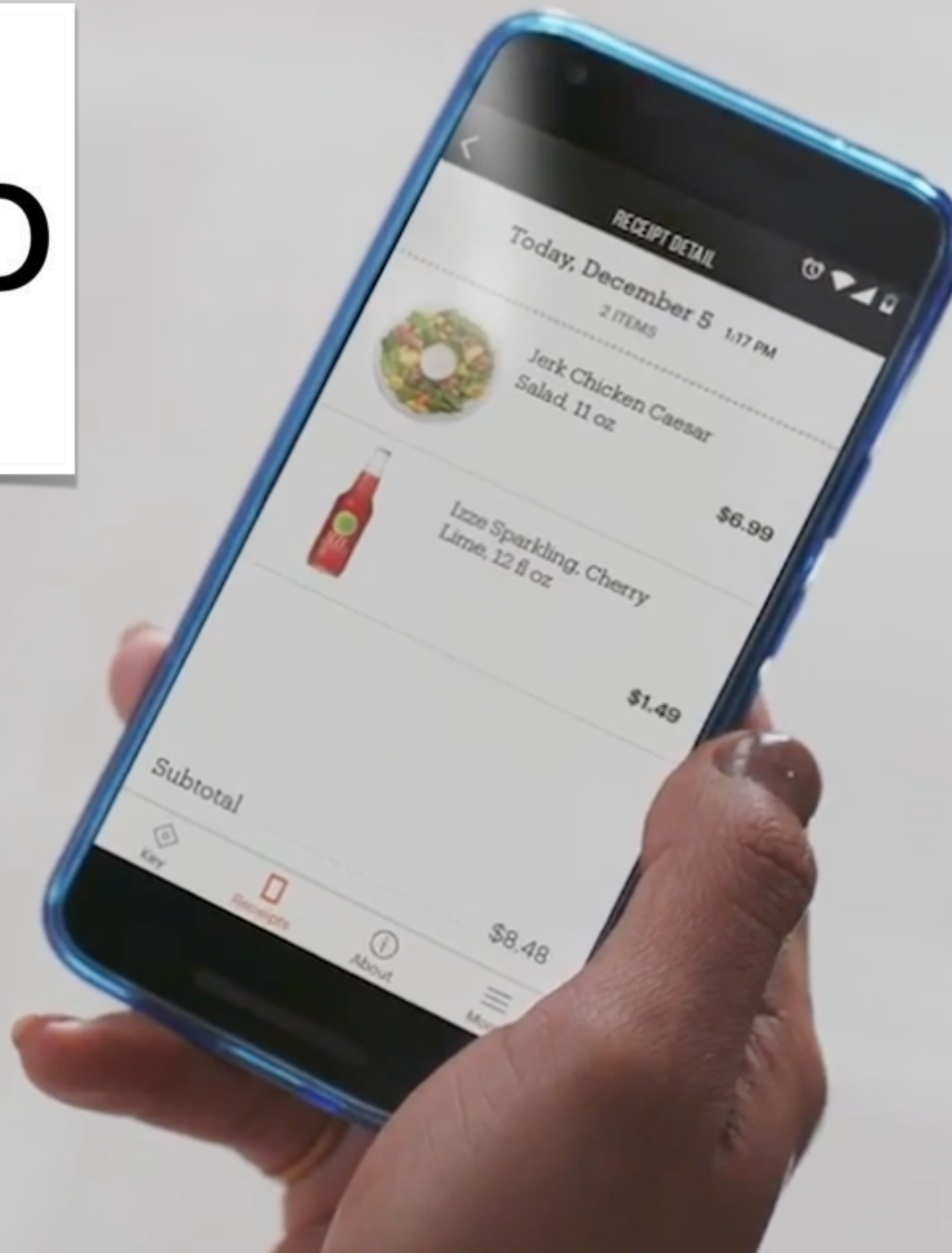
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

Humalogy



+



360 ★

Review order (1)

Pickup store
Parker & Hilltop ▾
Prep time 3 - 7 min

10 min

Coff. Americano \$2.95

Your order may be ready before you arrive


It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.

[Back to order](#) [Continue](#)

Subtotal.....	\$2.95
Tax 8%.....	\$0.24
Total.....	\$3.19

YOU MAY ALSO LIKE

[Checkout \\$3.19](#)



Shocking NEWS!

**DON'T
Obsess
About...**



CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

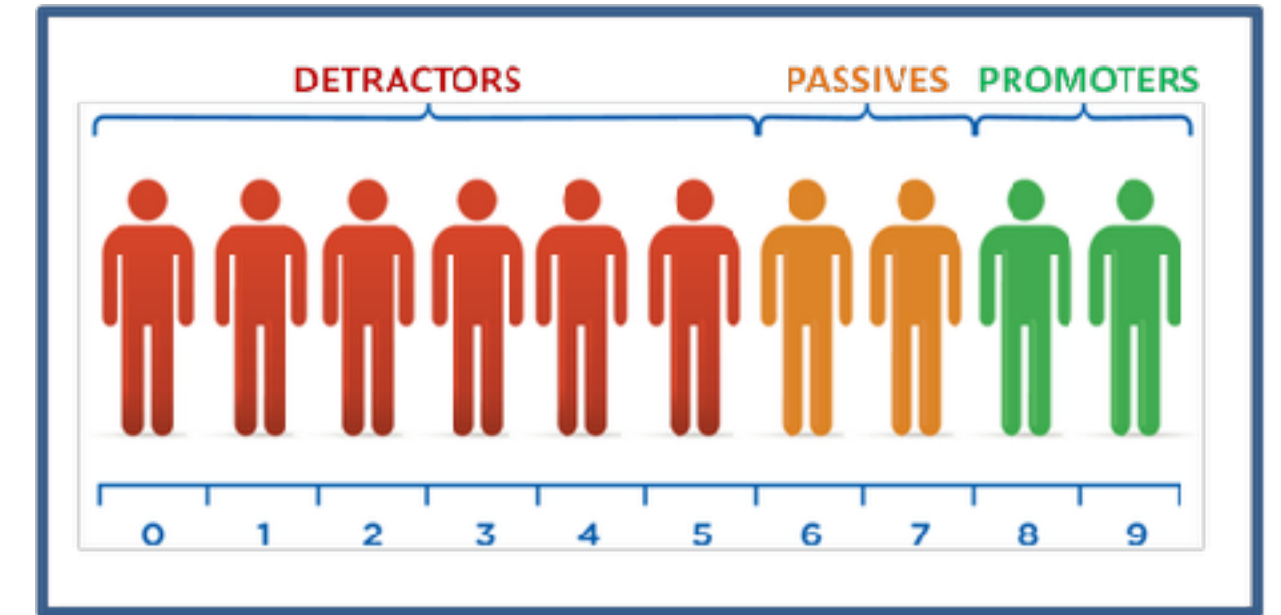
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)

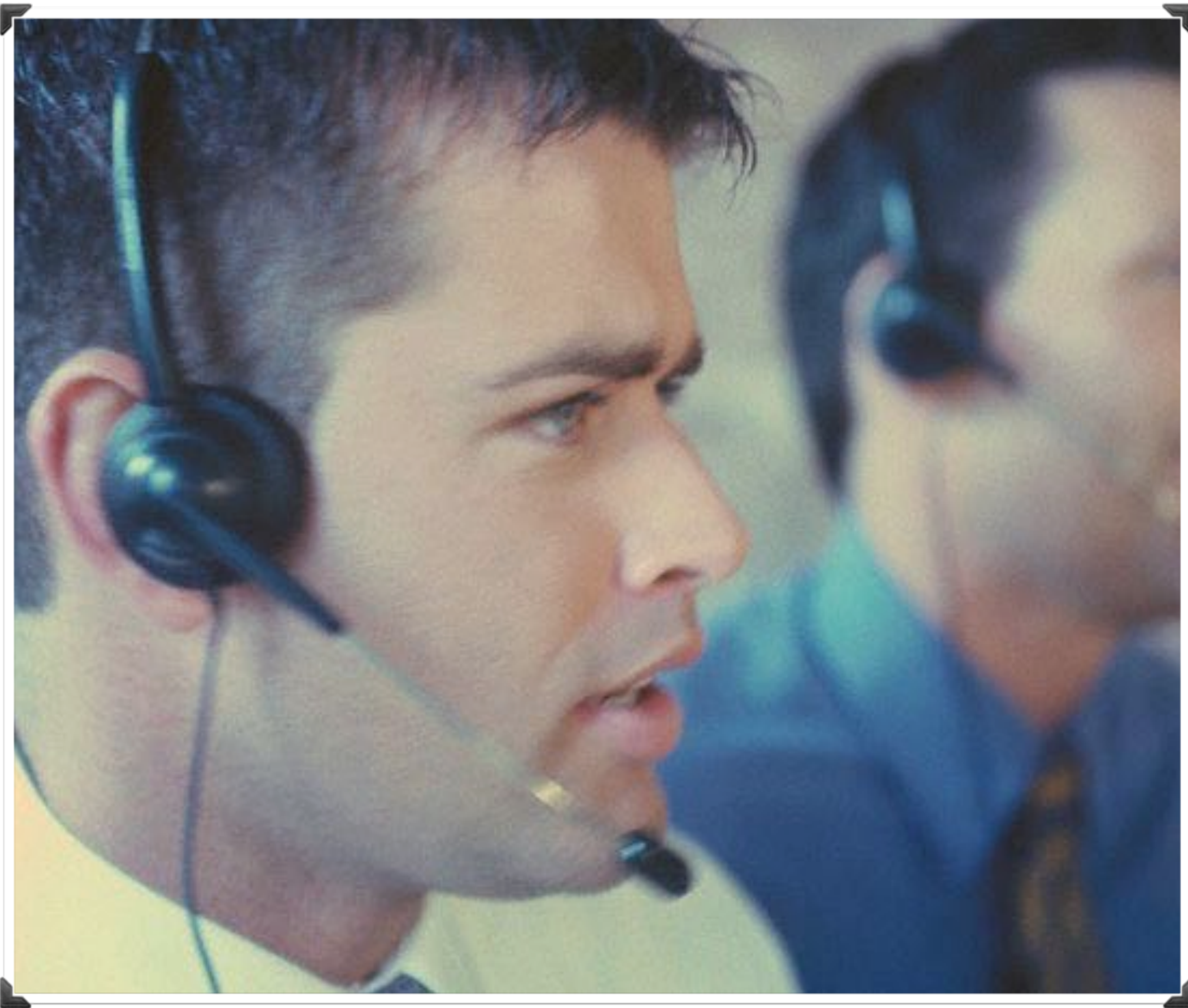


“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

Eliminate the



Moments



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



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Sometimes
WE Create
Our Own
Problems





How will Companies Retain Customers & Employees in 2020?

The logo for Five9, featuring the word "Five9" in a dark blue, sans-serif font. The "9" is stylized with a blue cloud-like shape above it. A small "TM" trademark symbol is located to the right of the "9".

Five9™



Fastest Response Time

1. Listen Harder "I understand"

2. **FULLY SUPPORT EACH OTHER**

3. Urgent Follow Up




Customer Retention

126%

Employee Retention

131%

The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. 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 Skills are
Always be
in Demand?**

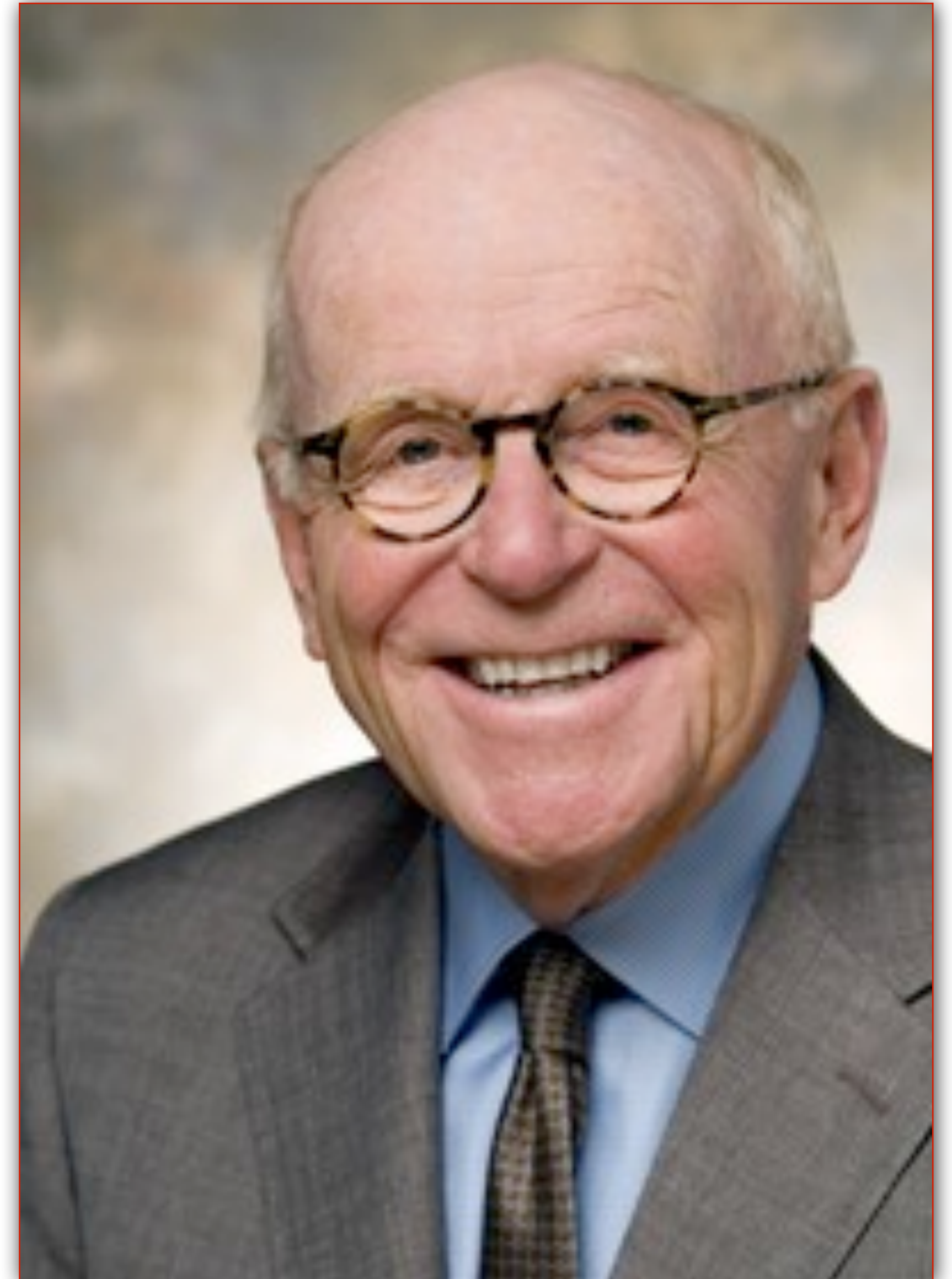
“What kind of training do you have at Nordstrom?”

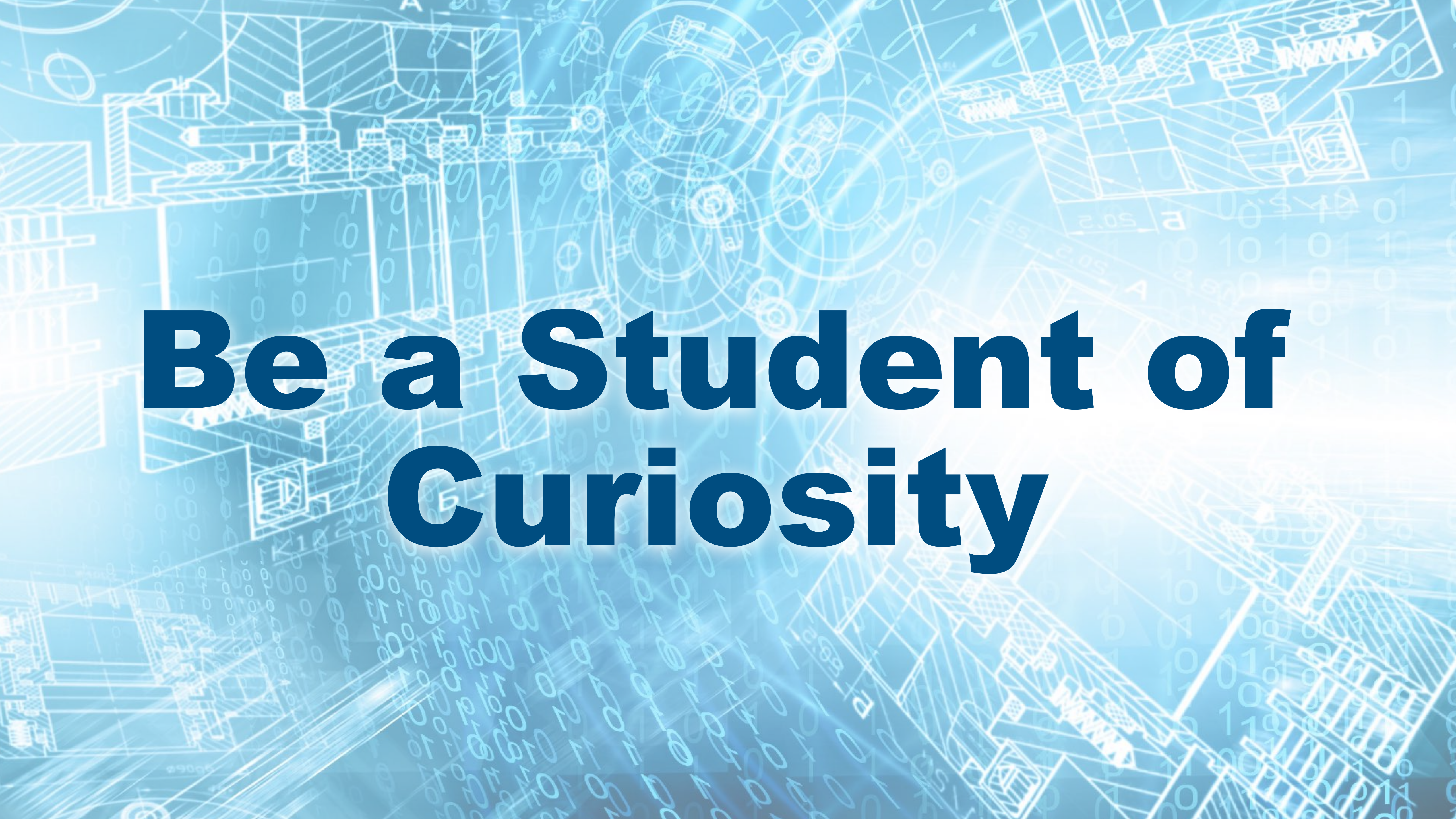


“We don’t train people. We leave that up to their parents.”

Bruce Nordstrom

(who took the company from \$20mil to \$2billion)



The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various mechanical parts, including gears, shafts, and housing components, rendered in white lines. Interspersed among the technical lines are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Be a Student of
Curiosity**



Be Personally & Professionally CURIOUS





“73% of managers are discouraged by the communication skills of college-age students.”





The background is a light blue technical drawing or blueprint, featuring various mechanical parts, lines, and circles. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Retention Goes UP
When Expectations
are Clear**

**“Yeah we do snacks, drinks, flex time
and stock options because happy
people produce more.”**

**If you own stock we expect...
More performance.
More innovation.
More of your time.”**

Dan Shulman CEO



The background is a light blue gradient with a complex technical drawing overlay. The drawing includes various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Interspersed throughout the drawing are vertical columns of binary code (0s and 1s) in a lighter blue color. The overall aesthetic is technical and digital.

Don't Mentor...
ADVOCATE

PROVIDE “QUICK WINS”

300,000 attended GamesCom



*“This week, YOU will be
our Chief Trending Officer.”*

TREND SPOTTING SITES

<http://www.springwise.com> (My favorite weekly updates)

<http://www.forbes.com/sites/stevecooper/2013/11/19/how-to-become-a-trendspotter/>

www.Trendhunter.com (Cool inventions)

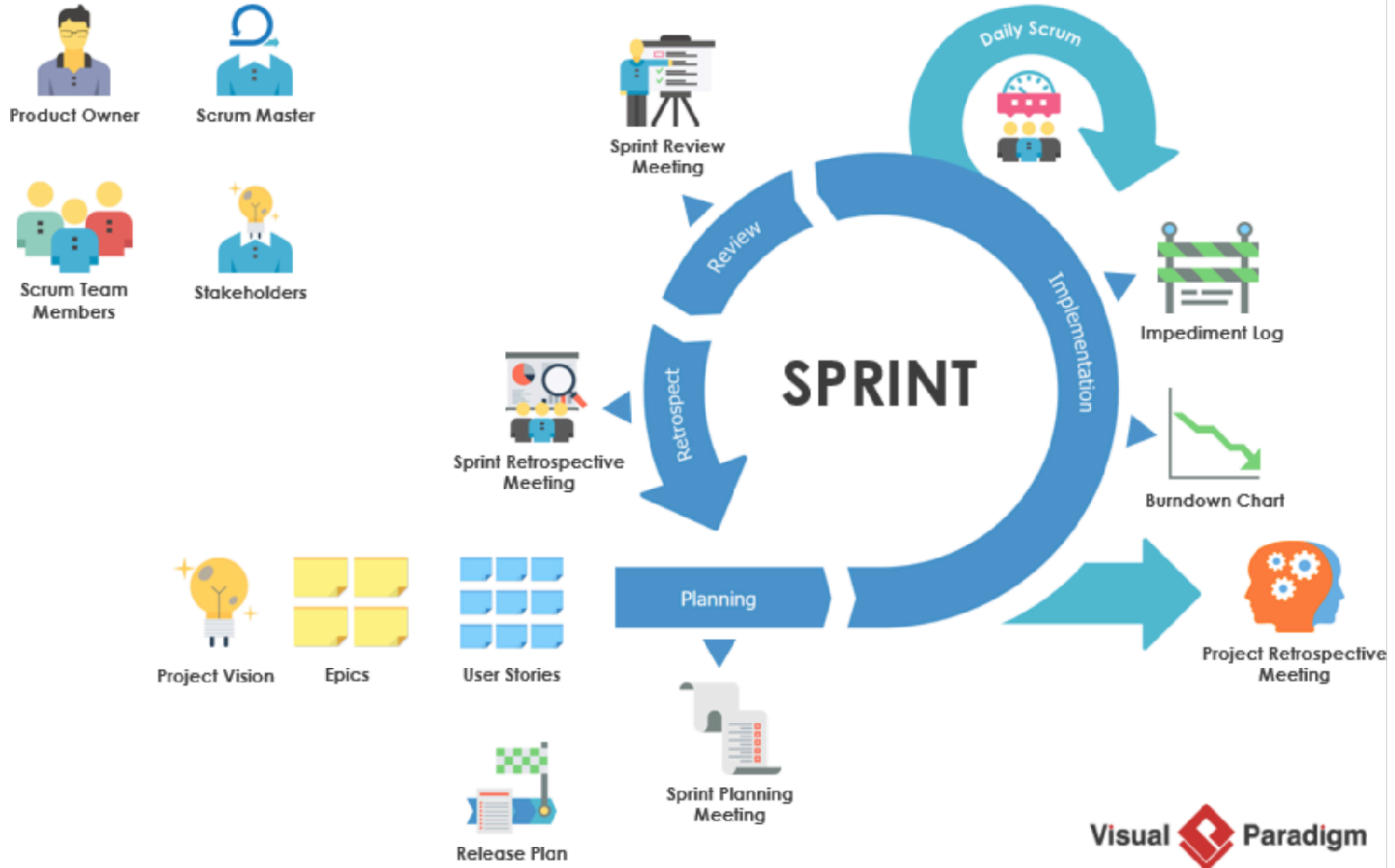
<http://dupress.com/periodical/trends/business-trends-2014/>
(Deloitte University)

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>
(Business Wire & Forrester Research)

The Agile – Scrum Framework



The background features a complex pattern of light blue technical drawings, including architectural floor plans and mechanical diagrams, overlaid with a grid of binary code (0s and 1s). The overall color scheme is a gradient of light to medium blue.

Make the Workplace
FUN & SAFE

Google



amazon.com



‘We don’t sell motorcycles. What we sell...



Company founded 2011



In 2016, Sold to Unilever for \$1 Billion

Labor, in Waiting...

Local Workforce Development

Indian Reservations

Focus on The Family

Kroc Centers

Homeless Outreach

PRISON MINISTRIES

American Job Centers

Corporate Partners

Church Sponsored

Sectoral Job Training

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

Ask Open-Ended Questions
Relevant Follow-up Questions

Be Situationally Aware

No Self Absorbed Social Media

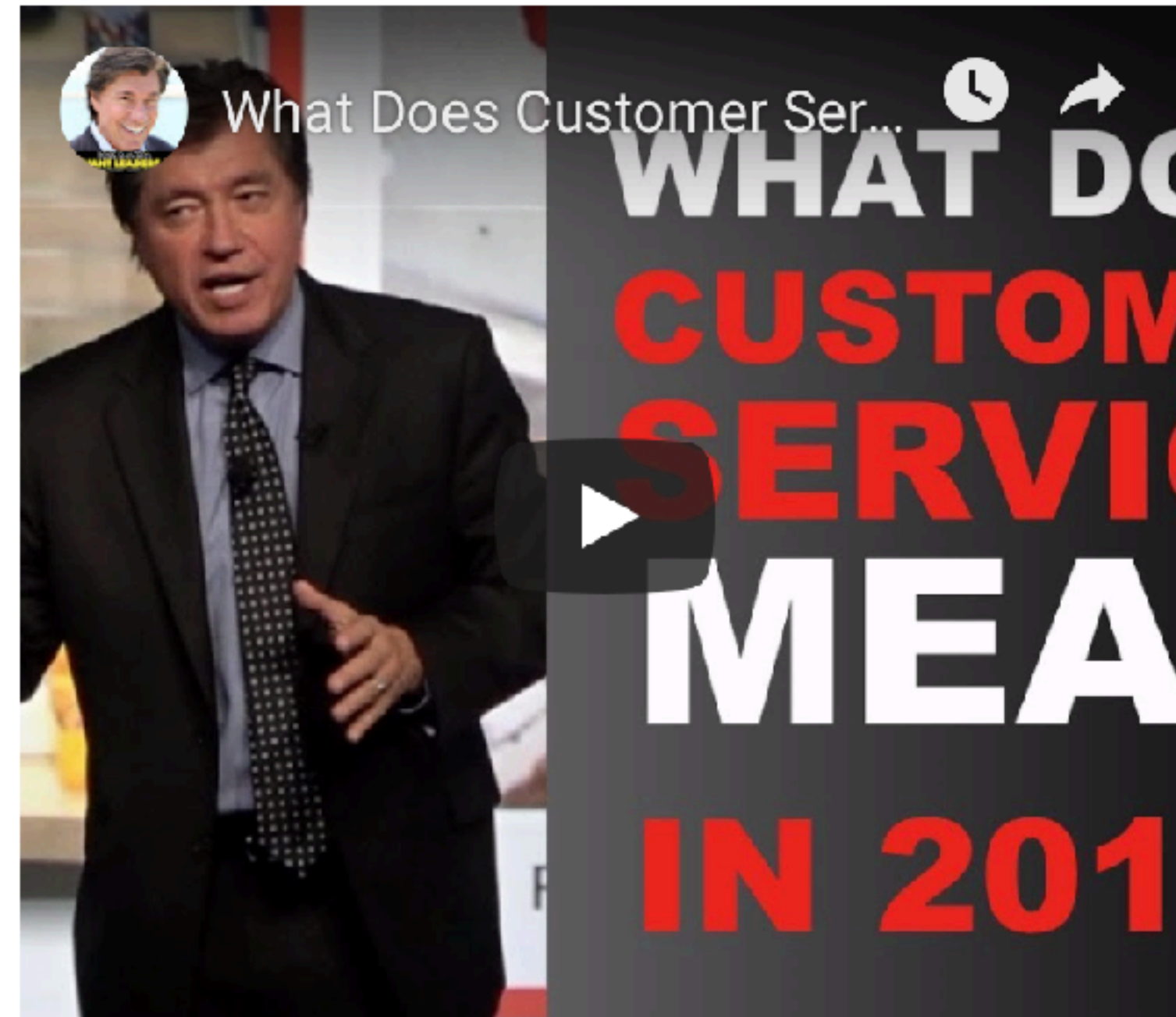
Polite Interruptions; Only

WATCH VIDEOS:

Watch the entire video below to be awarded 50 points per video that you watch. Skipping portions of the video will not result in points being awarded.



Change Your Customer Service Like This Woman



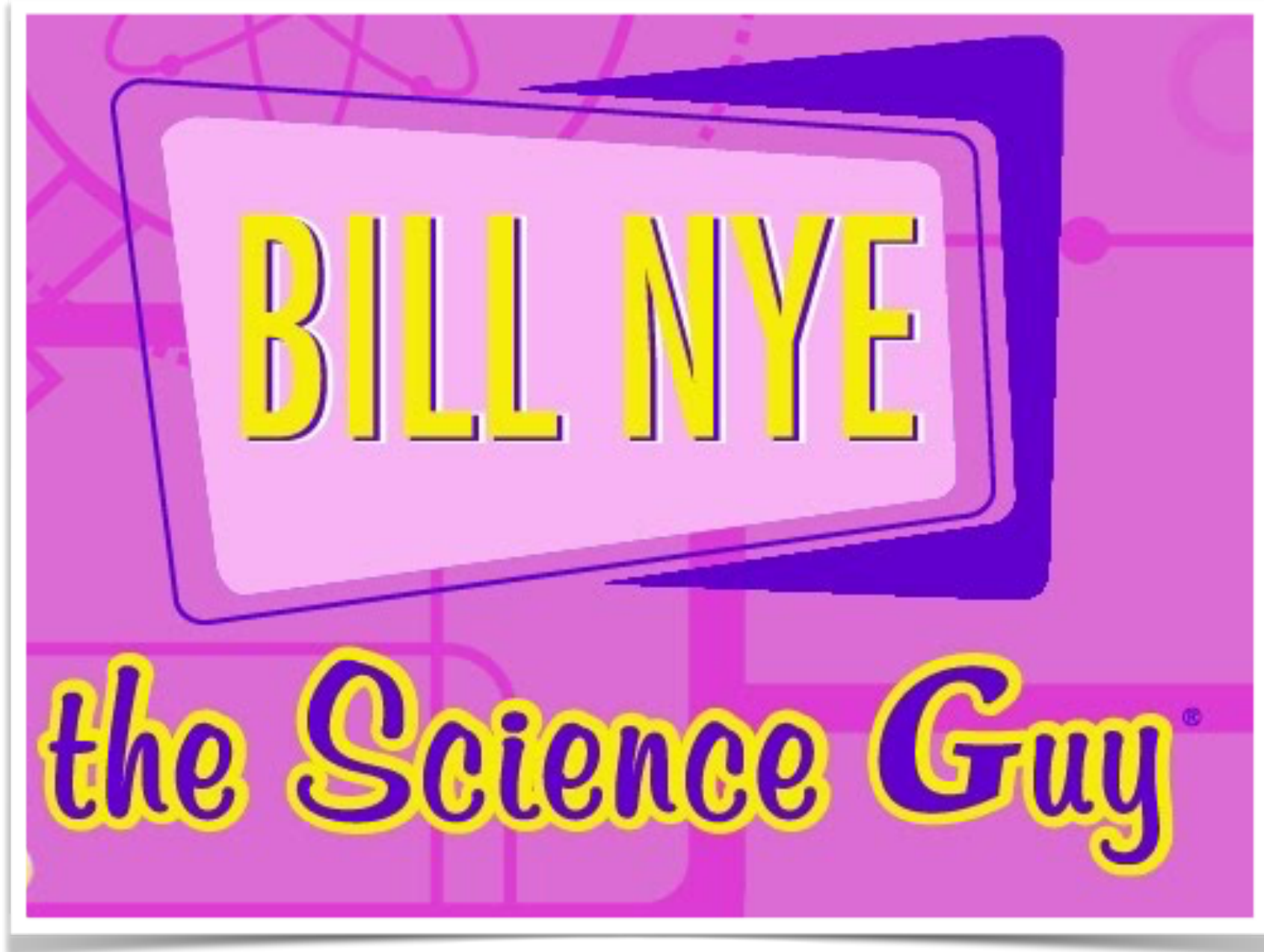
Wowing Customers Doesn't Work



At What Point in the Transaction Does Loyalty Happen?

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

**Elevate Your
Superstars Quickly**



GIVING BACK: FREE RESOURCES

You



The image shows a screenshot of the YouTube channel for Ross Shafer. At the top, there is a profile picture of Ross Shafer, a man with dark hair and a beard, smiling. Next to it, his name "ROSS SHAFER" is written in large, bold, red letters, with the subtitle "Funniest Expert on CHANGE" below it. A button says "Visit Ross Shafer's Website". Below the header, there are navigation tabs for "Home", "Videos", "Playlists", "Channels", "Discussion", and "About". A "Subscribe" button is visible. The main content area is titled "Relevant Leaders Club" and includes a description: "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...". Below this, there are several video thumbnails with titles and view counts:

- Why is the Lifespan of a Company only 15 Years?** | Leadership Speaker | Ross Shafer (31 views)
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer (31 views)
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer (68 views)
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer (85 views)
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross... (62 views)



Download (2) Free e-Books

www.RossShafer.com



**Encourage Your
Team Members...**

**“Like a Video
Game”**





Ross
Shafer

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