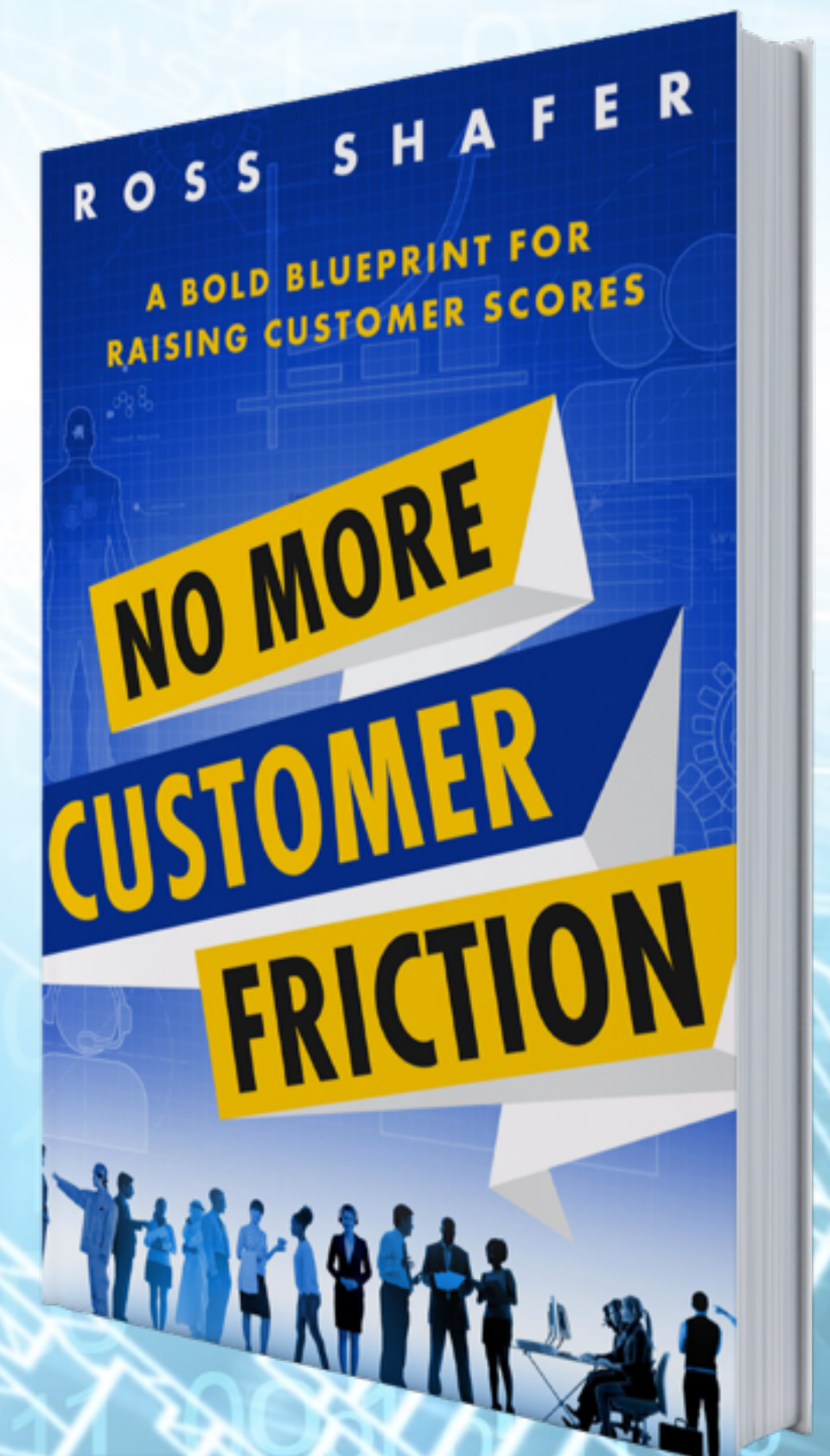
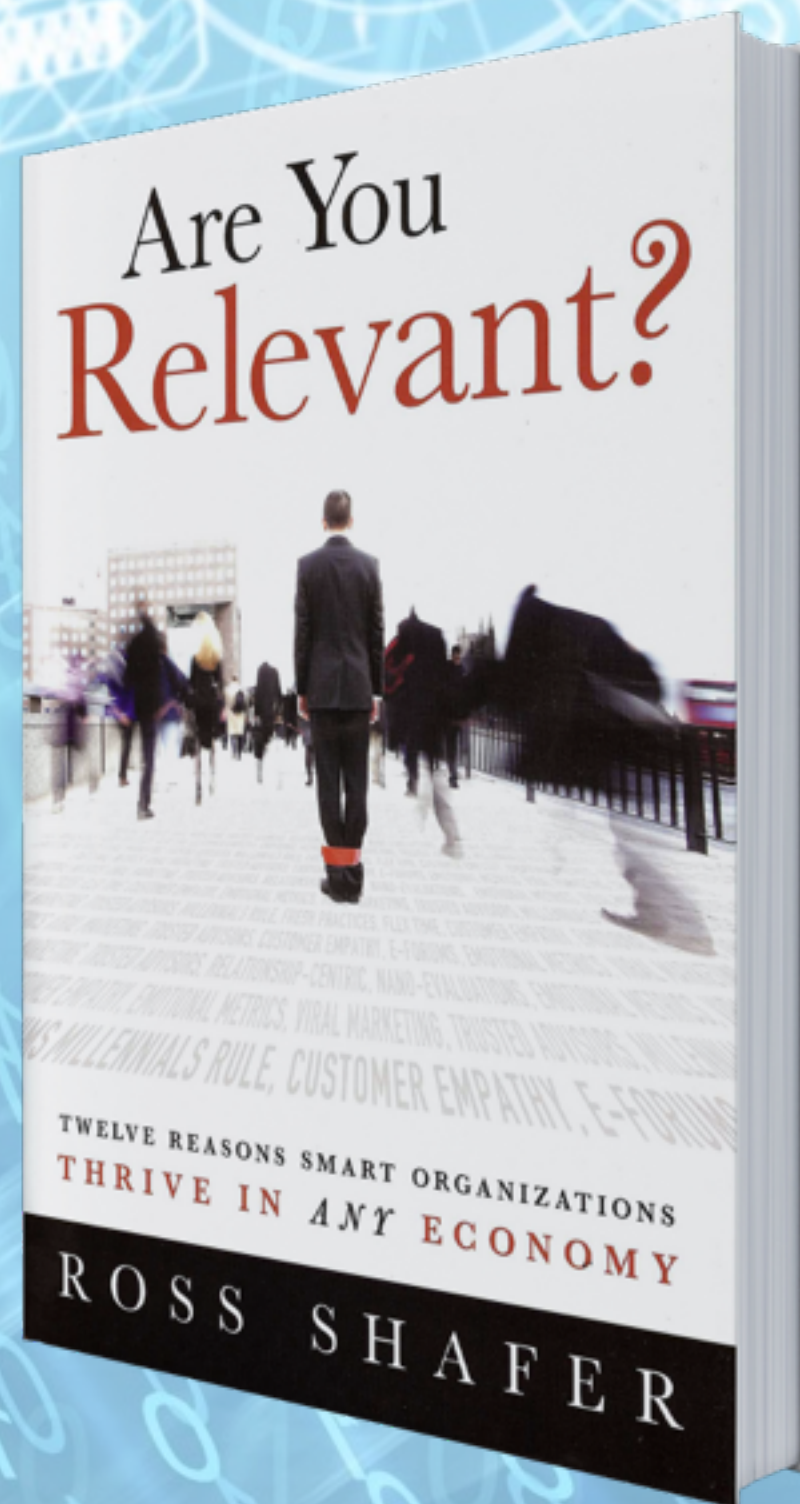




Ross Shafer

# Are You a Relevant Leader?



Restaurants/Food Service



Retail Clothing



TV & Film Production



Building Industry



**SHAFER® PROJECTION TV**

Turn your Den or Rec Room Into a Video Theatre

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

At least 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**

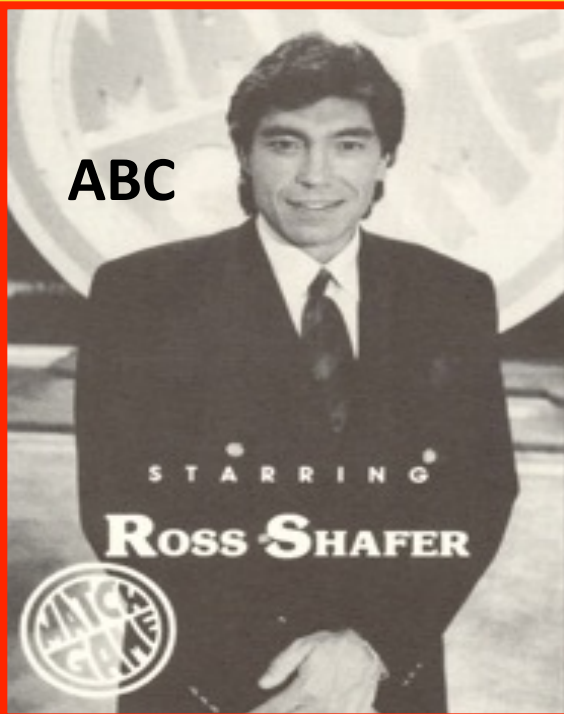
**SOUNDS O.K.**

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

STUDIO in Puyallup **SHAFER** PRODUCTION TELEVISION

119 Hi Ho Shopping Center Puyallup, Wash. 98371

ABC



ABC "Day's End"



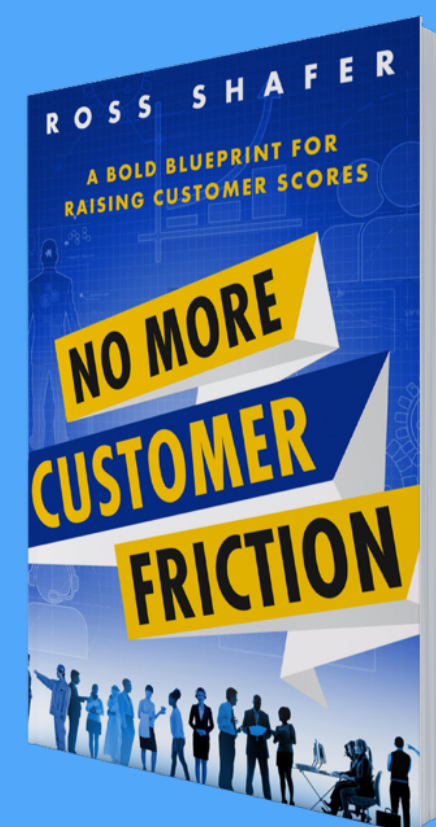
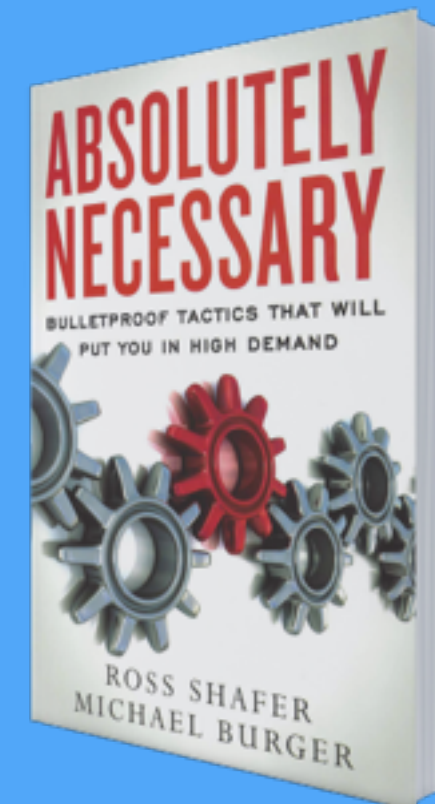
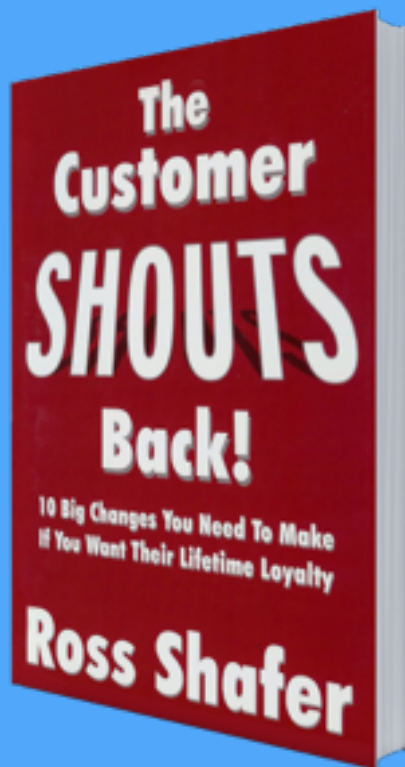
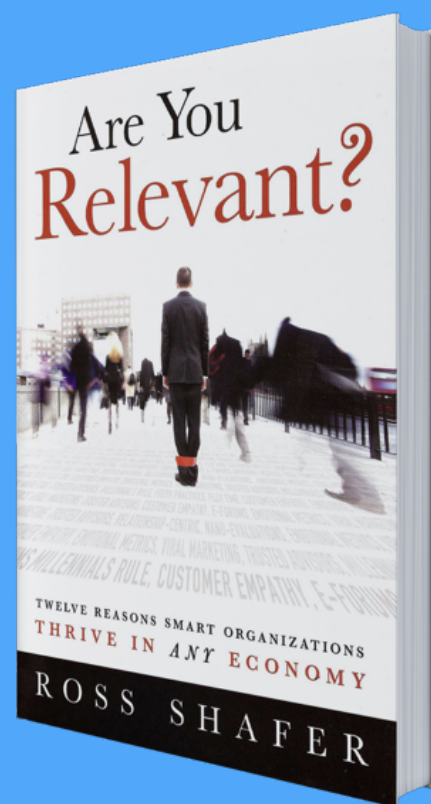
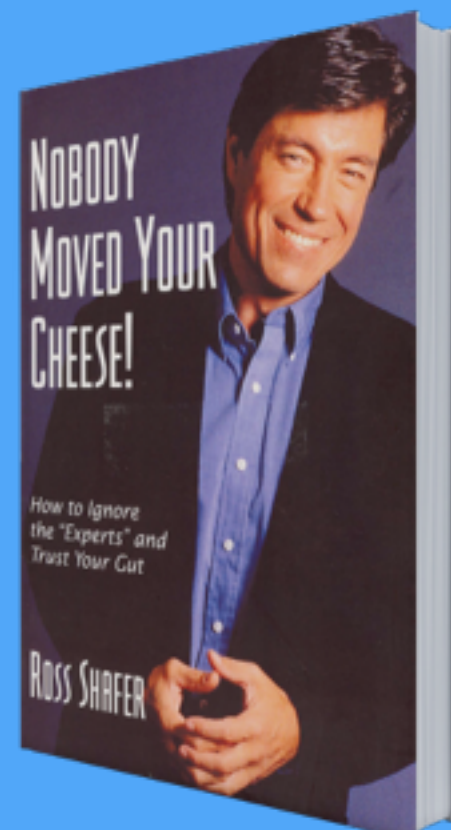
USA



FOX "LATE SHOW"



2



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. The text is centered horizontally and has a slight glow effect.

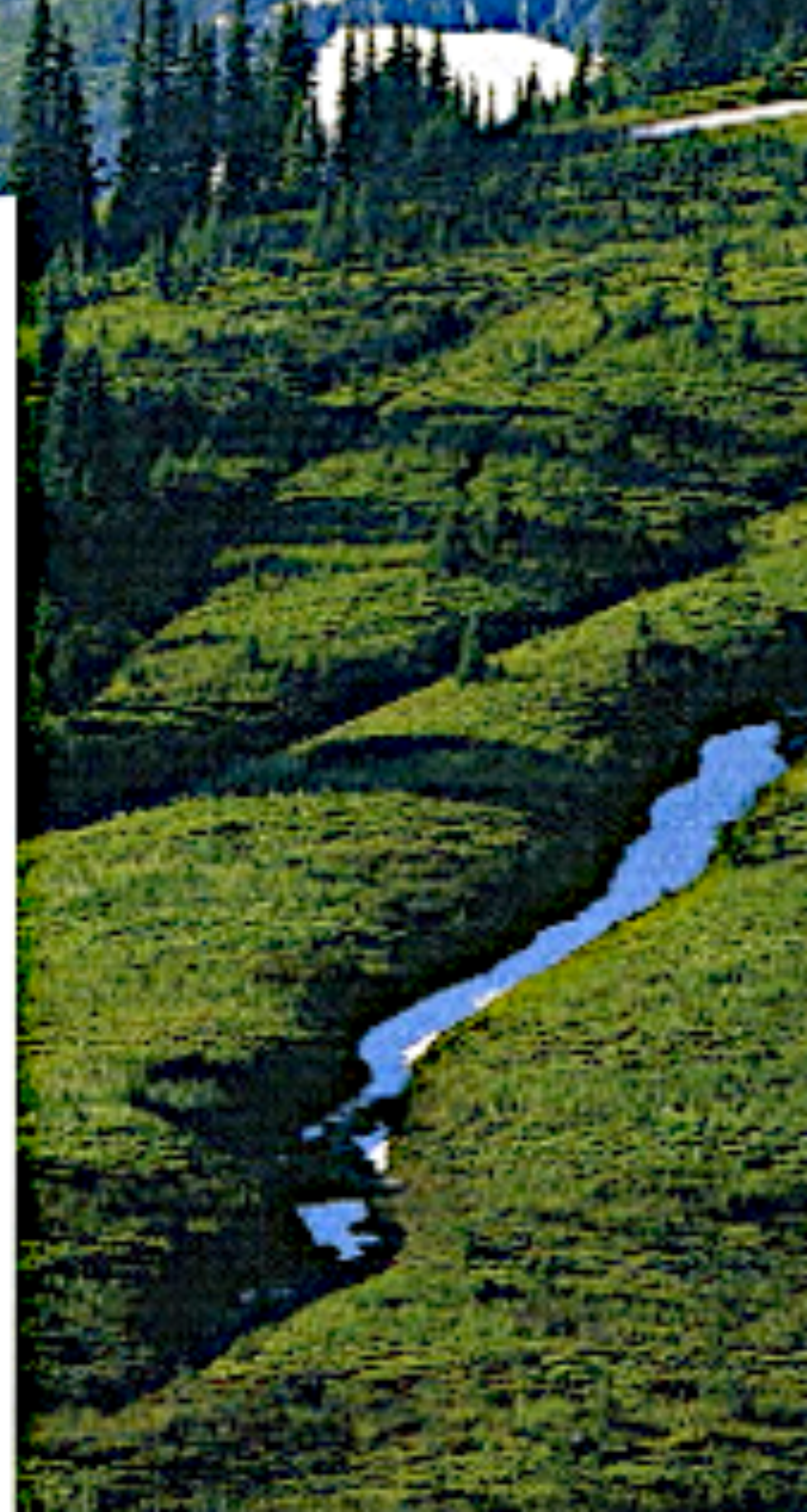
**What I'm Not...**



# Blackfoot Nation

Chemeketa Reservation land  
(Salem, Oregon)

Puyallup Indian Reservation  
(Puyallup, Washington)





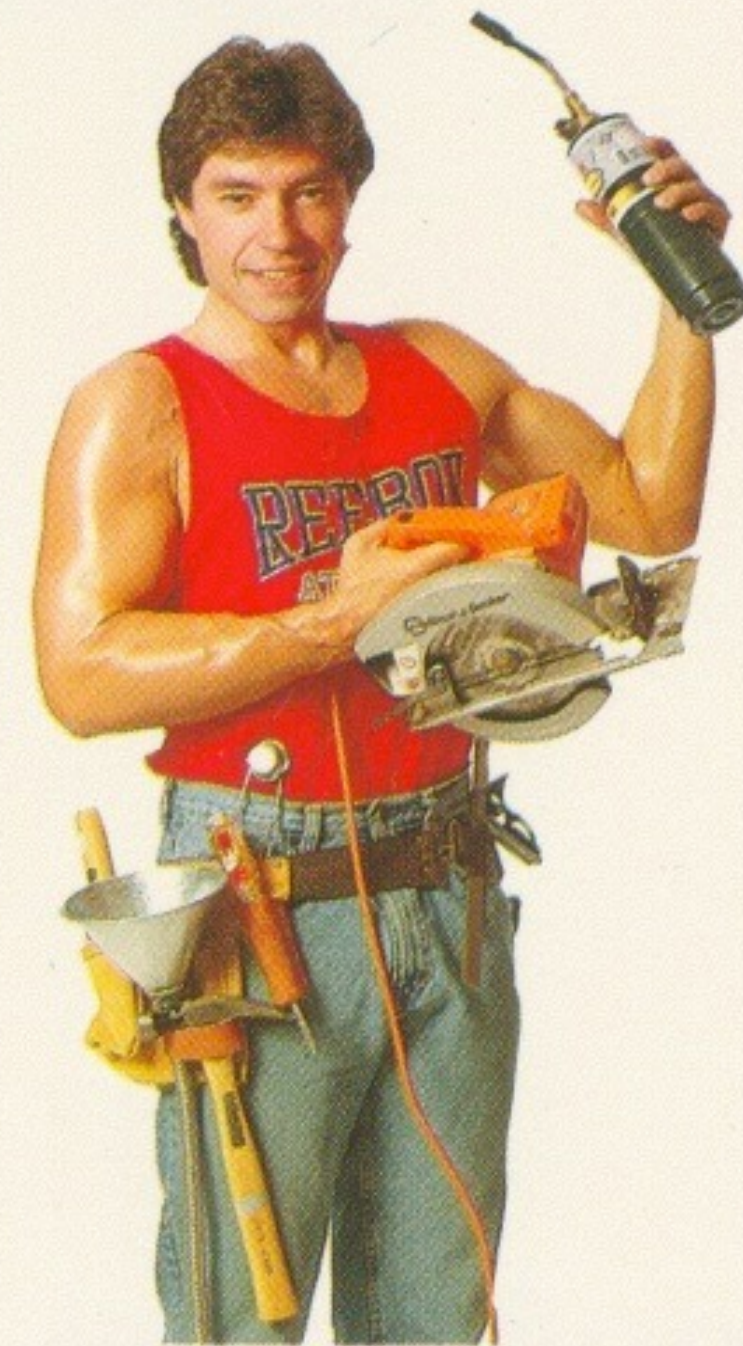
# Follow the Tracks of the Herd

# COOK-LIKE- A-STUD

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

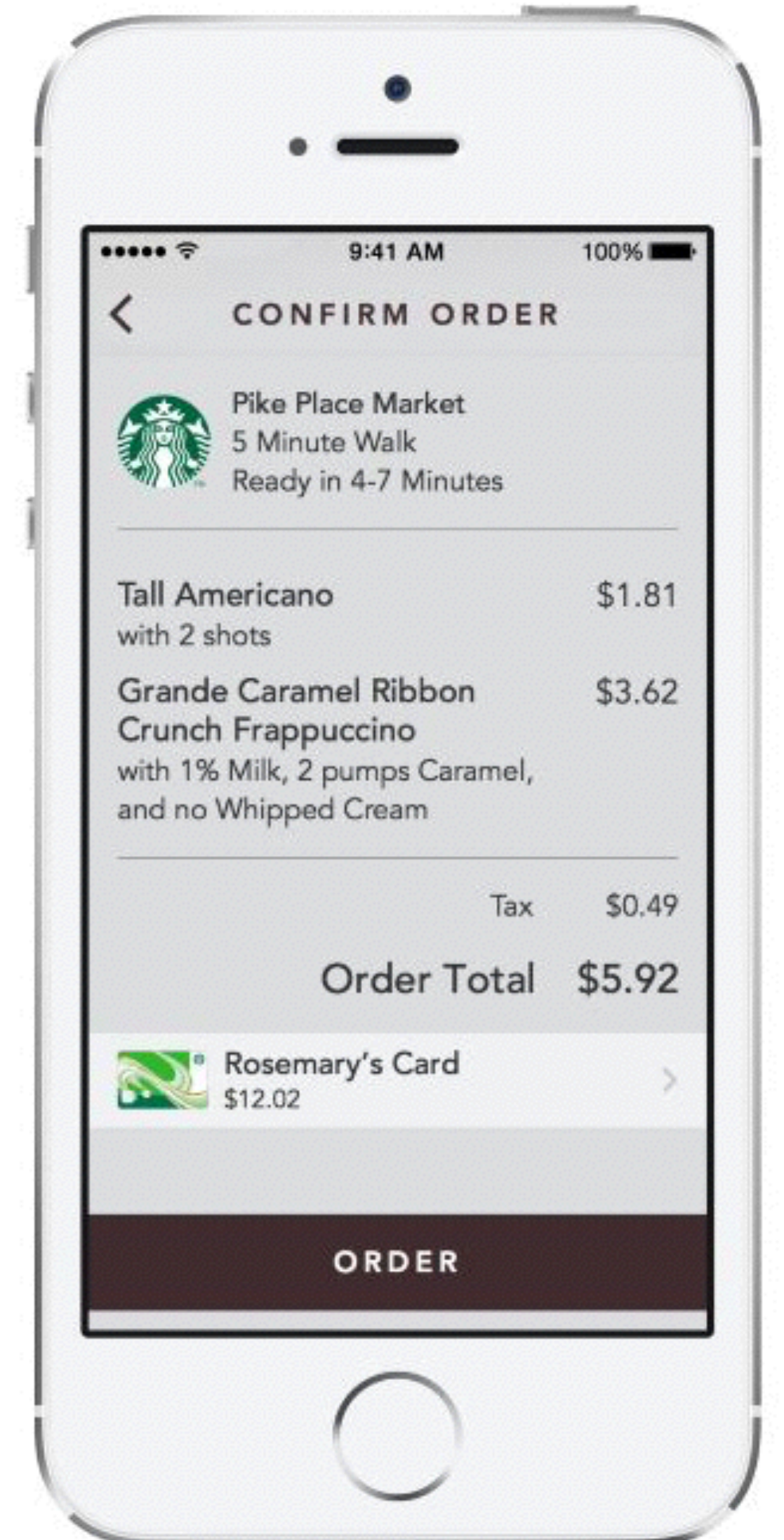
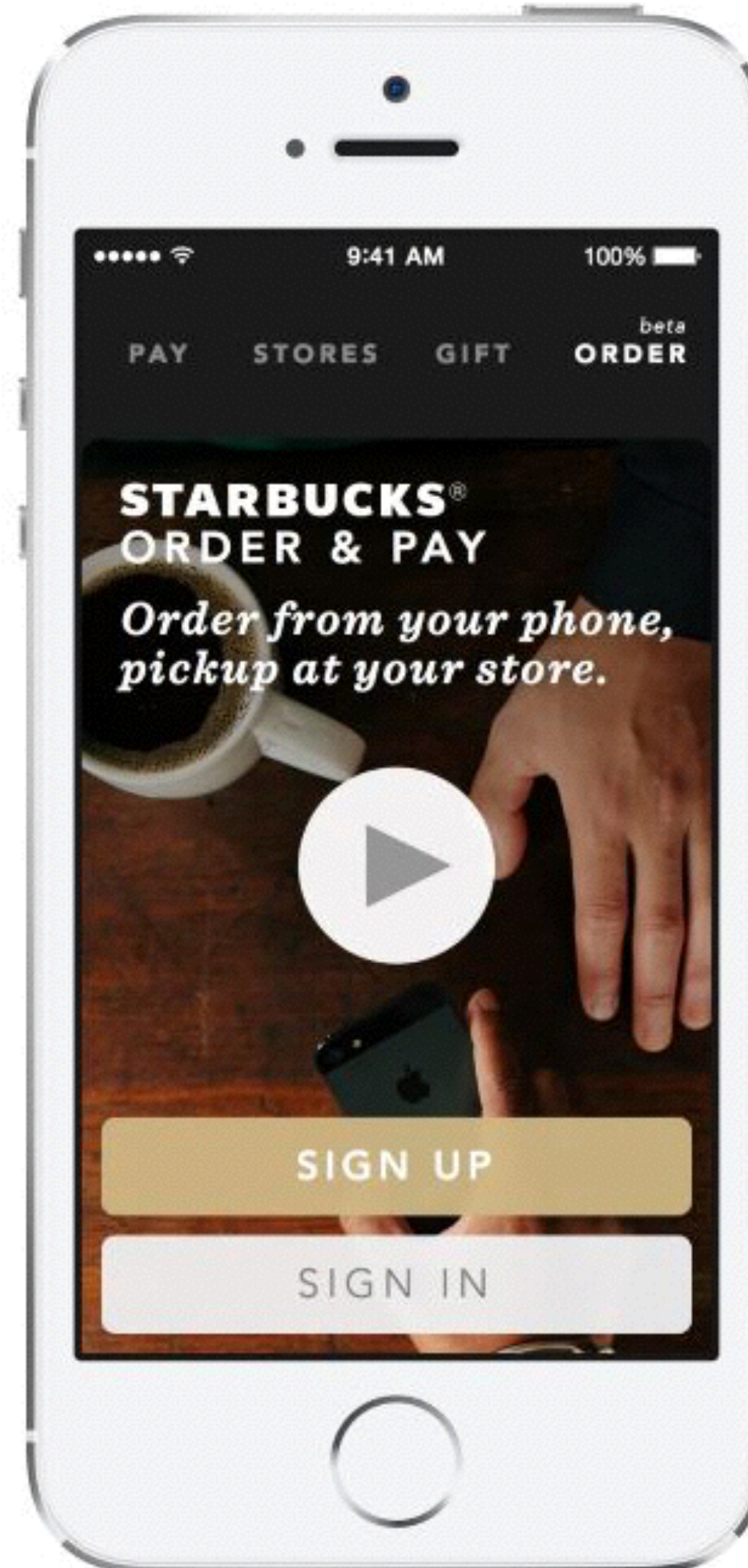
Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## 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 engineering aesthetic.

**Obsess Over the  
“Tactics” Your  
Competitors Ignore**



# Hotel Events

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

## Events for February 3rd, 2018

**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

# 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 data-driven aesthetic.

**Tell a Brand Story  
that Makes People  
FEEL SOMETHING**

“We don’t sell motorcycles. Instead, we sell...”





  
**PETER MANNING**  
FIVE EIGHT / NEW YORK

ARE YOU  
5'8" or  
UNDER?

★ Shorter  
Inseams

★ Shorter  
Sleeves

★ Scaled  
Proportions



## Stories from the Airbnb Community



**New York, United States**  
A busy New Yorker keeps pace with tradition



**London, United Kingdom**  
Second Act: A new beginning



**New York, United States**  
New Chapter: Breaking bread together...again



**London, United Kingdom**  
Sowing the Seeds: Of love, and of vegetables



**Los Angeles, United States**  
The Art of Receiving: A host transforms his home, his work—and his life



**New York, United States**  
Full House: An invitation to friends, both old and new

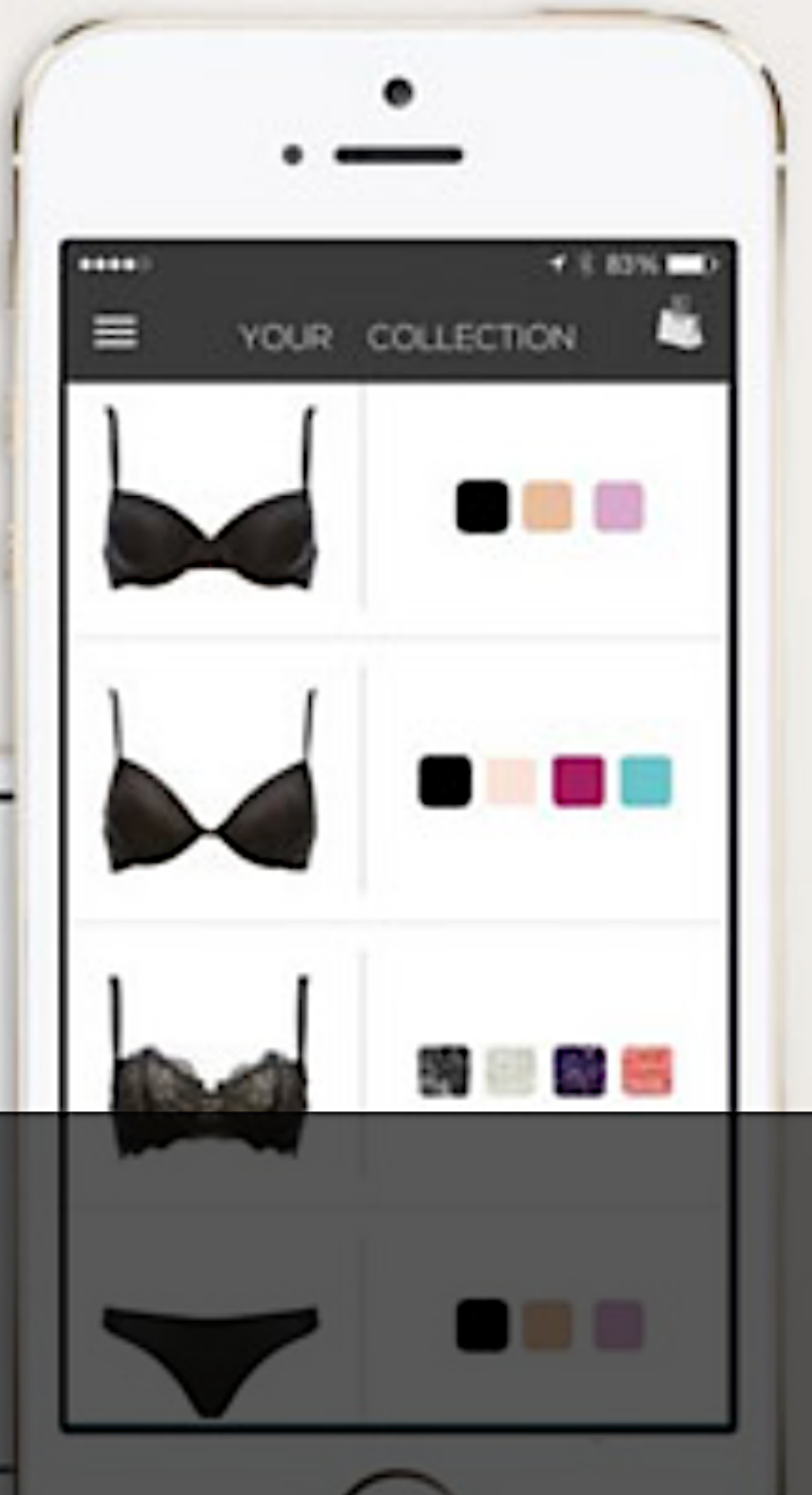
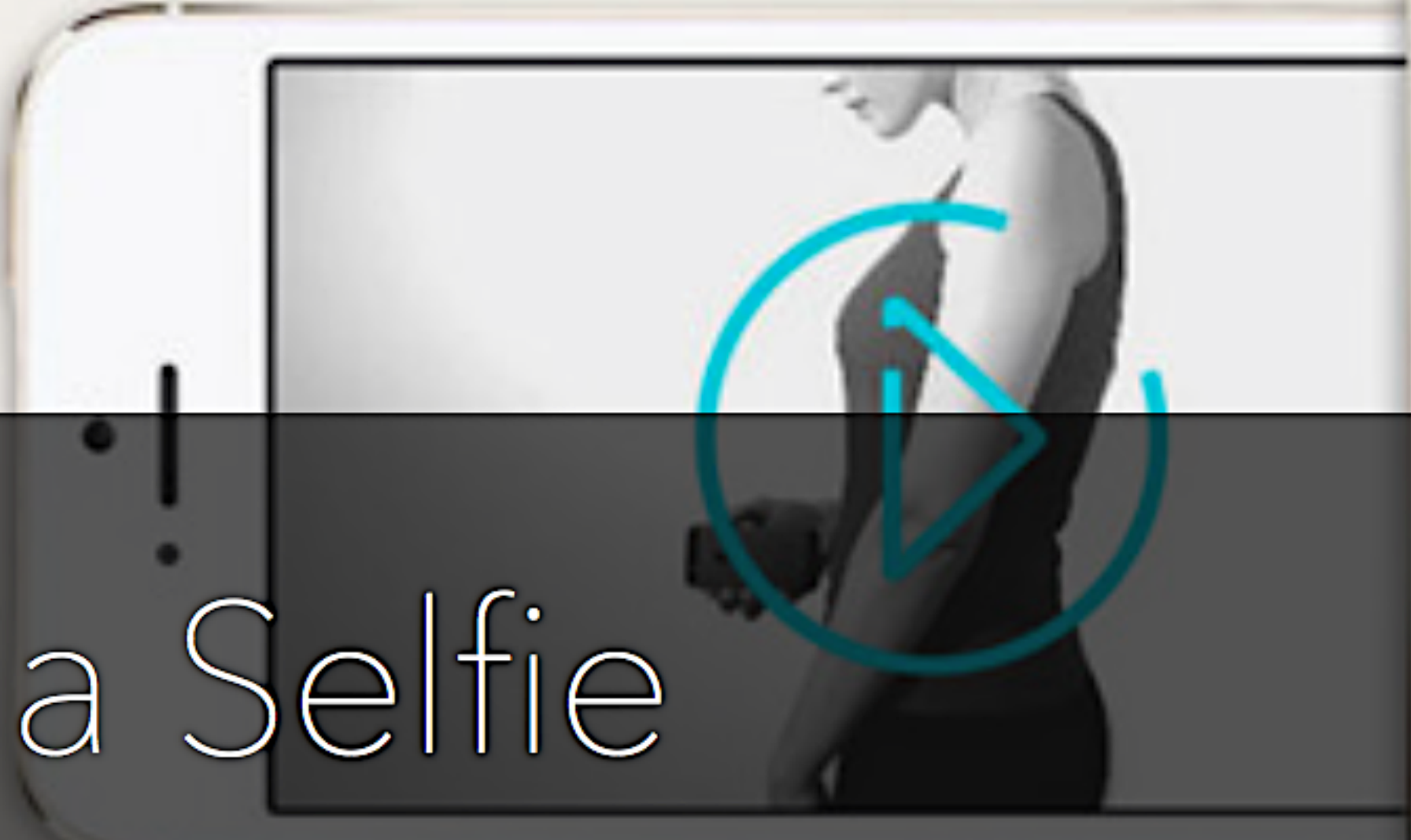


Airbnb encourages their customers to share how the brand impacted their lives.



 **THIRDLOVE**

Our Half-Cup Sizes Come with a 100% Guaranteed Fit



Bra Shopping via Selfie

**She'll tell you  
size doesn't matter.  
She's lying.**



Super Star<sup>®</sup> with cheese



**It's gonna get messy.**



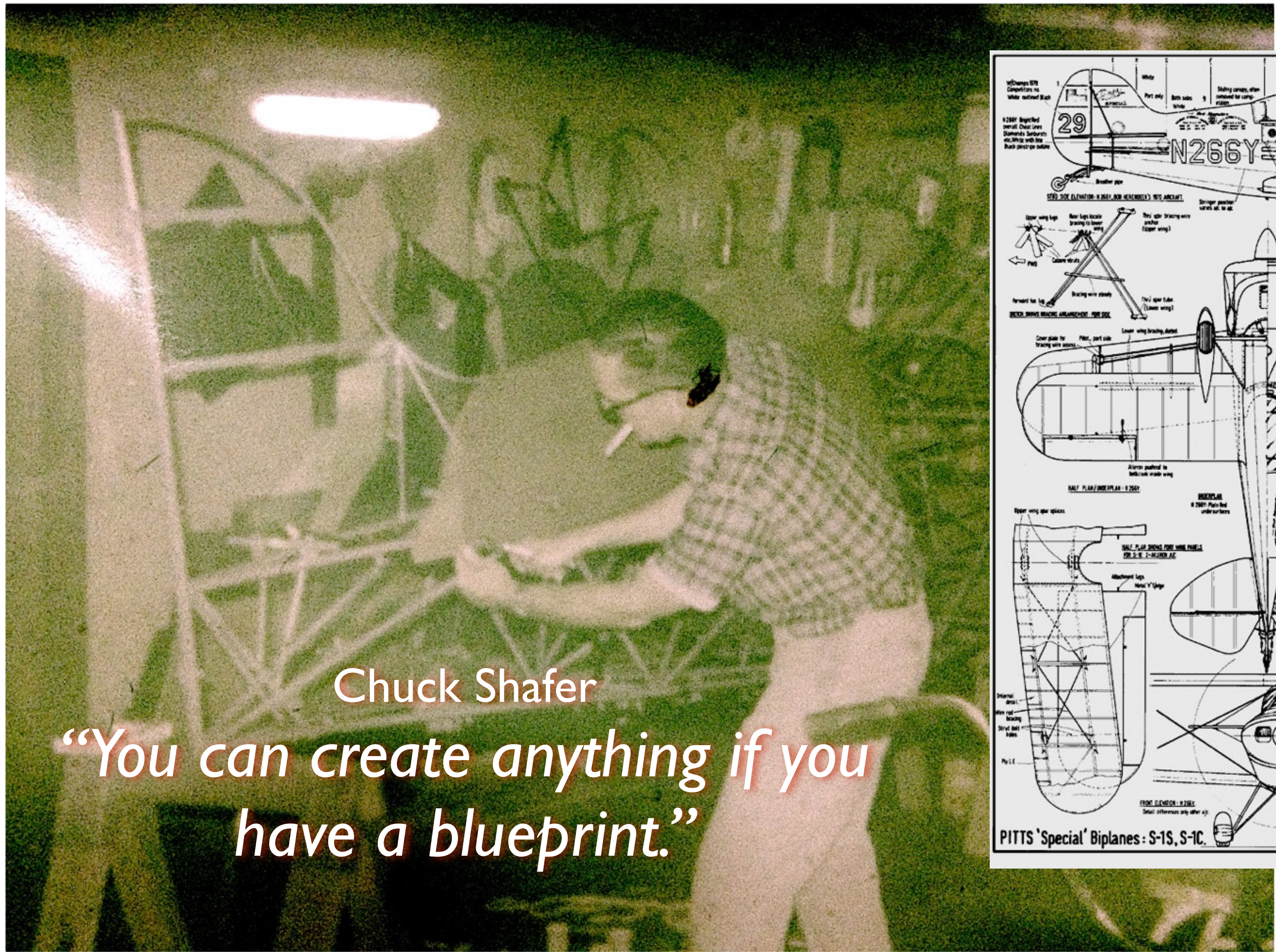
**EAT  
LIKE  
YOU  
MEAN  
IT<sup>®</sup>**



THICK STUFF. FUN STUFF.  
FIND US AT FACEBOOK.COM/CARLSJR

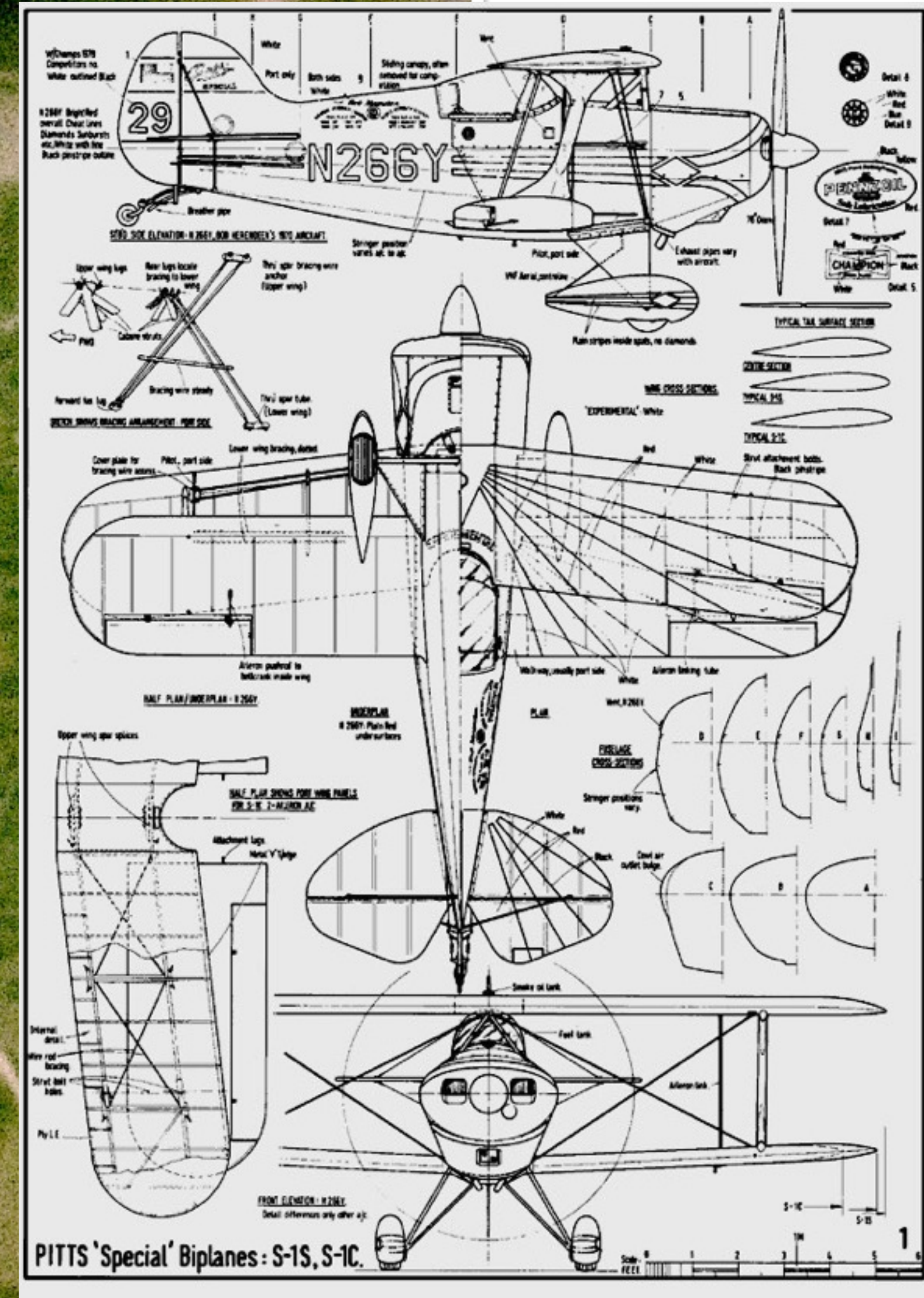
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and cross-sections. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

# **Encourage Fearlessness**



Chuck Shafer

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





Maiden flight - May 1971



**“Fear is the enemy of success”**

**CHUCK SHAFER**



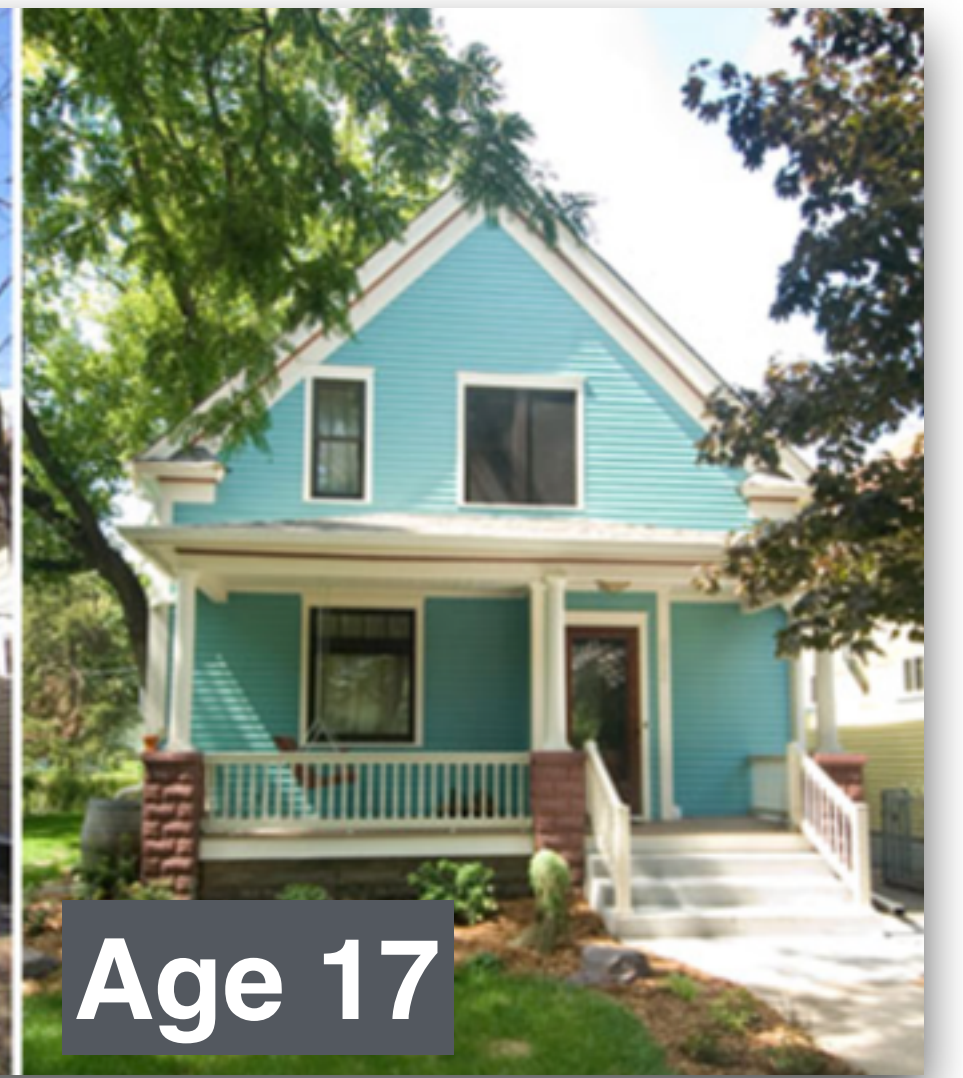




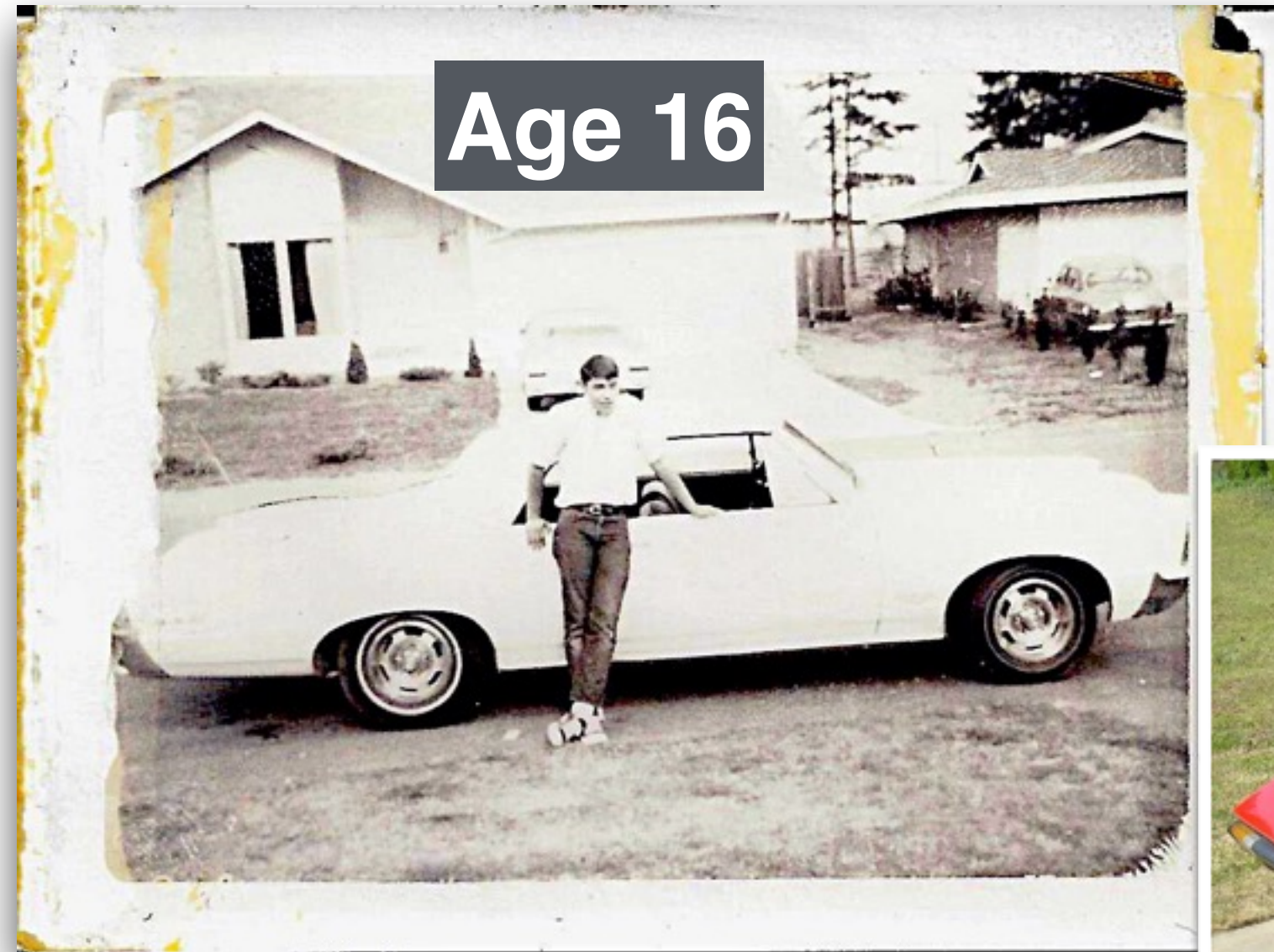
Age 13



Age 14



Age 17



Age 16



Age 29



Age 19





# UNITED STATES BANKRUPTCY COURT Western District of Washington

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





*Explaining things the easy way!*

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

### **Advancing Beginners**

**The Beginners Guide Volume 1**



**Sam & Enrico**

2018 © Enrico

Restaurants/Food Service



Retail Clothing

Photography & Product Marketing



Building Industry



**SHAFAER® PROJECTION TV**



Turn your Den or Rec Room Into a Video Theatre

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

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**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



Sometimes we don't see that  
WE are the problem.

**Customers**

**(B2B & B2C)**

**Expect You to be  
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

ADDS URGENCY



**DO VIDEO  
CONSULTATIONS**

The image shows a blurred background of a grocery store aisle. In the center, the text "amazon go" is overlaid in white. The word "amazon" is in a lowercase, sans-serif font, and the word "go" is in a similar font but slightly larger. A white arrow, characteristic of the Amazon logo, curves under the "a" in "amazon" and points towards the "o" in "go". In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, but they are out of focus.

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...

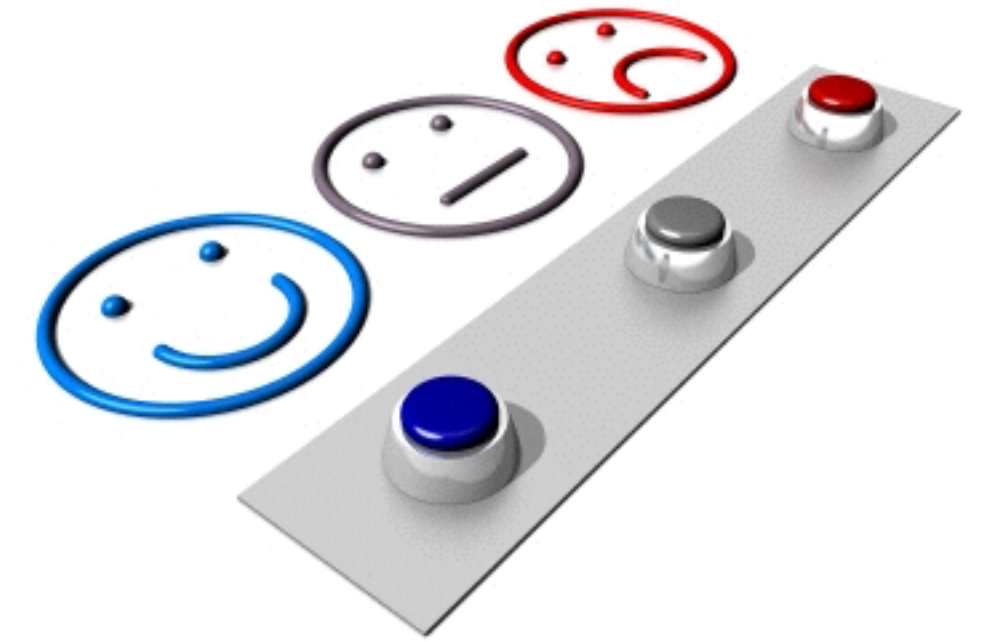
**POW!**

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 background with a black halftone dot pattern.



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

# 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.”**

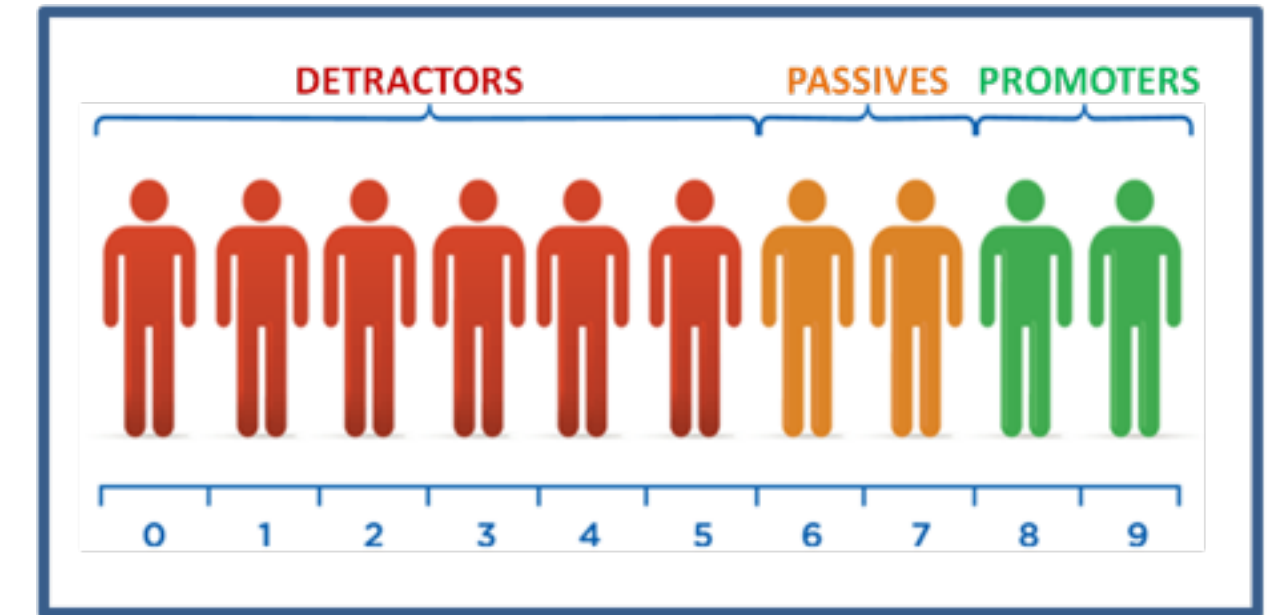


# CES (Customer Effort Scoring)



“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.**”

# NPS (Net Promoter Scores)



“While we want scores of (9) and (10)...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.**”



erases



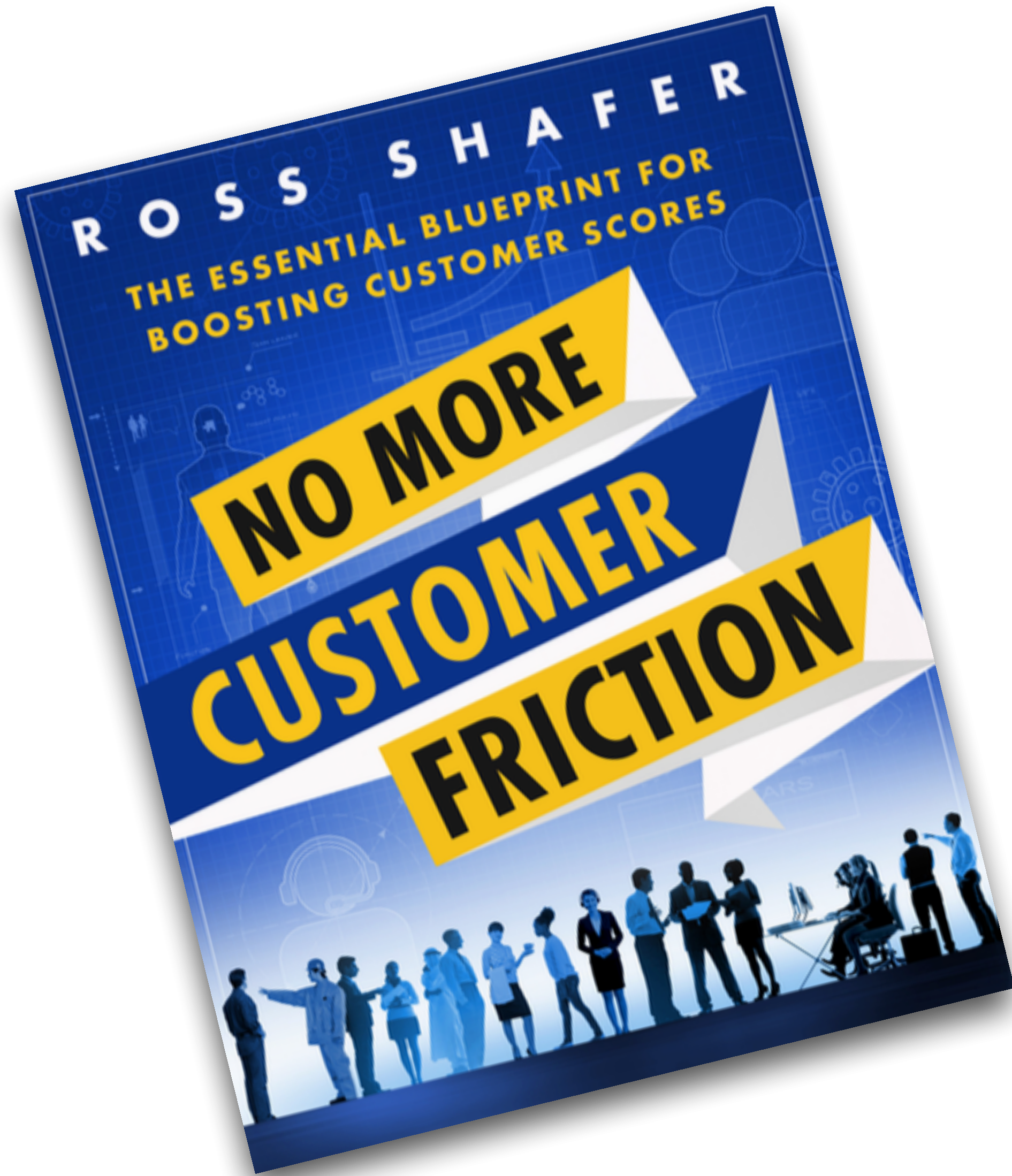
sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



*Makes you laugh.*  
KISSES YOUR FOREHEAD  
says he's sorry.  
makes an effort.  
HOLDS YOUR HAND.  
**WORKS HARD**  
attempts to understand you.

“EXCUSE ME...?!”





**Does This  
Blueprint  
Work?**

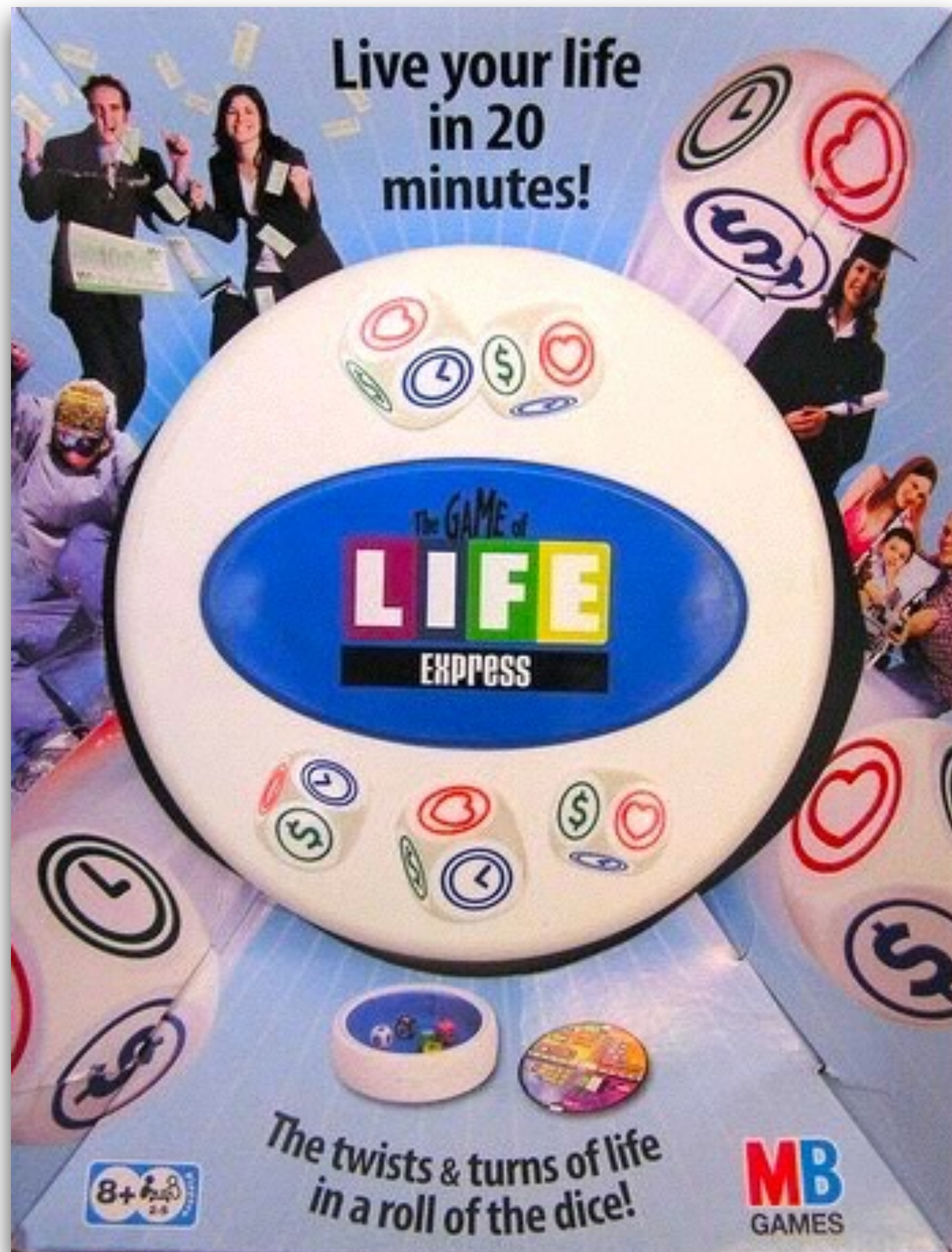


**10 yrs ago, on the verge of bankruptcy,  
customers complained  
“the toys take long to assemble.”**









Play These games in 20 minutes!





**Complaints led to losing 1,000,000m subscribers in just one quarter.**



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

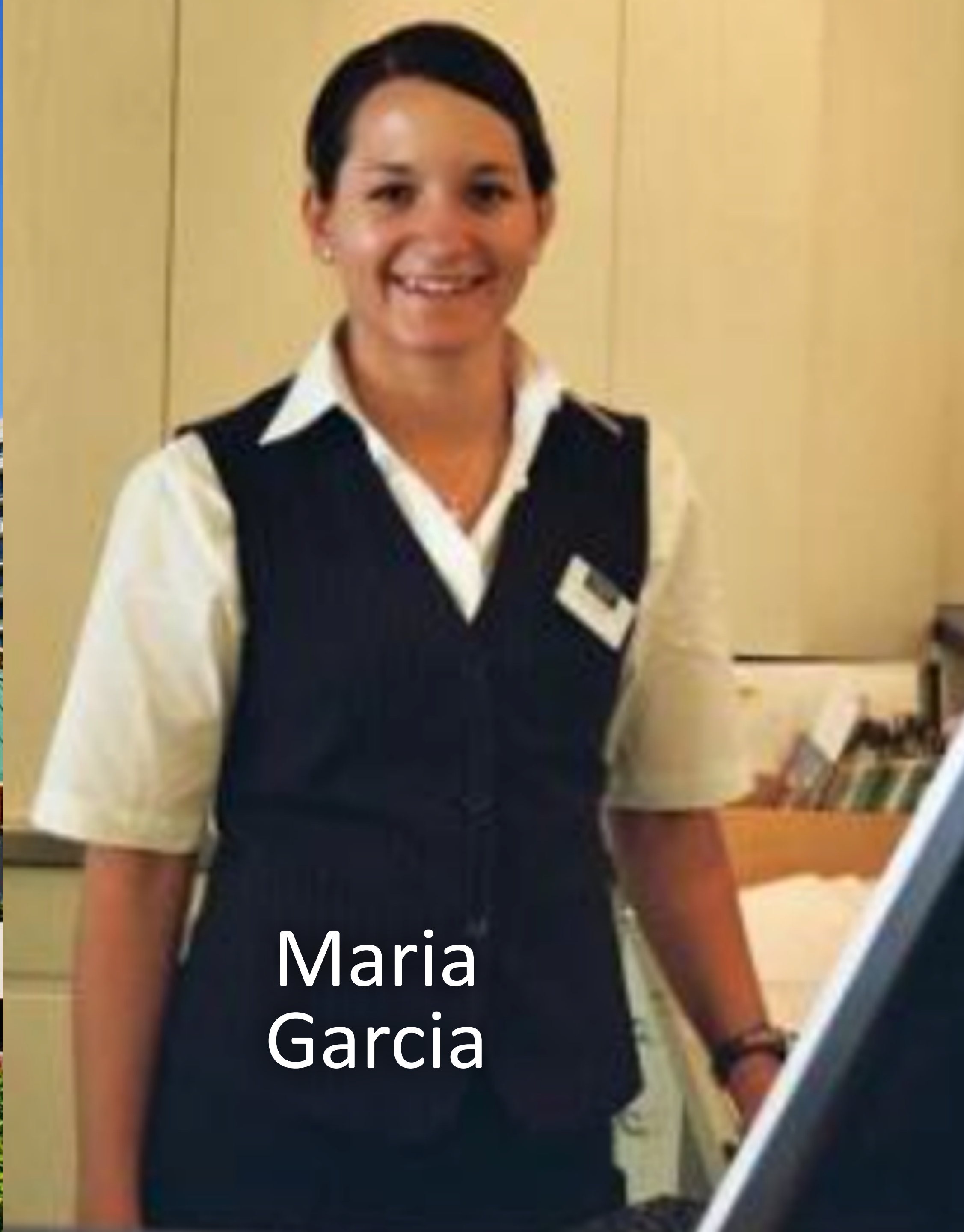
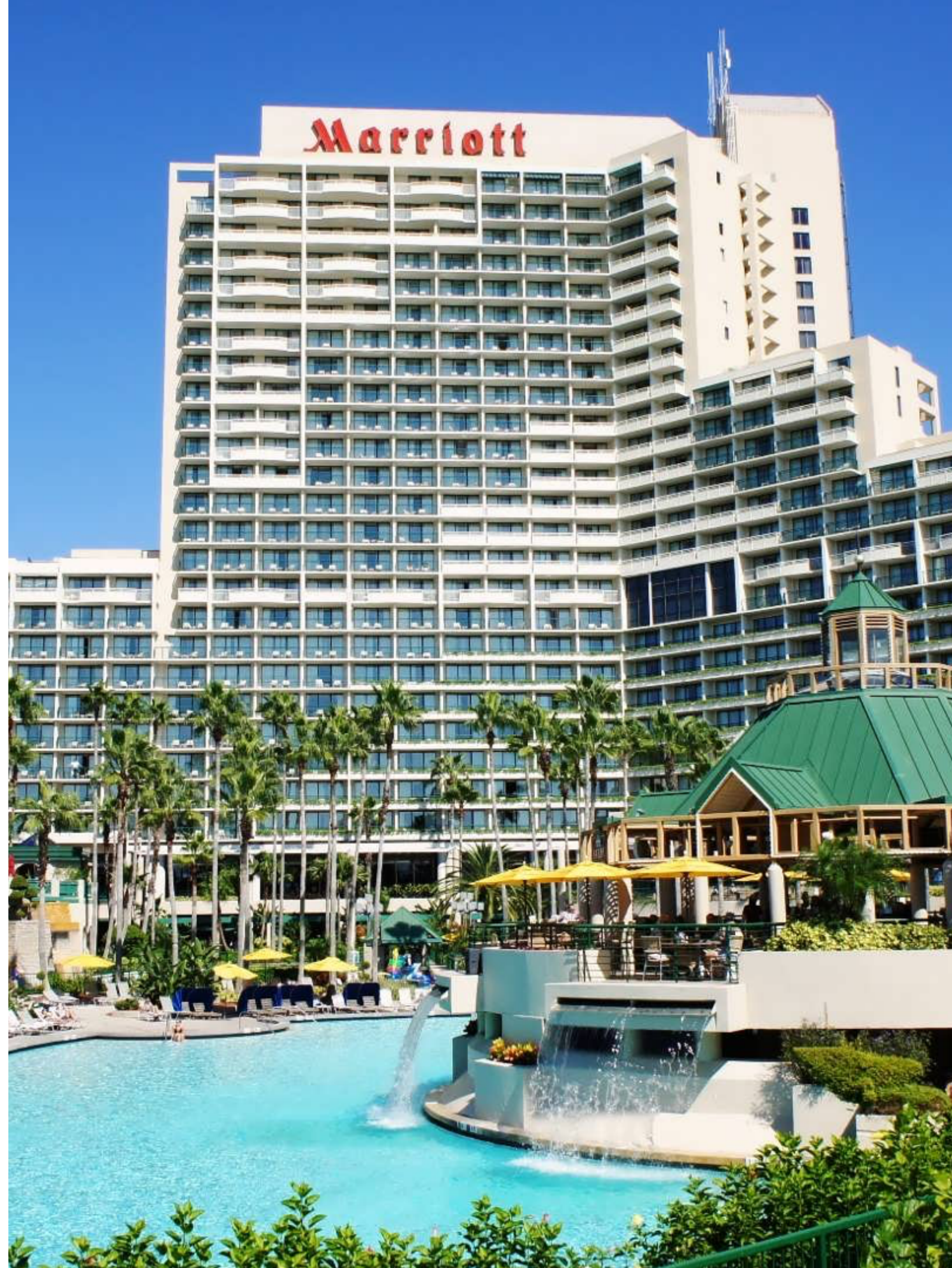


**By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we empowered on-the-spot fixes.**

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

**The Top Brand  
Ambassadors are  
Other-Centered**



Maria  
Garcia



***CURIOSITY is an engine***









# The Intentional Genius of Facebook

The image shows the Facebook logo, which consists 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

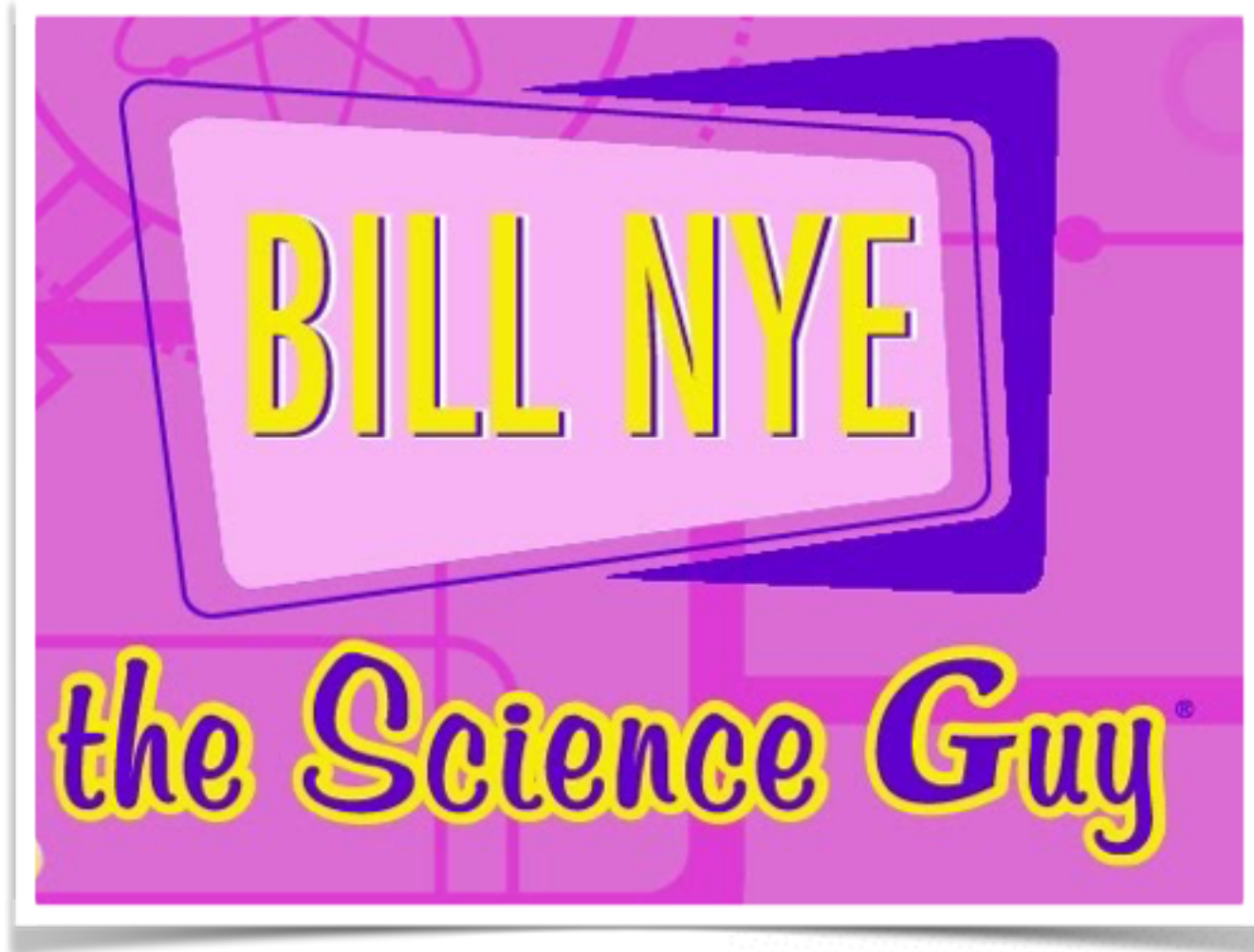
 **Kathleen Hassan** yup  
5 hours ago · Like ·  1



**“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 data-driven aesthetic.

# **When You Spot a Superstar, Turn 'em Loose**



The background features a complex overlay of technical drawings, including architectural floor plans and mechanical diagrams, rendered in white lines on a blue gradient. Interspersed among these drawings are streams of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering aesthetic.

# **Attract & Retain Young People**

**(Succession Plans?)**

# Millennials Will be 40yrs old in 2 years!



**#1?**

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



**DON'T**

**MENTOR THEM**

# Let Them Disagree



**#2:**

**How do You Motivate  
Them?**

# “LEVELING UP” Motivates Achievement



300,000 attended GamesCom

**#3:**

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

**FUN**

**Started 2011.**  
**In 2016, Unilever buys company for \$1 billion**



# Final Moments

(primacy & recency)





The "Kicker Story"

Which is why  
we must be  
careful re:  
Customer/  
Client  
Evaluations



If you would like to be contacted by [redacted] regarding your comments, please include the following information:

Name \_\_\_\_\_  
Street \_\_\_\_\_ Apt.# \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Province \_\_\_\_\_  
Country \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone # \_\_\_\_\_  
Email \_\_\_\_\_  
Dates of Stay: From \_\_\_\_\_ To \_\_\_\_\_  
Room No.: \_\_\_\_\_

**Please rate your satisfaction with each of the following:**

	↓ VERY SATISFIED ↓ SOMEWHAT SATISFIED ↓ NEUTRAL ↓ SOMEWHAT DISSATISFIED ↓ VERY DISSATISFIED
Overall satisfaction with this experience .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a warm and sincere greeting upon arrival .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff greeting you by name .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff remembering you as a regular guest .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Timeliness of check-in .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving the room you expected.....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Ability of the staff to anticipate your needs .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the guest room .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the guest room furnishings .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the hotel .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the hotel furnishings .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Quality of the food .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a fond farewell when you checked out .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

How likely are you to recommend this [redacted] to friends or associates..

↓ VERY LIKELY  
 ↓ SOMEWHAT LIKELY  
 ↓ NEUTRAL  
 ↓ SOMEWHAT UNLIKELY  
 ↓ VERY UNLIKELY

If you travel back to the area, how likely are you to return to this [redacted]

Did you experience any problems during your stay?

Yes  No

If you reported any problems, how satisfied are you with the resolution.....

	↓ VERY SATISFIED ↓ SOMEWHAT SATISFIED ↓ NEUTRAL ↓ SOMEWHAT DISSATISFIED ↓ VERY DISSATISFIED
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please suggest any service, product or amenity you would like added, or please let us know which exceptional ladies and gentlemen have made your stay more memorable.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Hotel Code: 0037

6-6635C (06/04)

**Please rate your satisfaction  
with each of the following:**

Overall satisfaction with this  
experience .....

Receiving a warm and sincere  
greeting upon arrival .....

Staff greeting you by name .....

Staff remembering you as a  
regular guest .....

▼ VERY SATISFIED

▼ SOMEWHAT SATISFIED

▼ NEUTRAL

▼ SOMEWHAT DISSATISFIED

▼ VERY DISSATISFIED

Don't make people think too hard  
about YOU.



# THE CALLAHAN TRUCKING COMPANY NON-SURVEY



Please check  the face that best describes how we treated you.



How did you feel after doing business with us?



**Allow People to Use  
THEIR OWN WORDS.**

# 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

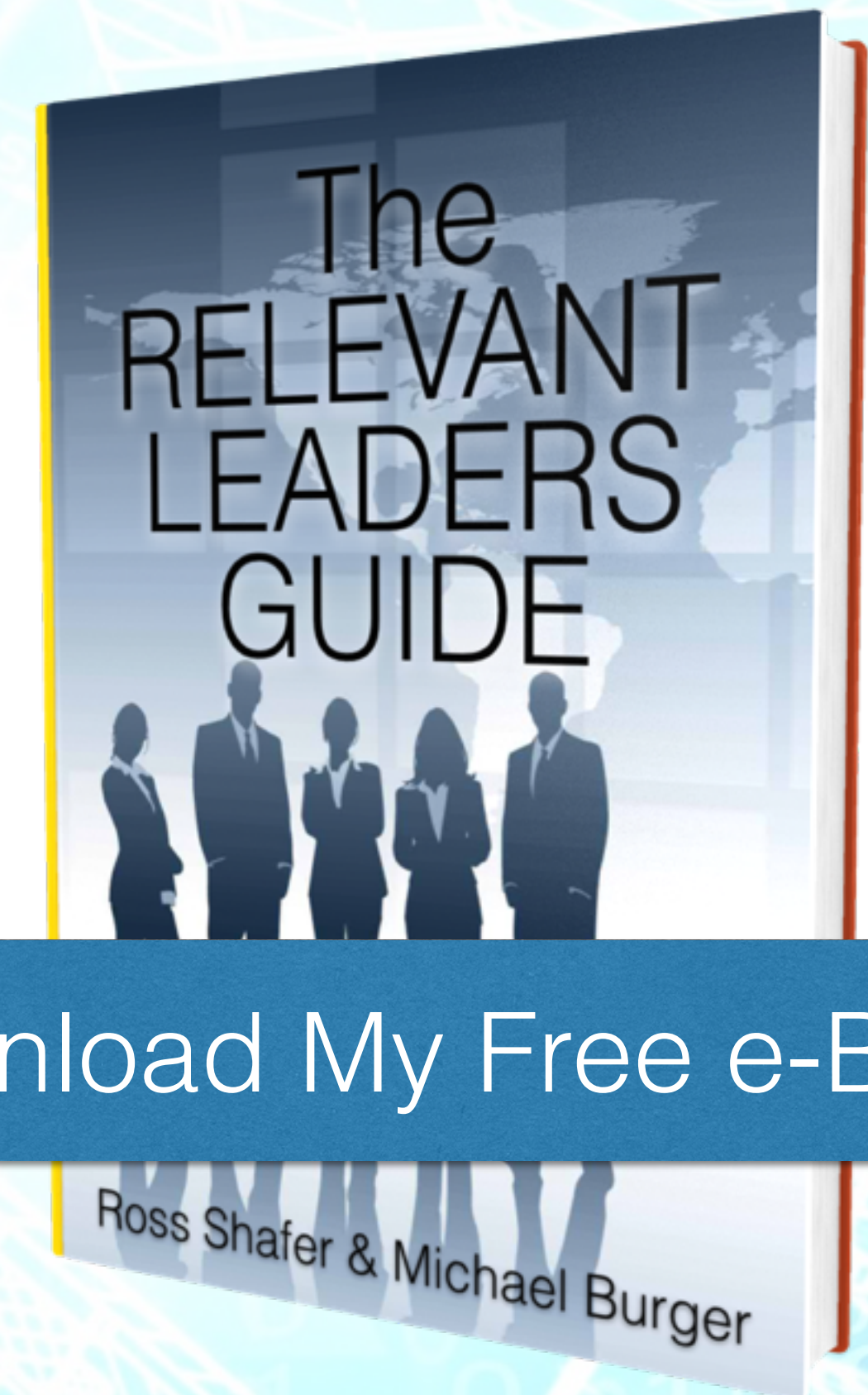
**Relevant Leaders Club** Download All

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)



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, creating a digital or data-driven aesthetic.

**Organizations with**  
**CHARACTER**  
**last 63% Longer**



Chuck Shafer 1927-2001



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



Daddy/Daughter date  
11th birthday!

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.

# Ongoing Encouragement



Ross  
Shafer

**Questions?  
Comments?  
See me in the  
back**