



Ross  
Shafer

# **Want to Contact Ross? The Sweeney Agency**

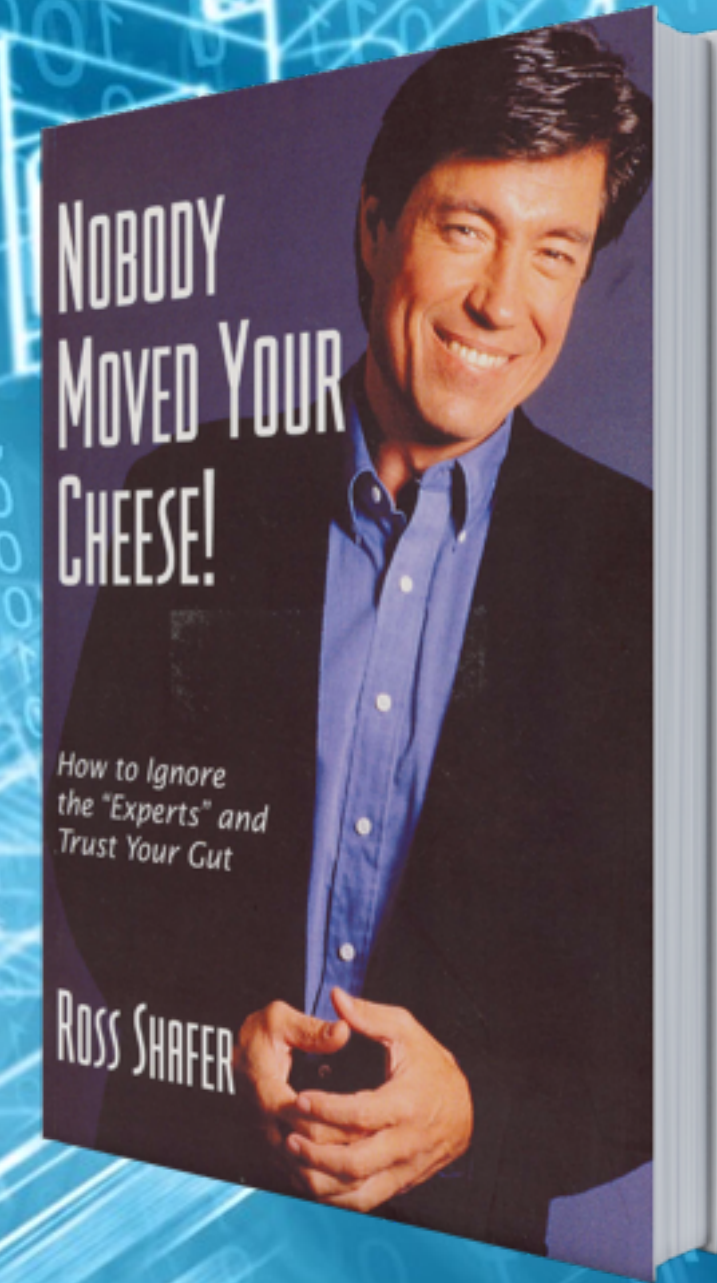
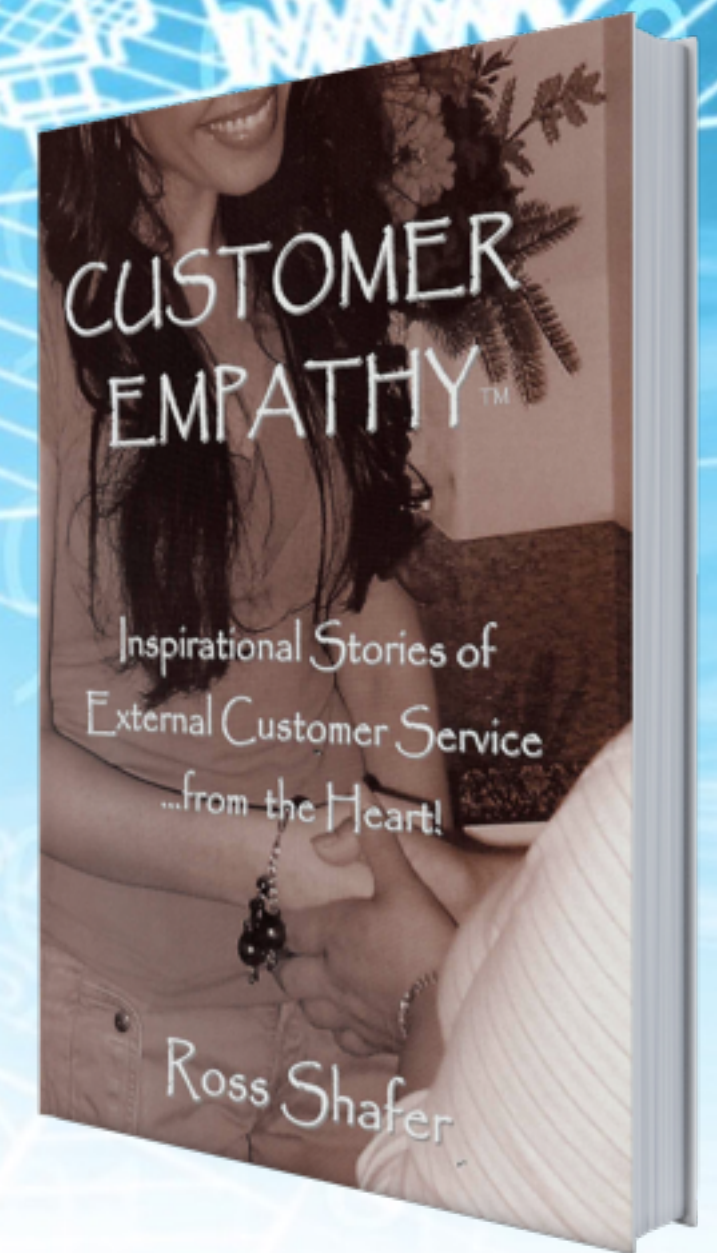
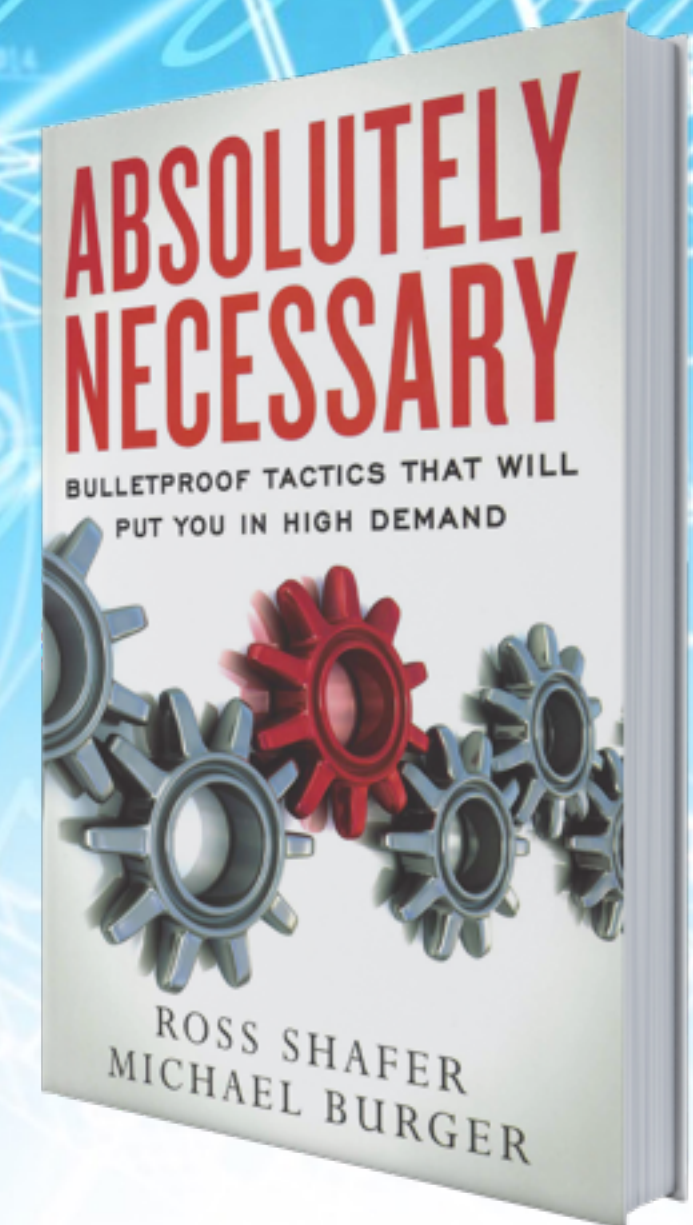
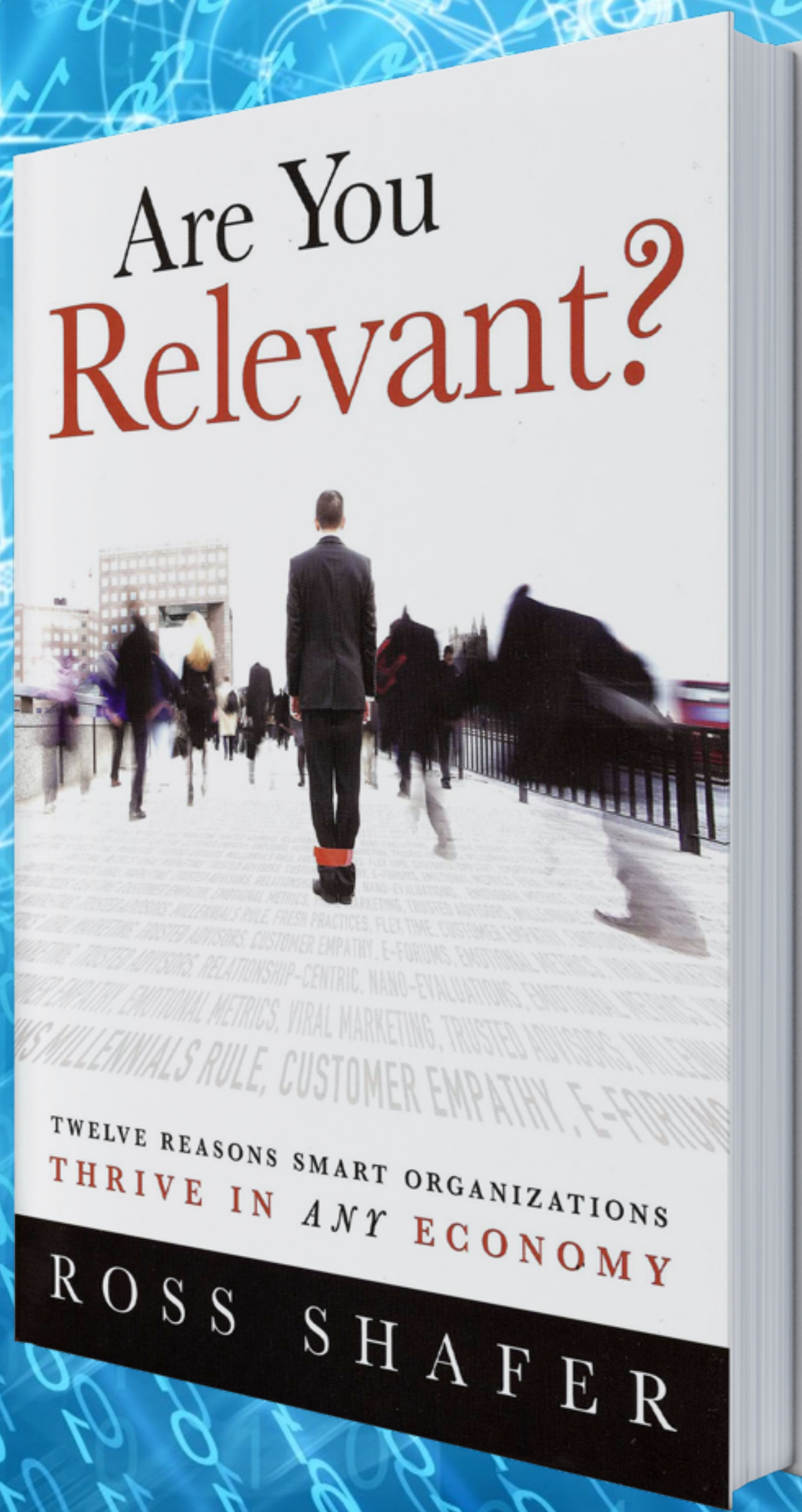
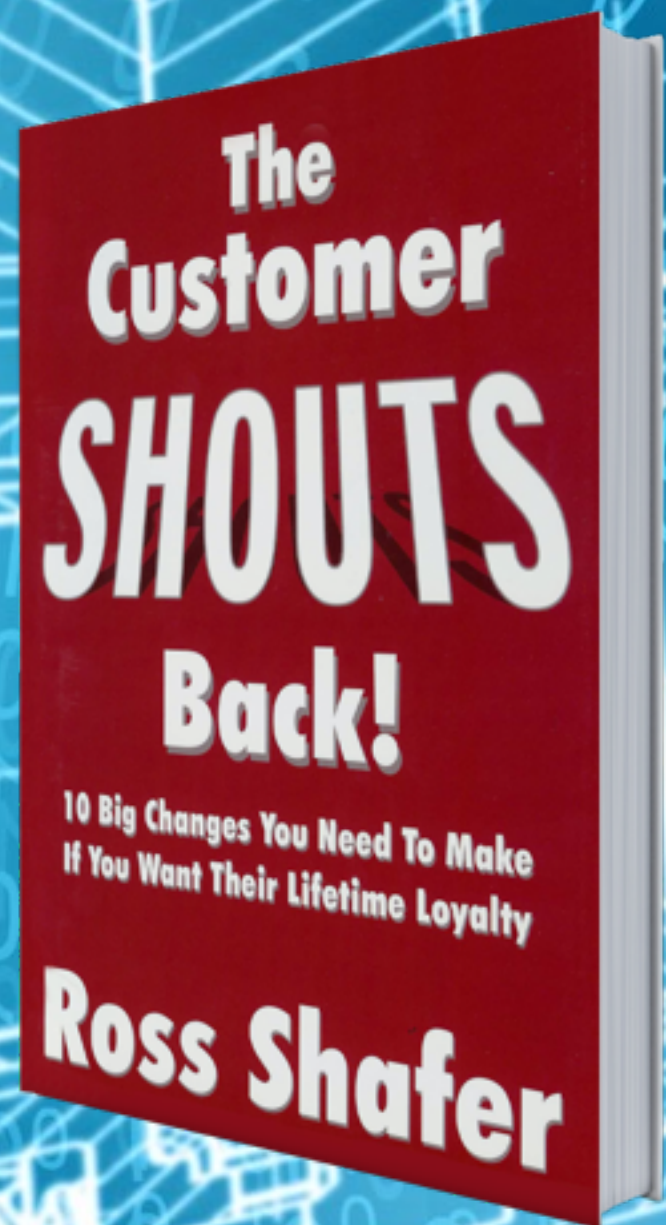
**[derek@thesweeneyagency.com](mailto:derek@thesweeneyagency.com)**

**(416) 925-3123**



Ross  
Shafer

# How to Stay Relevant (in Disruptive Times)



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 engineering aesthetic.

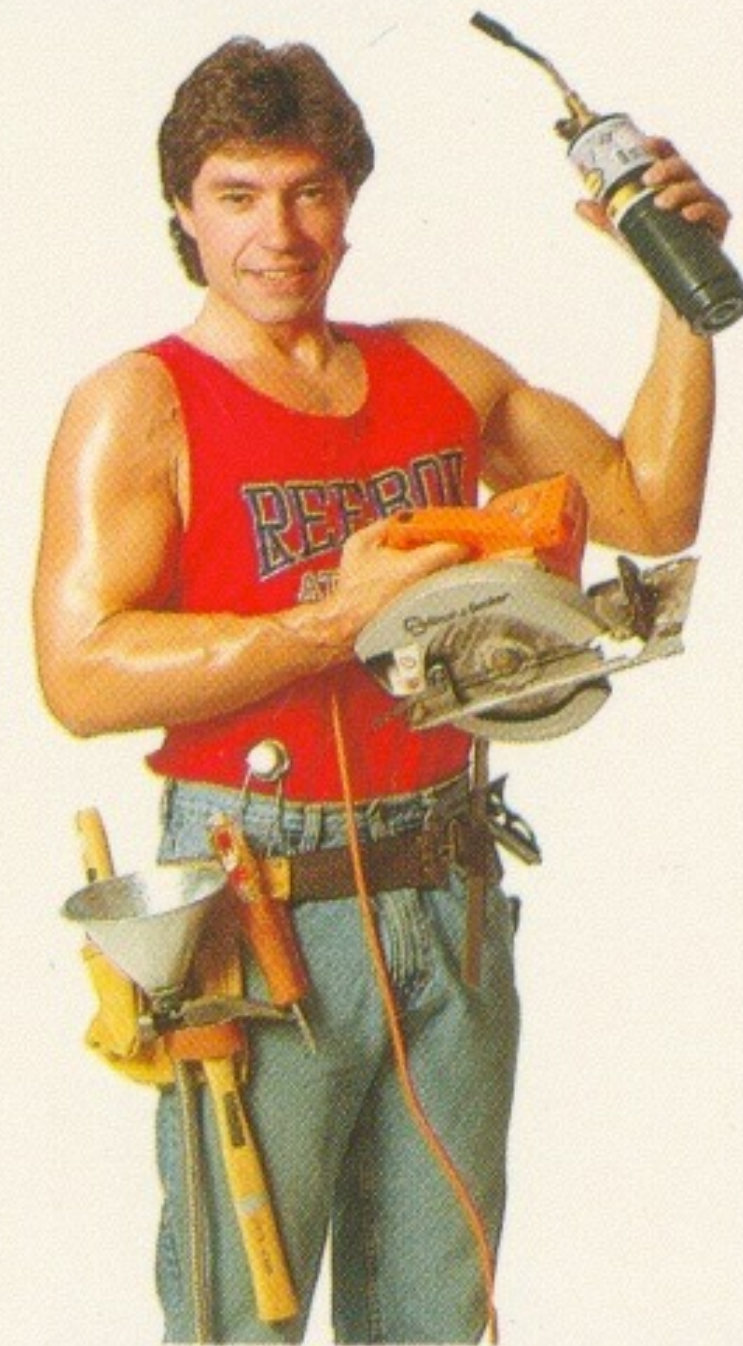
**Relevant Leaders  
Scour Every Industry  
for Ideas**

# 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





# Hotel Events

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

## Events for Sept. 25, 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](#)





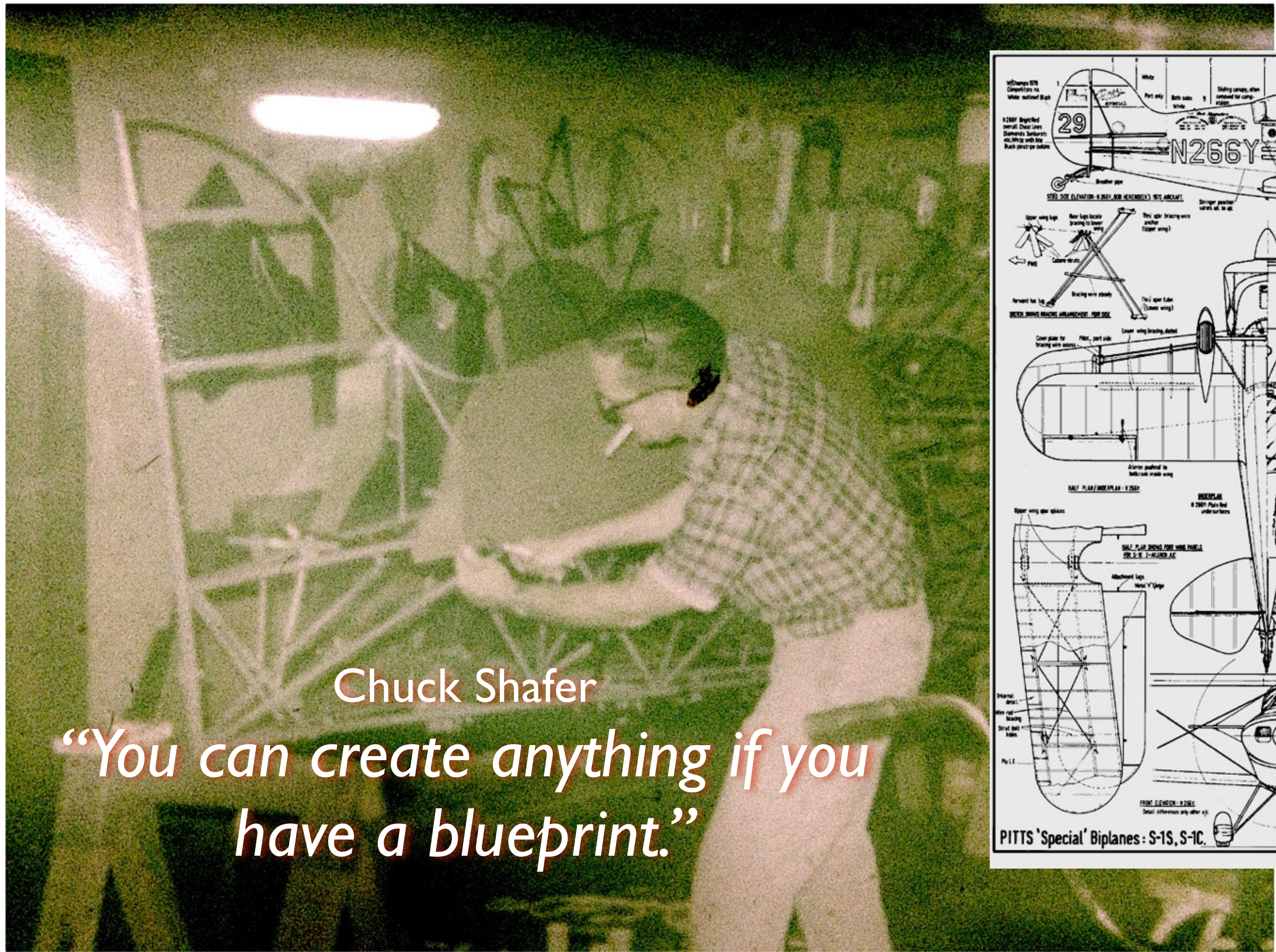




## **Laramar Apartment Homes - 55,000 units**

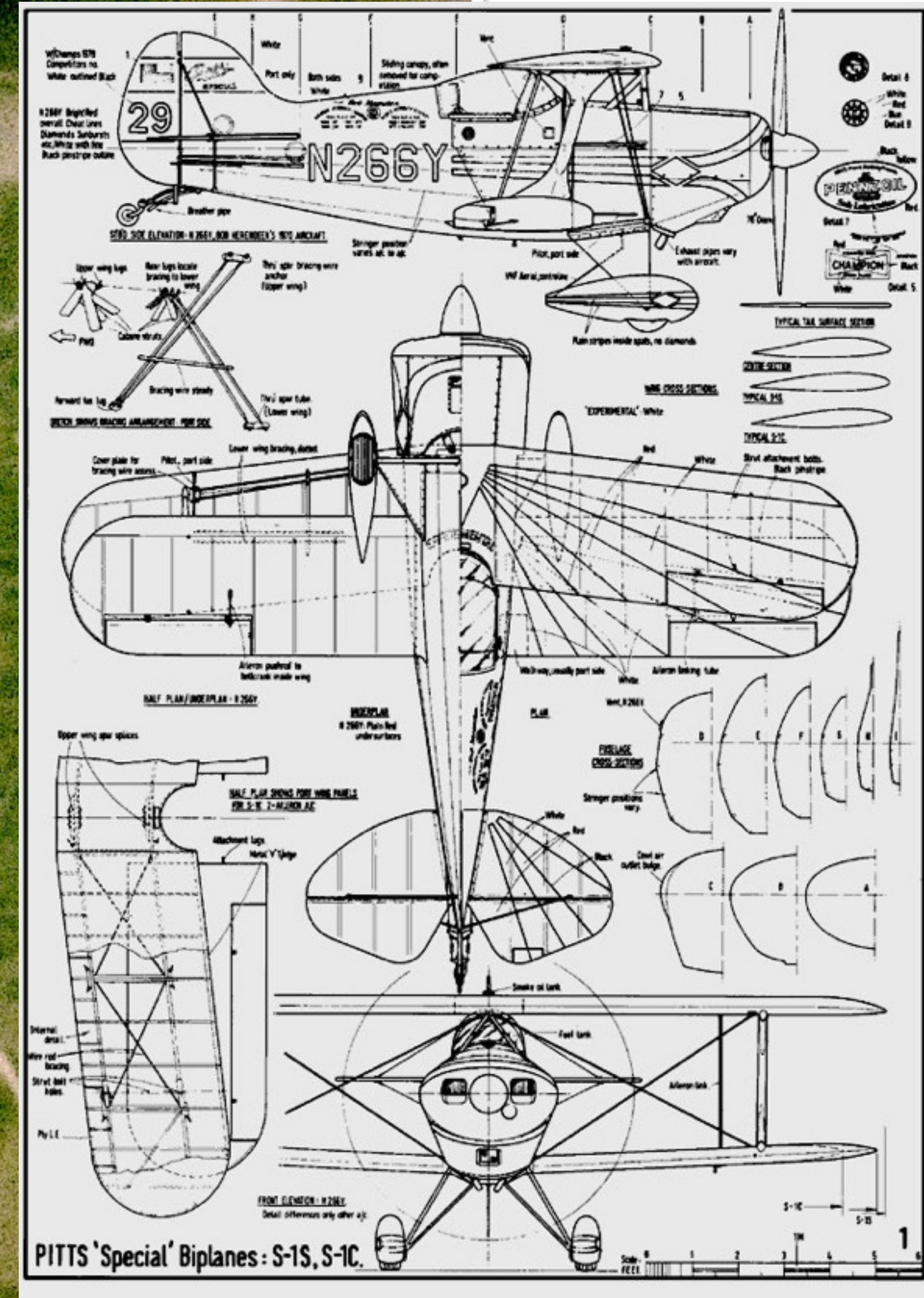
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**“Fearless” is a  
Competitive  
Advantage**



Chuck Shafer

*“You can create anything if you have a blueprint.”*





Maiden flight - May 1971



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

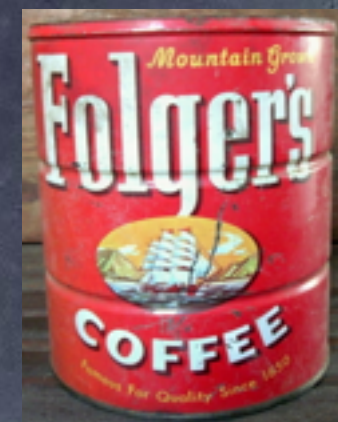
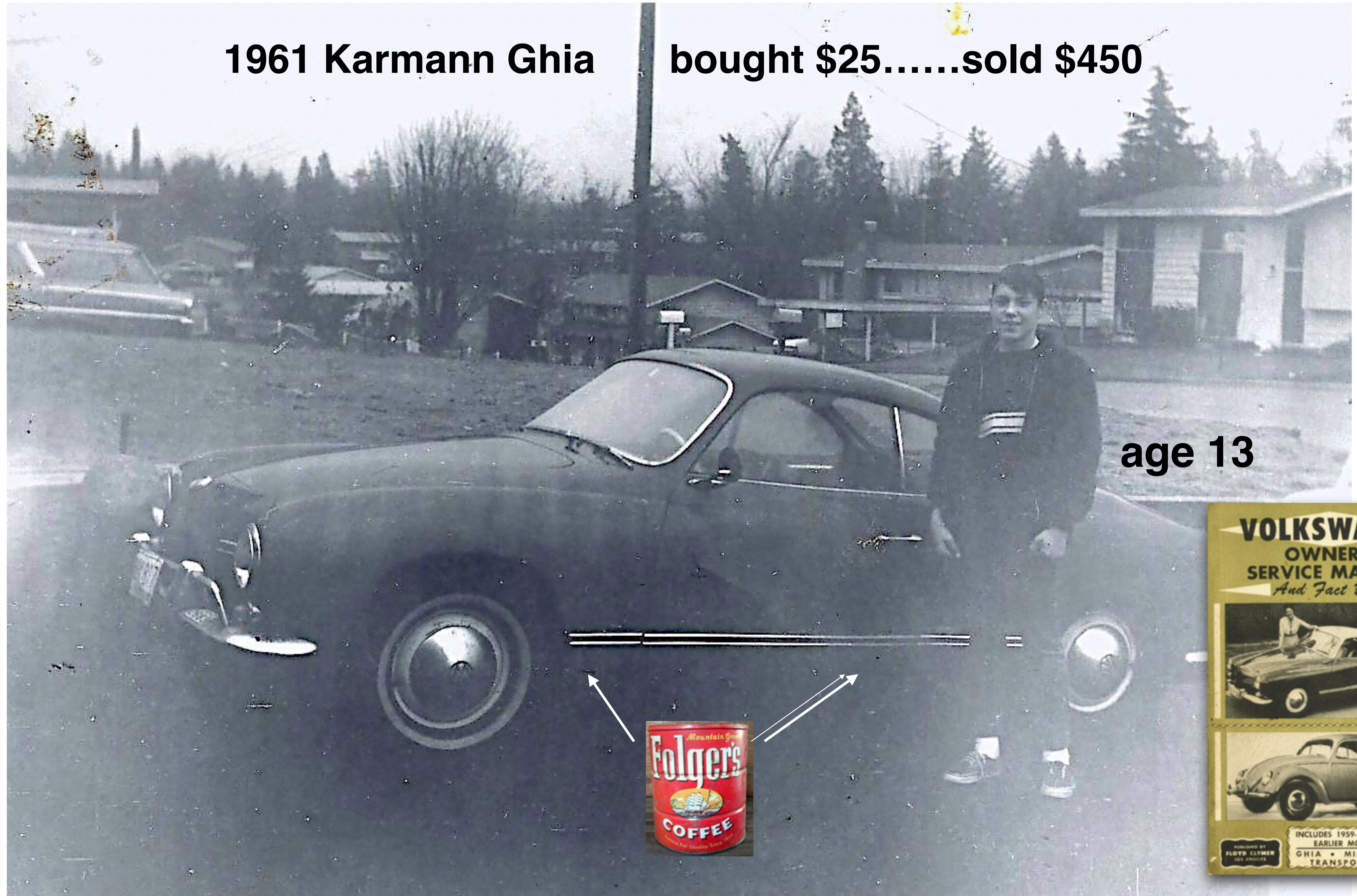
**CHUCK SHAFER**



**1961 Karmann Ghia**

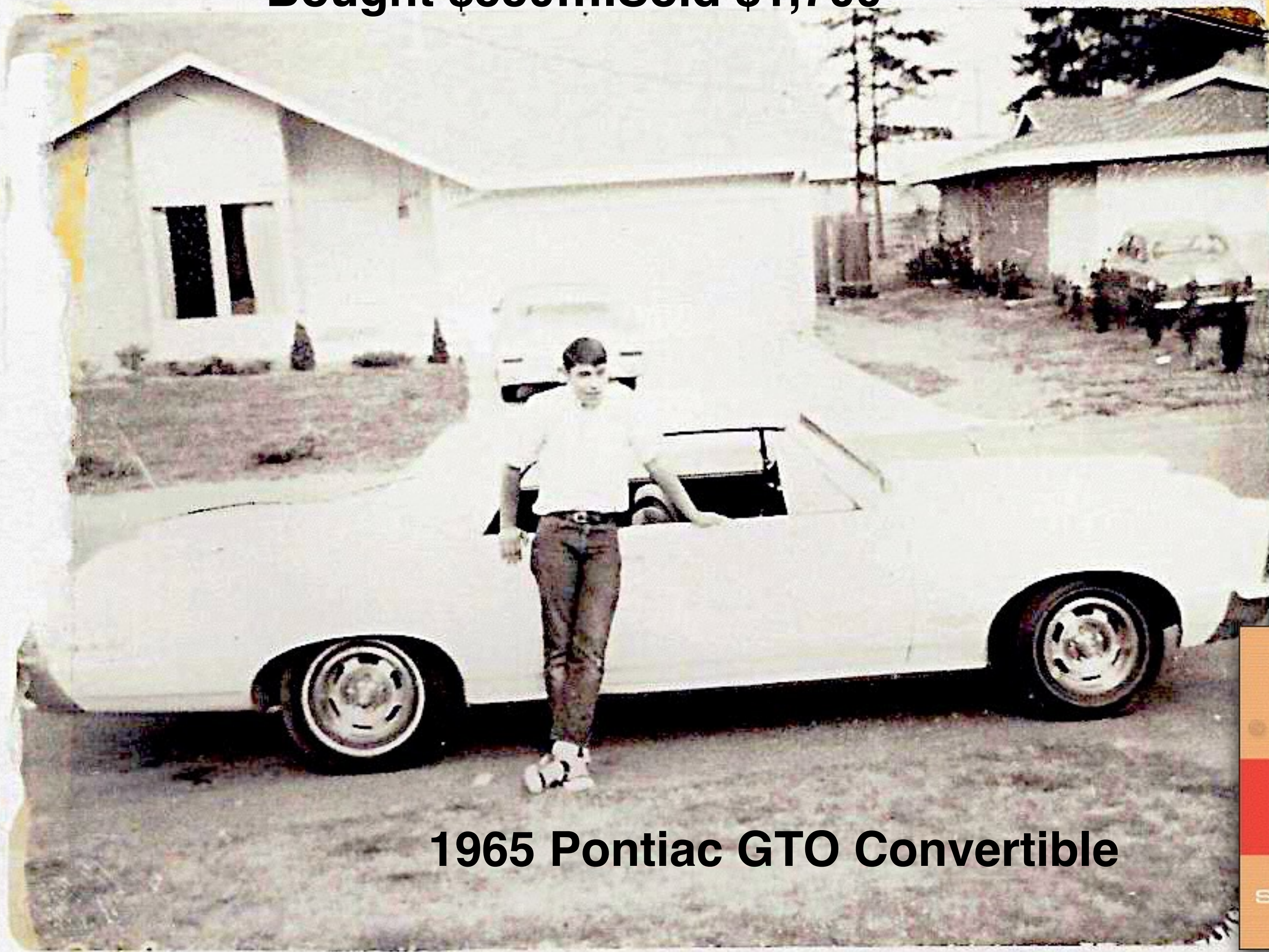
**bought \$25.....sold \$450**

**age 13**





**Bought \$530....Sold \$1,700**

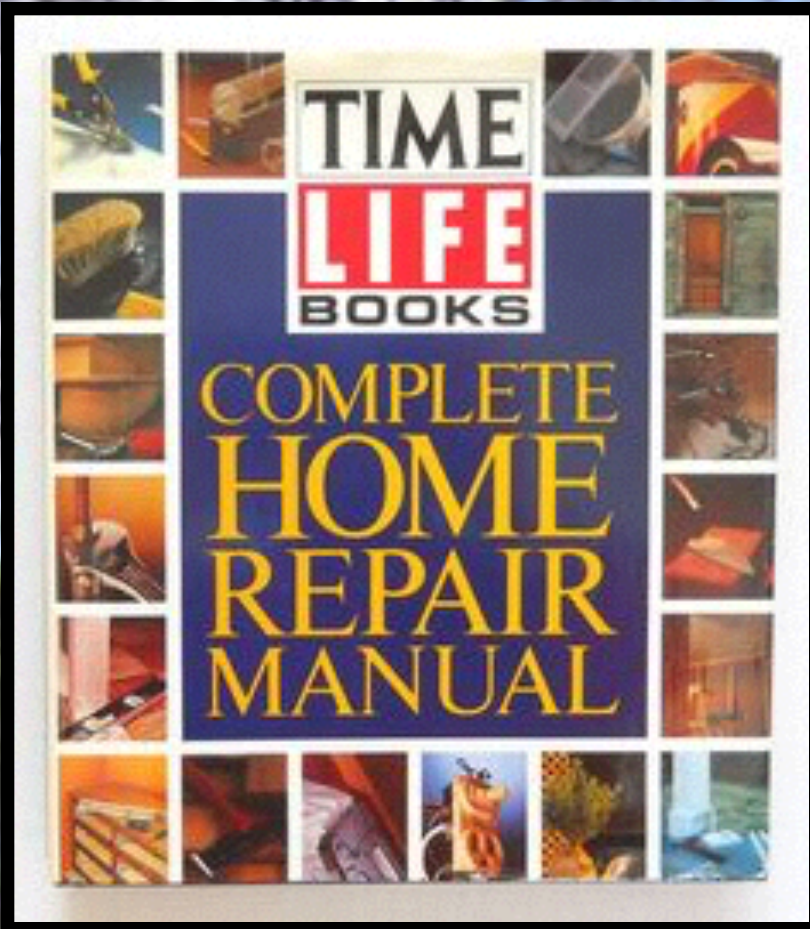


**1965 Pontiac GTO Convertible**

1965  
TEMPEST  
GTO

**BODY**

SHOP MANUAL



Age 17



purchased for \$4,800



sold 18 mos. later for \$17,500

**bought \$178,000**



**(age 18)**

**sold \$460,750**





# UNITED STATES BANKRUPTCY COURT Western District of Washington

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



**Restaurants/Food Service**



**Retail Clothing**

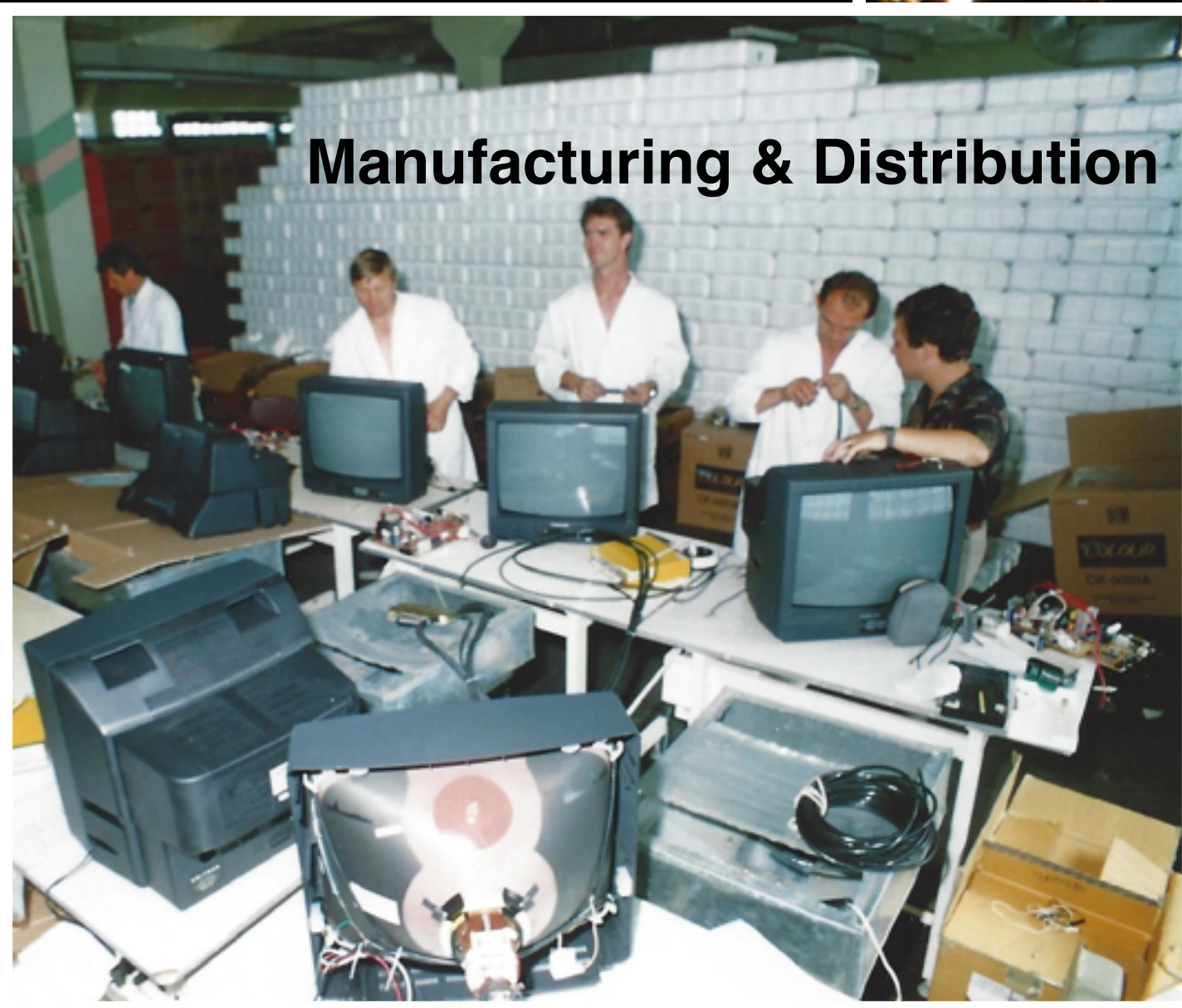
**Photography & Product Marketing**



**Building Industry**



**Manufacturing & Distribution**



**TV & Film Production**





*Explaining things the easy way!*

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

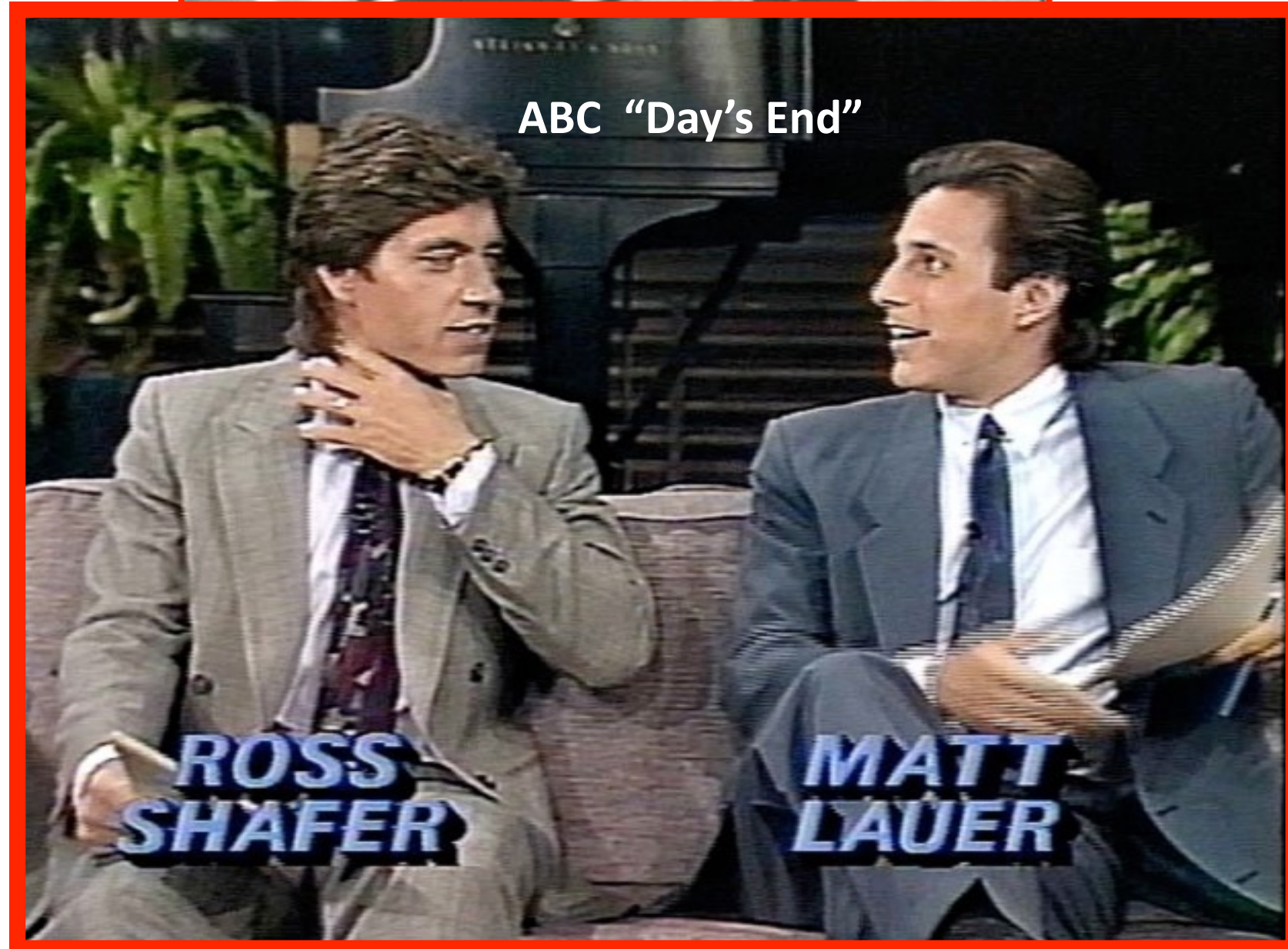
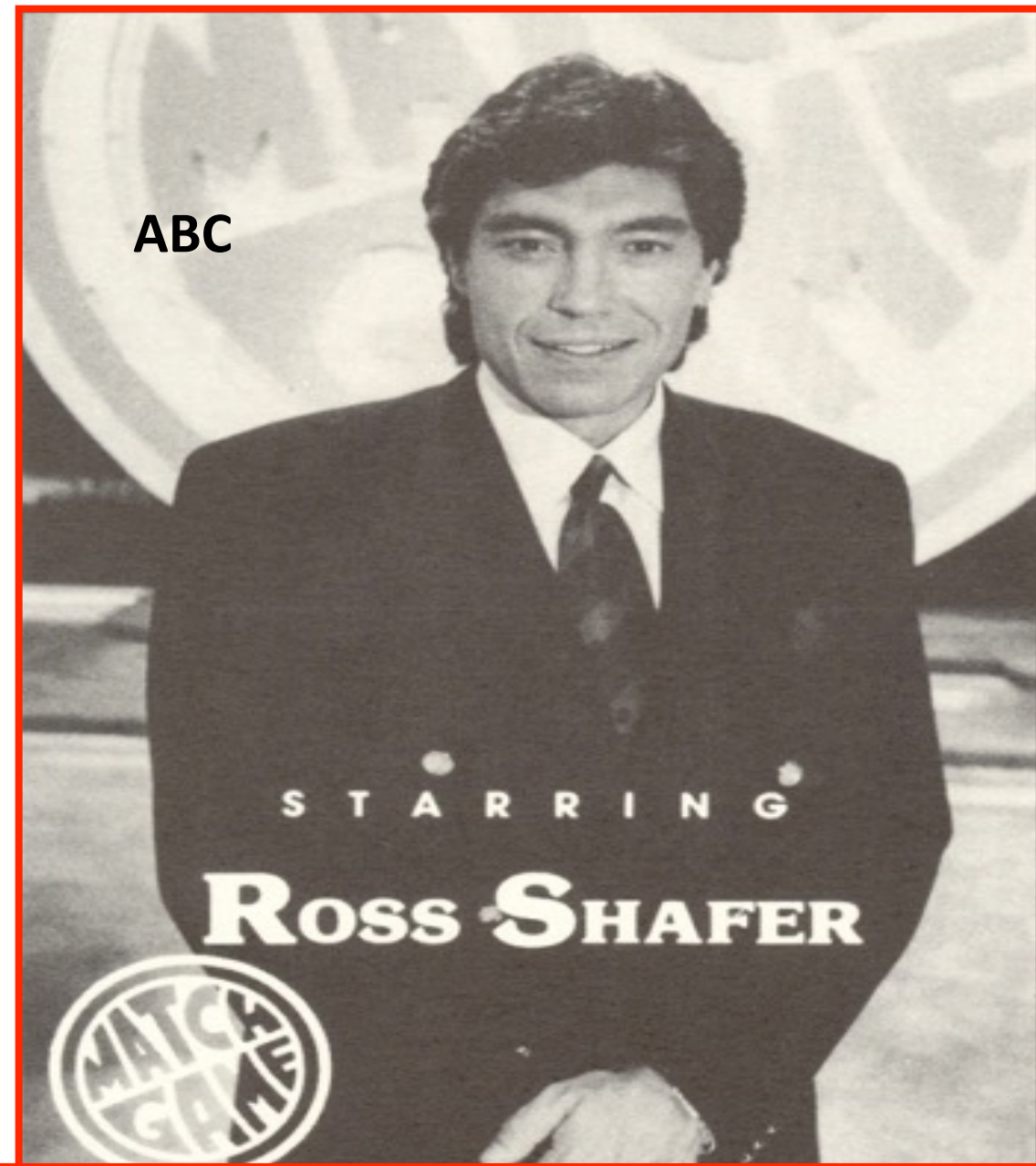
### **Advancing Beginners**

#### **The Beginners Guide Volume 1**



Sam & Enrico

2018 © Enrico



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 and engineering aesthetic.

# **The Future** **(of everything)** **is Friction-Free**





**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

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



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

PREVENTS  
MISCOMMUNICATION.

AVAILABLE 24/7/365

ADDS VALUE.



**Skype  
Video  
Consult**



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.”**

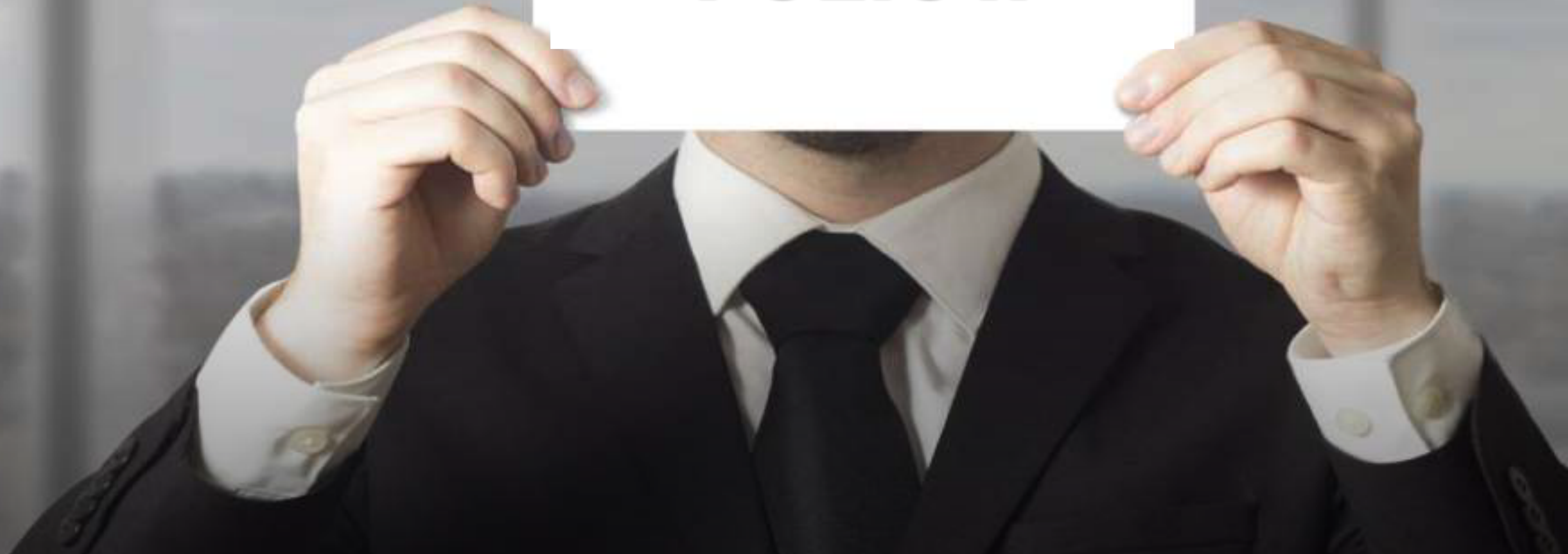


# CES (Customer Effort Scoring)



“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.**”

**WE CAN'T DO  
THAT. IT'S  
AGAINST OUR  
POLICY.**



**WHAT YOU'RE  
LOOKING FOR  
IS IN THE  
POLICY PACKET**



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





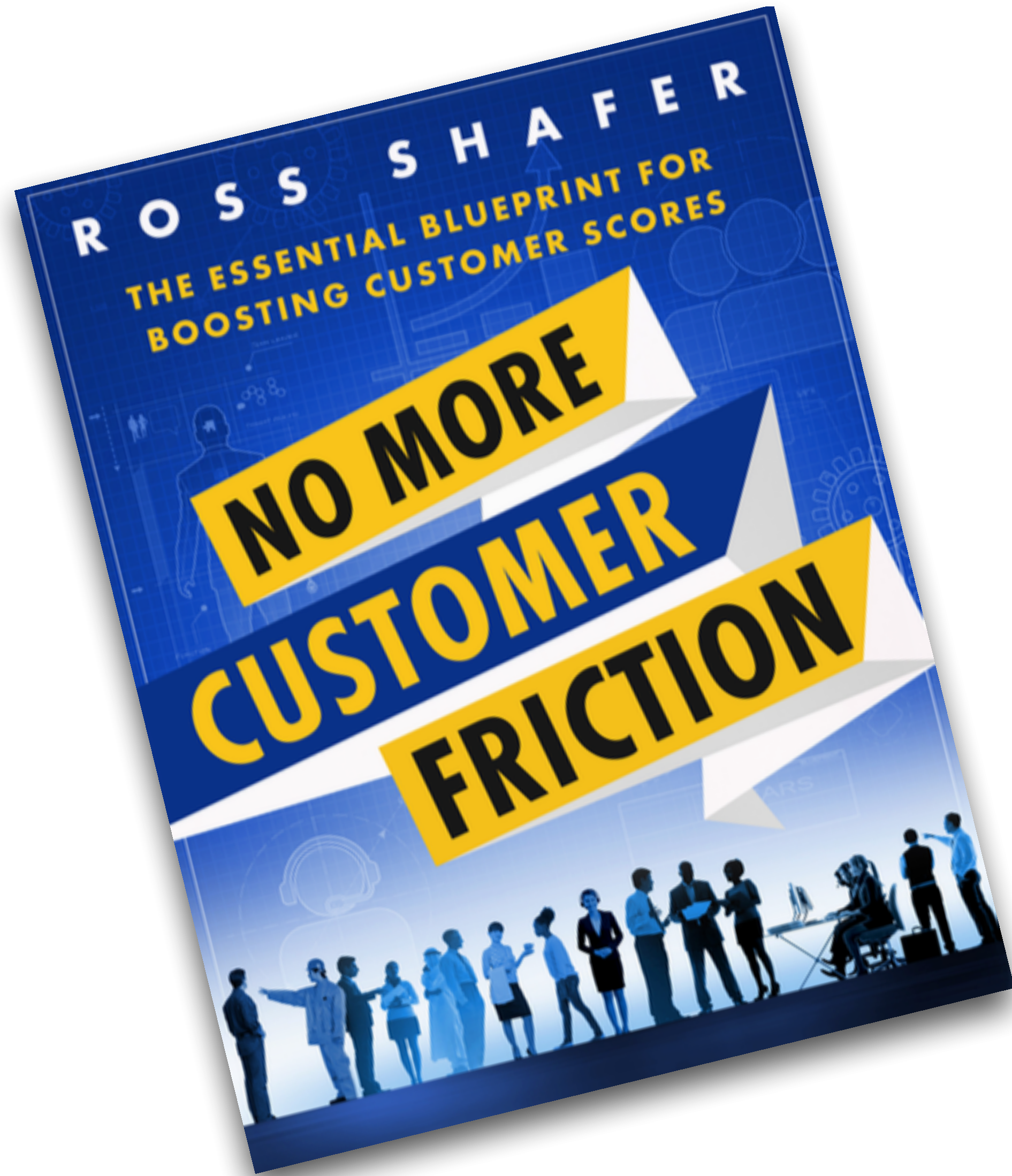
erases



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

# Empower an On-The-Spot Solution for Every





**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.**



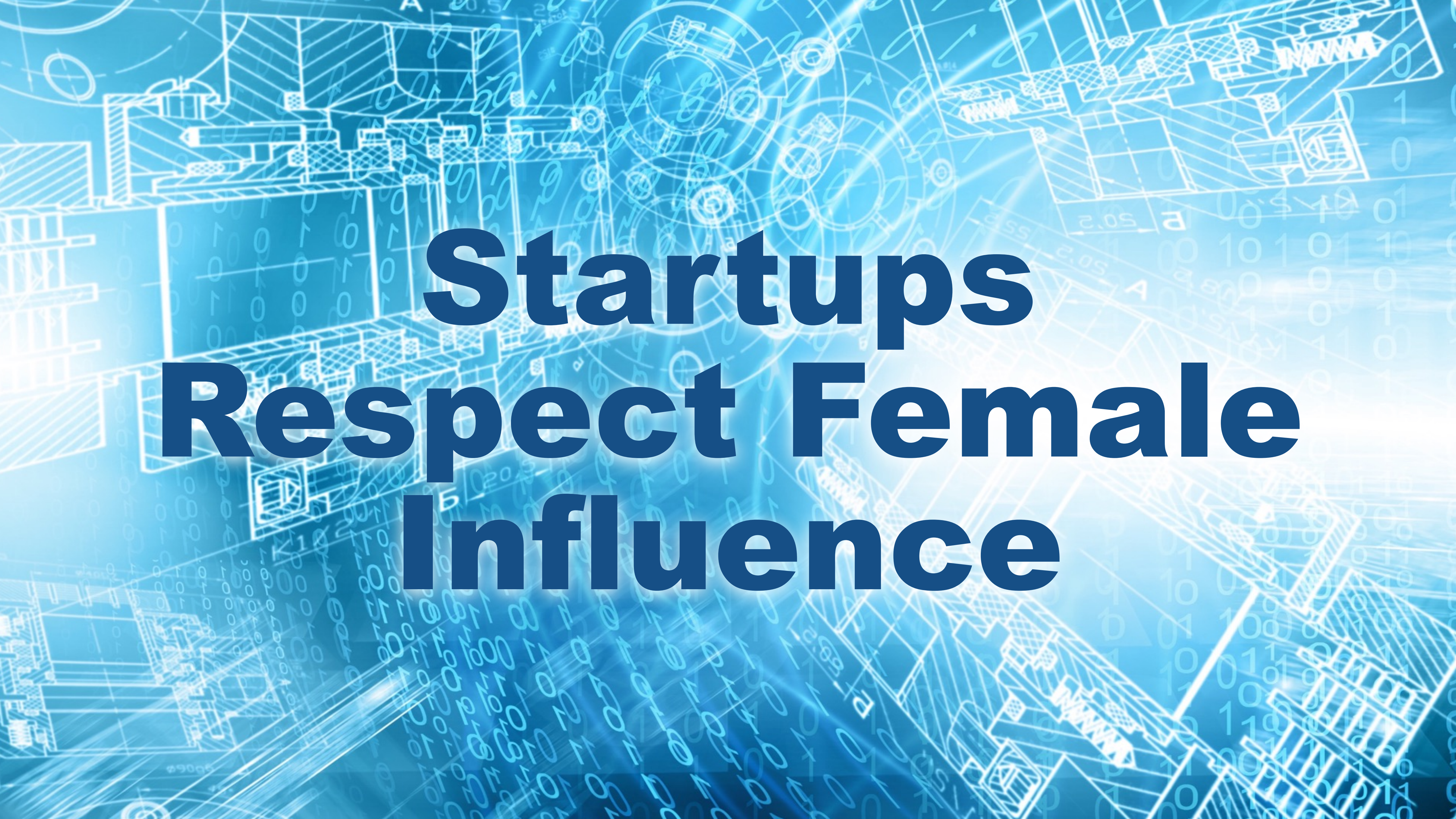
**Highest # of complaints meant they were  
*Last Place* in their industry  
re: Customer Experience**



**By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we corrected customer complaints and empowered on-the-spot fixes.**

**In 90 days, their J.D. Power scores rose 21 Points.**

**Now, #1 in their industry.**

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.

# **Startups Respect Female Influence**

# Women Buy Everything!

**93% of OTC Pharmaceutical decisions**

**92% of Vacation & Business Travel Decisions**

**91% of New Homes, Remodels, & Building Design**

**91% of Family Apparel (74% of men's clothing)**

**90% of Consumer Electronics (TV's, phones, tablets, computers)**

**89% of Higher Education Decisions**

**→ 89% of Insurance, Investment Services, Bank Accounts**

**86% of I.T. Infrastructure decisions at work**

**85% of Pet ownership (mean income \$65,000)**

**80% of Healthcare & Dental decisions**

**73% of New Cars --- (45% of Light Trucks & SUV's)**





# She-Commerce

“Women over 50 currently control \$19 trillion in Net Worth...**3/4** of the entire U.S. Financial Wealth.”



# And Female Wealth is Growing...

“By 2020, women will control between \$30-\$40 Trillion in U.S. consumer wealth.”

# Does this Apply to Women in B2B?

- **Women are more inquisitive than men and more likely to consider the interests of multiple stakeholders.**
- **Women attach less importance on business rituals (such as being wined and dined by top executives)**
- **Women need more buyer-seller communication.**



<https://www.atkearney.com/marketing-sales/ideas-insights/the-rise-of-the-female-economy-in-b2b>

**“92% of women will share information re: quality and value to an average of 21 other people.”**

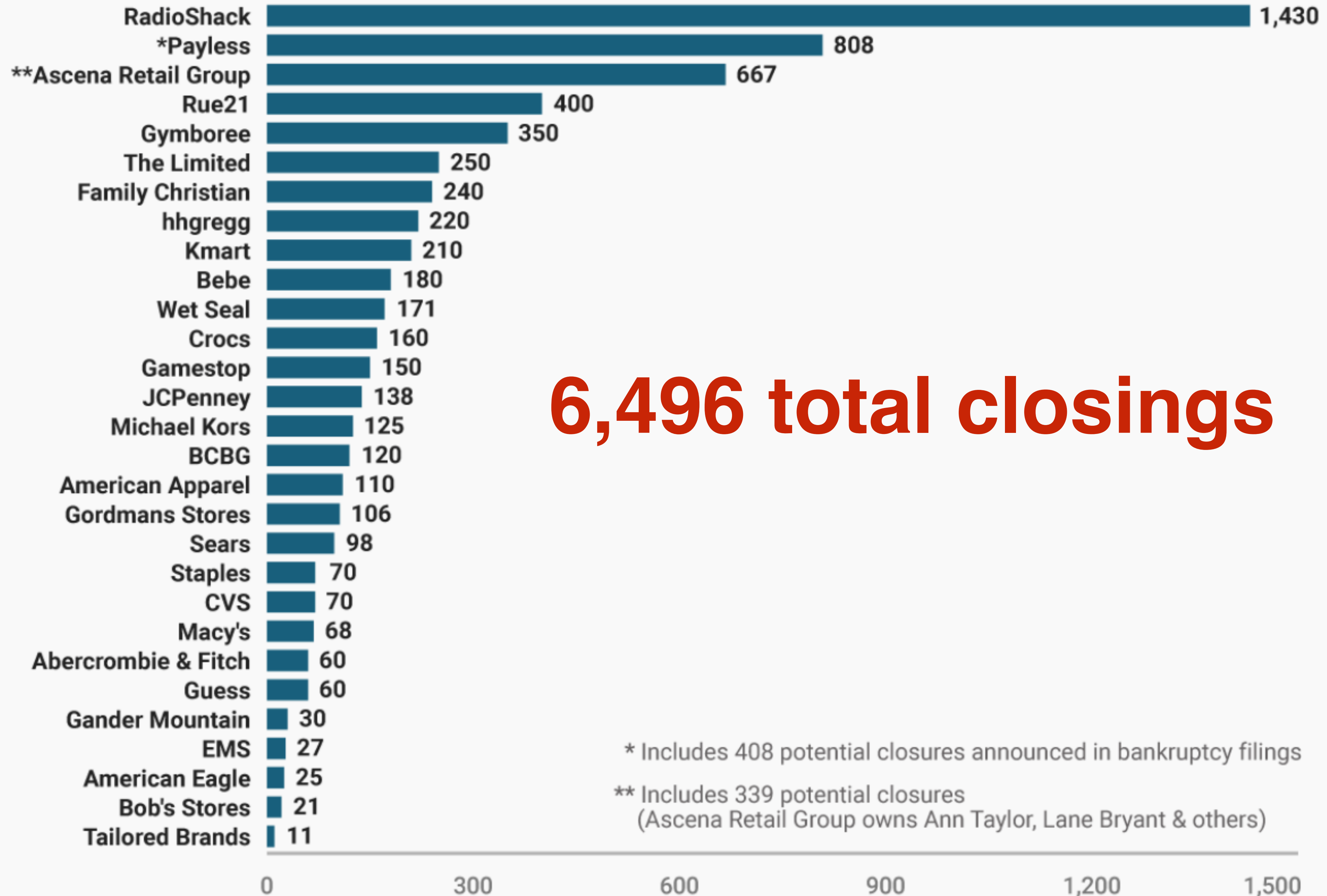


**(not counting social media)**

The background is a vibrant blue gradient. It is overlaid with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of binary code (0s and 1s) in a light blue color, suggesting a digital or data-driven theme. The overall aesthetic is that of a high-tech or engineering environment.

**How Can You  
Compete in an  
On-Demand  
Society?**

# NUMBER OF RETAIL STORES CLOSING IN 2017



**When anyone complains, “I’m getting killed by...**

**amazon.com**

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

**You say, “Amazon is not all-powerful. You can  
beat them with...”**



**High Touch**



**Adding Value**





*Curiosity Adds the Supreme Value*





# 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...

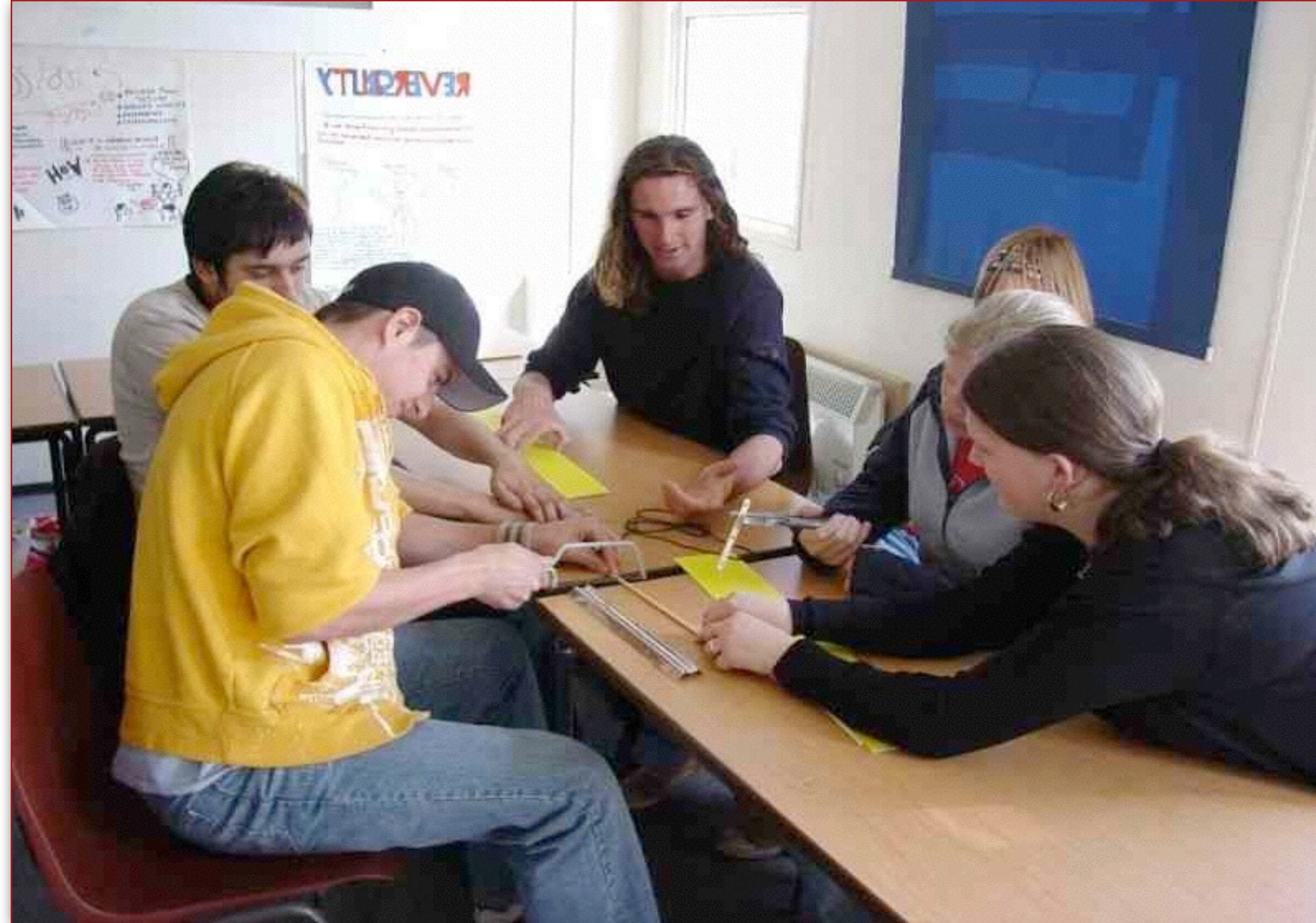
 **Nancy Vogl**  
Is anyone else having problems posting on FB today?  
Like · Comment · Share · 10 hours ago near Traverse City, MI · 

 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.”**

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.

# **Can We Stop Talking About Millennials?**

# Millennials Will be 40yrs old in 2 years!



**#1:**

**Skill of the Future?**

**#2?**

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

# DON'T MENTOR. ADVOCATE.





**#3:**

**What Do They Want in  
a Workspace?**

# Google



**#4:**

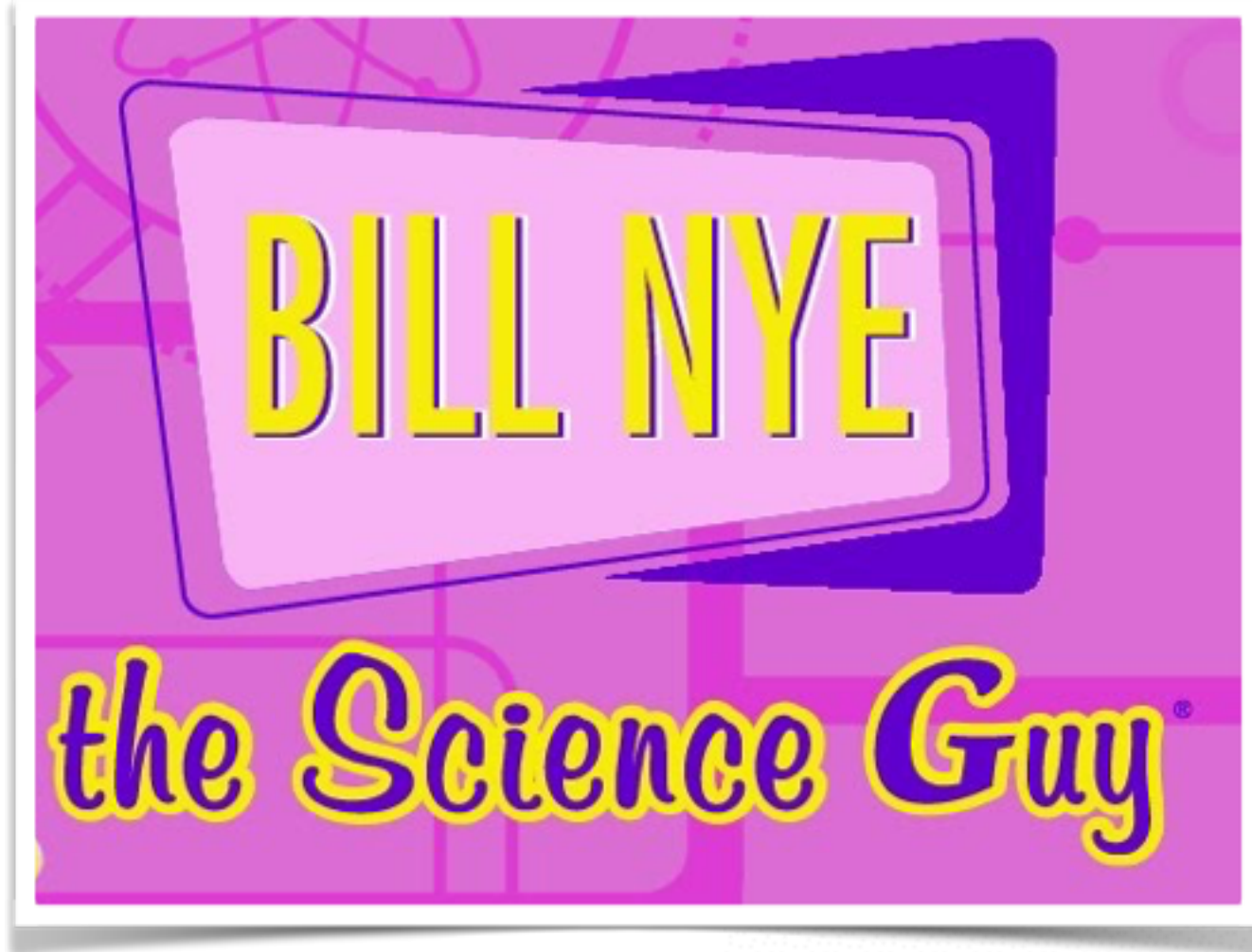
**What Attracts Them  
to Work for You?**

**FUN**

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

# “Not-That-Wild” Willy





# 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

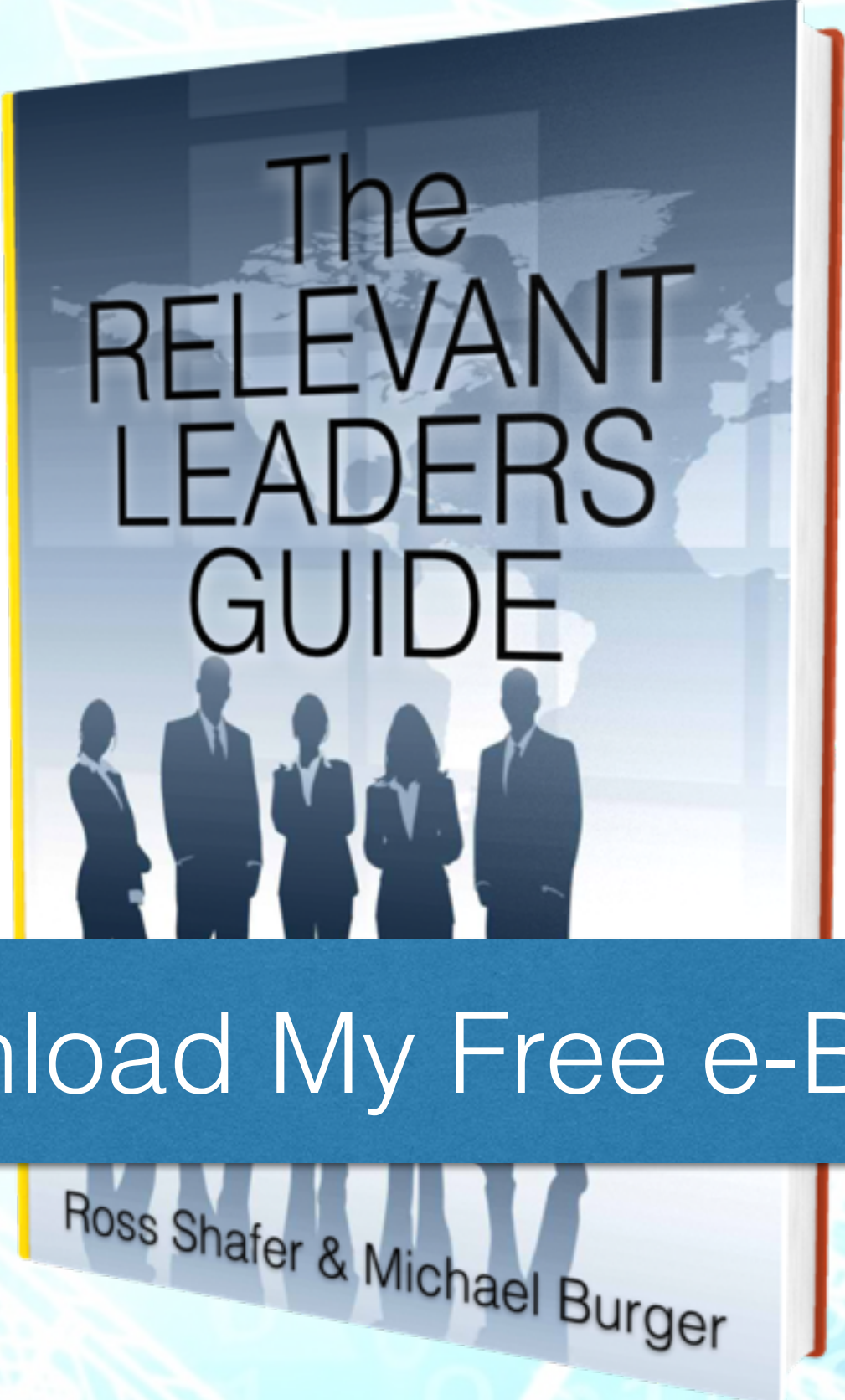
**Relevant Leaders Club** Download All

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 repeatab...
- 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)



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**Longevity is  
Judged by  
CHARACTER**



Chuck Shafer 1927-2001



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



Daddy/Daughter date  
11th birthday!

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# Ongoing Encouragement



Ross  
Shafer

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