



Ross  
Shafer

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

**Call: Esther Eagles  
(973) 313-9800**

**or Email:**

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



DENVER  
**REFAMA 2020**  
MARCH 8-10



**Your Host & Emcee...**  
**ROSS SHAFER**



The background features a complex pattern of white technical drawings, including cross-sections and mechanical parts, overlaid on a blue gradient. Faint binary code (0s and 1s) is scattered throughout the scene, creating a high-tech, digital atmosphere.

**Are You**  
**CURRENT?**

**Or Are You...**  
**RELEVANT?**



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

**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





**Shocking Data!**

**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.**”



**Eliminate the**



**Moments**





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





# GE Capital

**(recorded message)**

“As a commitment to quality, some of our departments might be closed right now.”









# TOYOTA

## OF PUYALLUP



*customer first.*



Freshly baked Otis-Spunkmeyer cookies.





**INNOVATE...by  
Look Outside The  
Restaurant Industry**



Hotel  
Events

FRIDAY 78° HIGH 78° LOW 68°  
SATURDAY 77° HIGH 67° LOW  
SUNDAY

Maxi's Ballroom  
Mt. Ranier Room  
Mt. Baker Room  
Elevators

Cascade Meeting Rooms  
Elevators

SEA TAC Airport  
Light Rail / Parking Gate

Morrow Technologies  
Client Appreciation Lunch

Maxis Ballroom  
Grand Ballroom 1 & 2

10:00 AM - 11:00 AM  
11:30 AM - 1:30 PM

**CRASH THE WRONG MEETINGS**  
in your own home town



# 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](#)





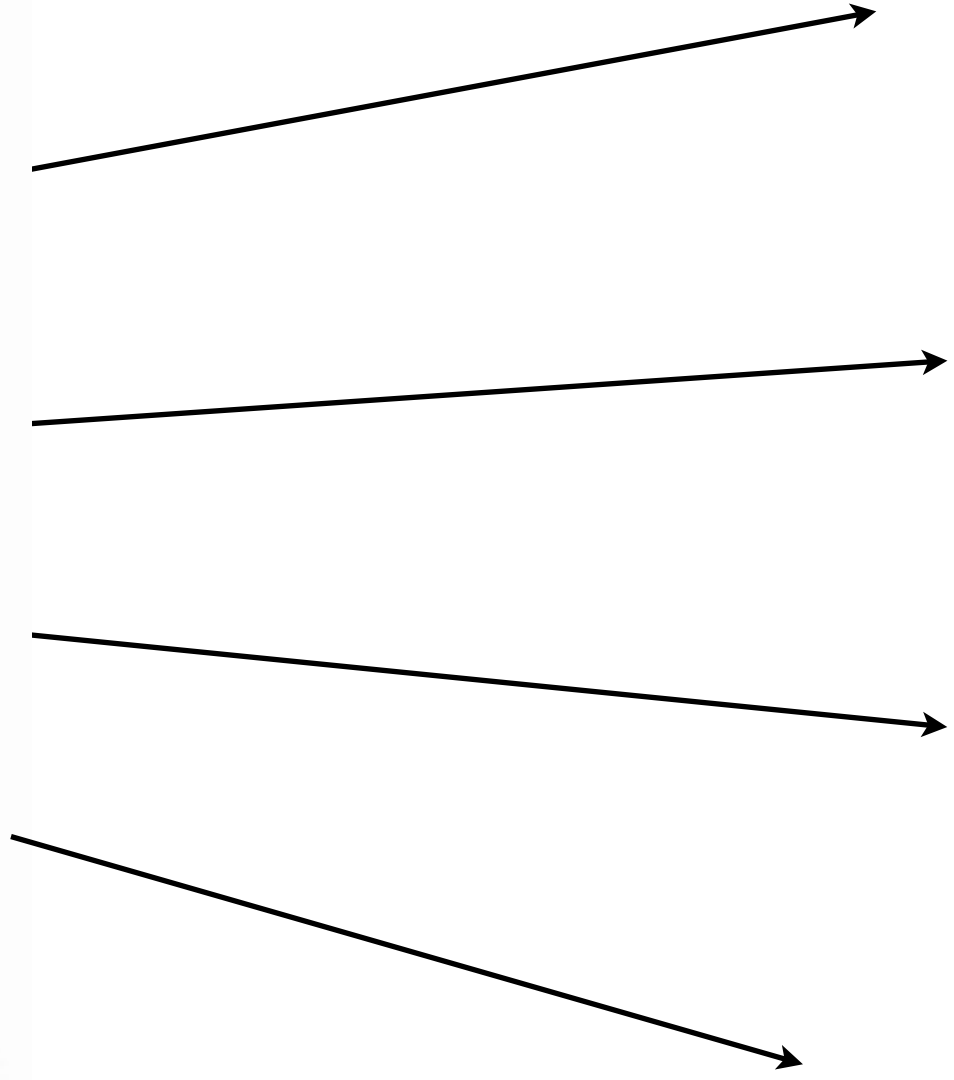




# The “Empty Bag” Issue









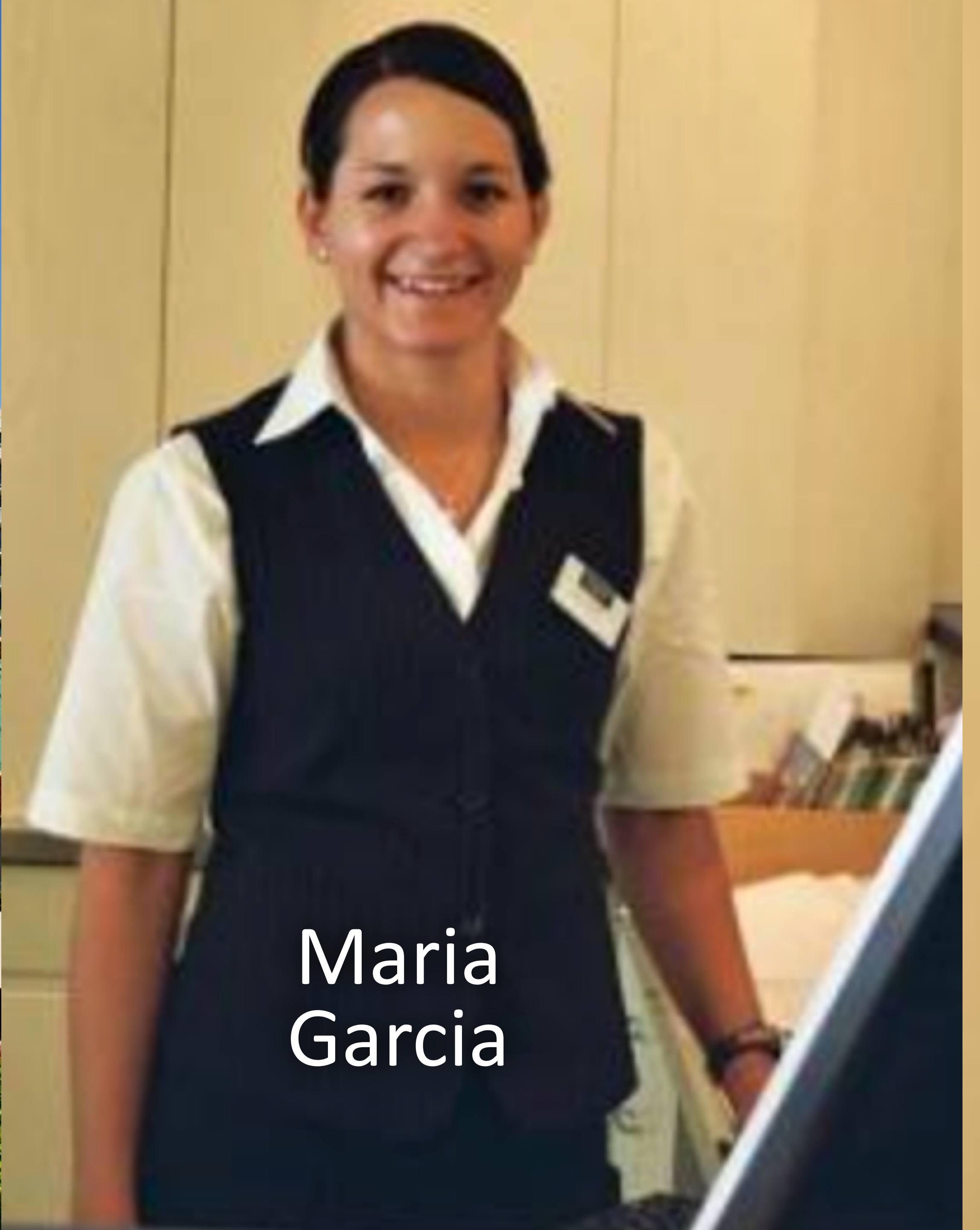


LARAMAR

55,000 UNITS







Maria  
Garcia





DENVER  
**REFAA 2020**  
MARCH 8-10

**SUCCESS:  
IT'S ON YOU**

**How to be a  
Relevant  
Restaurant  
Facility Mgr.  
in 2020**





**Why Have Your  
Customers  
Expectations  
Changed in 2020?**



**THE**  
**amazon**

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

**‘EFFEECT’**



Comcast  
xfinity

amazon

hulu

NETFLIX

Google



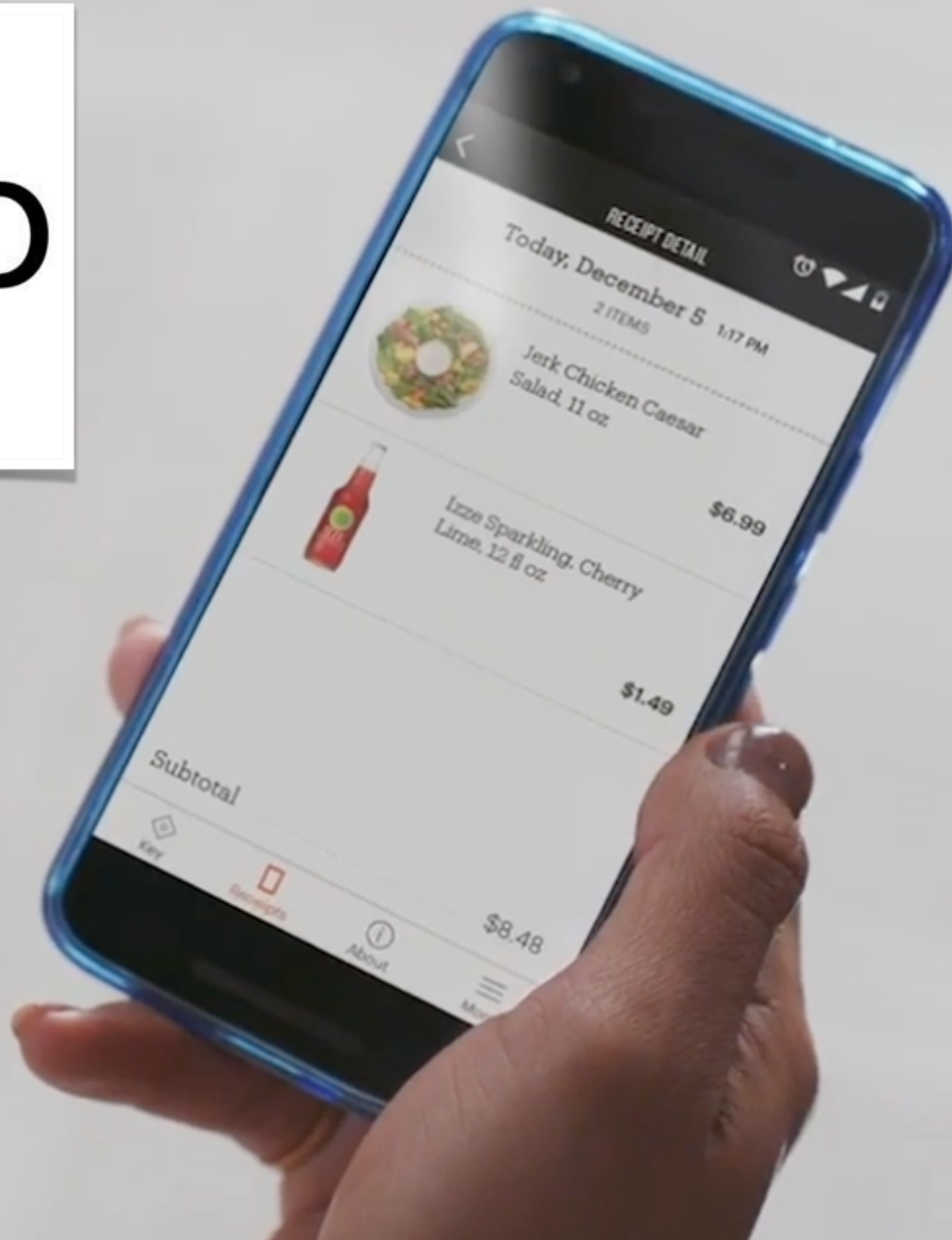






# amazon go

3,000 cashier-less stores









**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

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



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





**Don't Let Life  
Happen to You.**

**Take Intentional  
Action.**









*Explaining things the easy way!*

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

### **Advancing Beginners**

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



**Sam Enrico**

2018 © Enrico

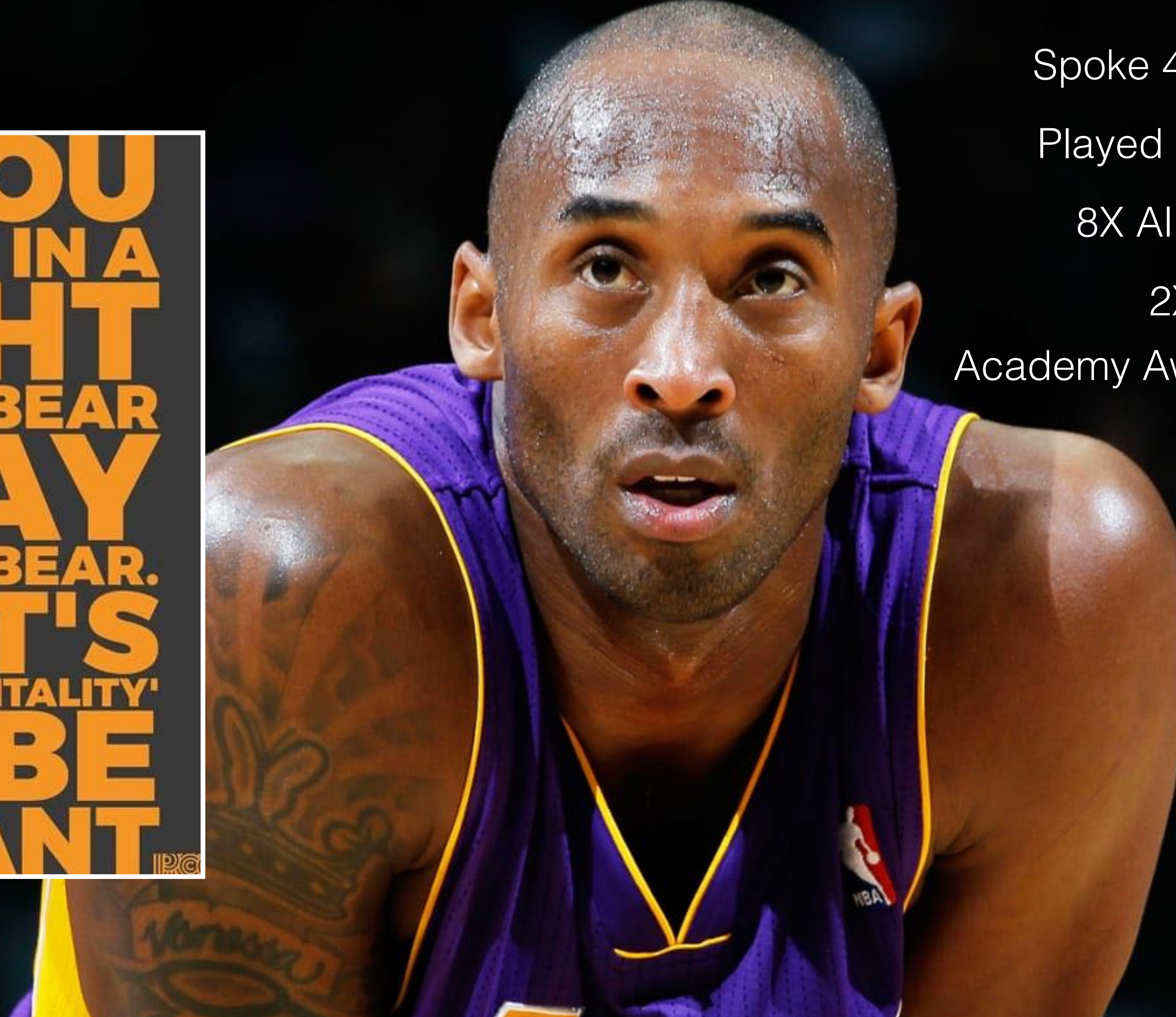


The background is a light blue gradient with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings is a semi-transparent layer of binary code (0s and 1s) in a lighter blue color, creating a digital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

**World Class  
Expertise is Your  
Unfair Advantage**



**IF YOU  
SEE ME IN A  
FIGHT  
WITH A BEAR  
PRAY  
FOR THE BEAR.  
THAT'S  
'MAMBA MENTALITY'  
-KOBE  
BRYANT**



Spoke 4 languages

Played 20 seasons

8X All NBA Team

2X NBA MVP

Academy Award Winner



# World's Greatest Shooter





# 1,127 Free Throws in a Row





# ALL SWISHES

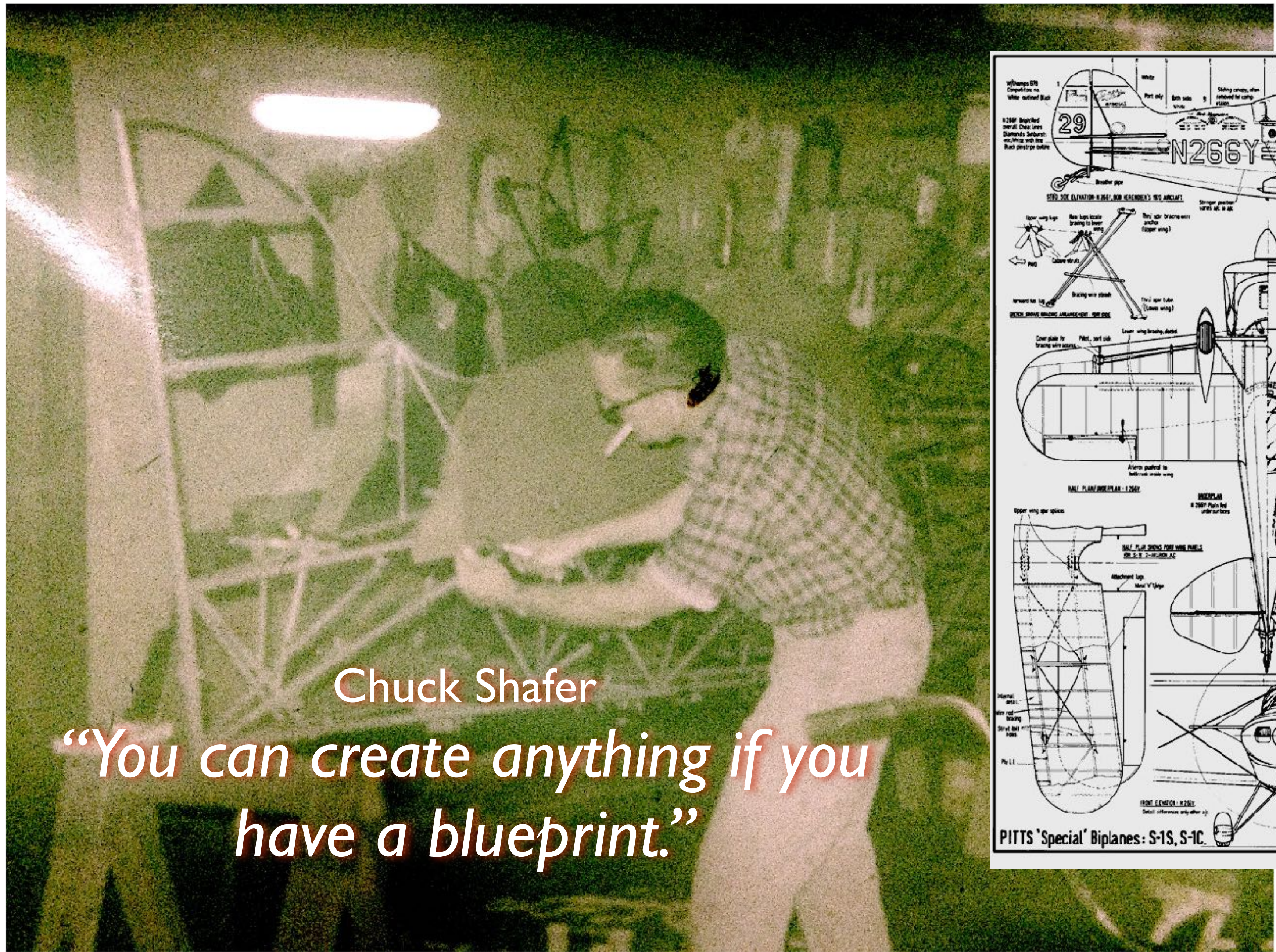






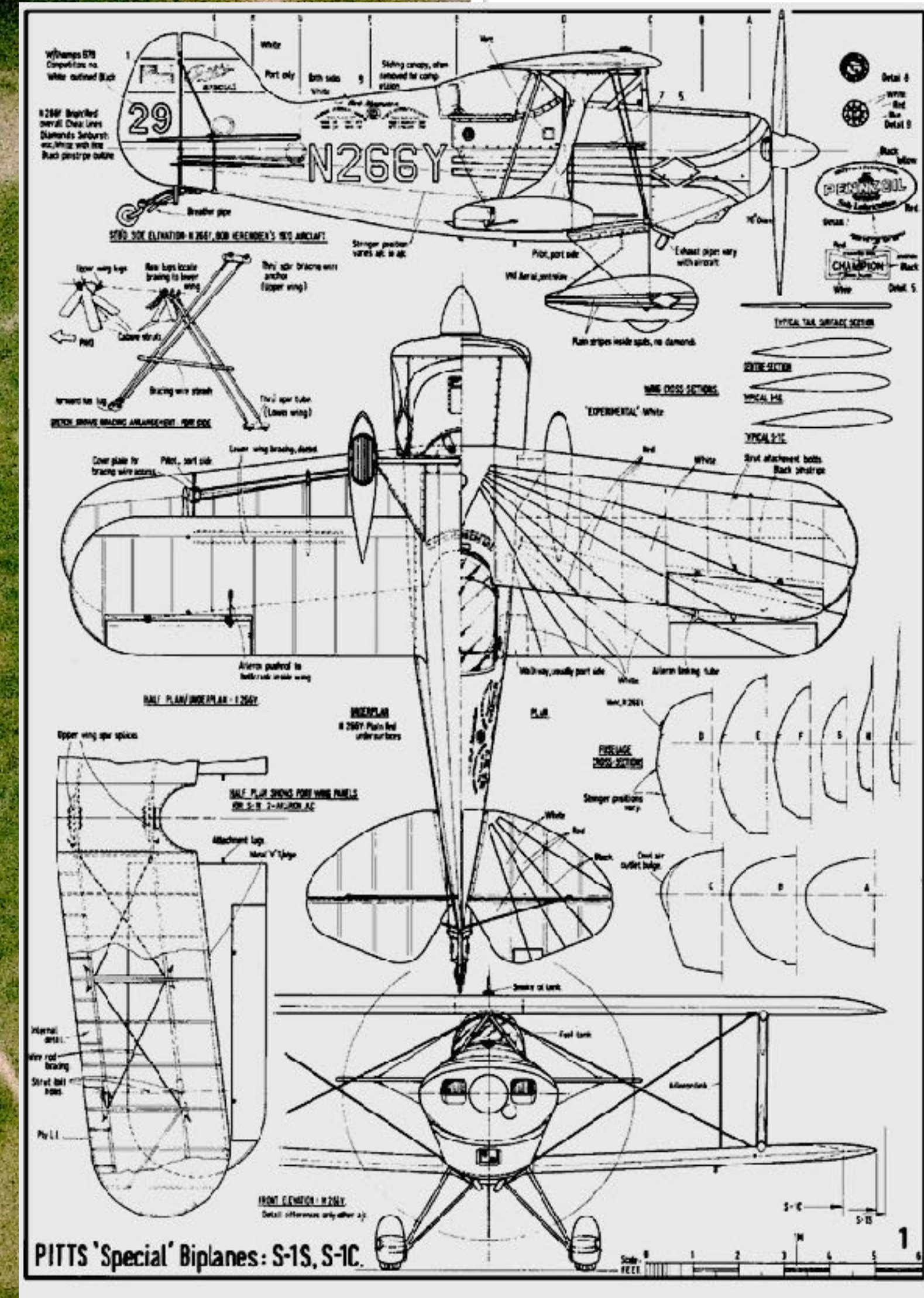
**Chuck Shafer**  
**1927-2001**





Chuck Shafer

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









Maiden flight - May 1971





**“Fear is the enemy of success.”**

**CHUCK SHAFER**







**The Shafer  
“Blueprint”**




**THE  
STAND UP  
COMEDY  
YEARS  
OF ROSS SHAFER**







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. Interspersed throughout the drawing are strings of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

**SUCCESS:**

**Be a Student of  
Curiosity**





***Be Personally & Professionally CURIOUS***











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









*“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](http://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 background features a complex overlay of white architectural blueprints and binary code (0s and 1s) on a light blue gradient. The blueprints include various technical drawings, lines, and annotations, while the binary code is scattered throughout, creating a digital and technical atmosphere.

**SUCCESS:**

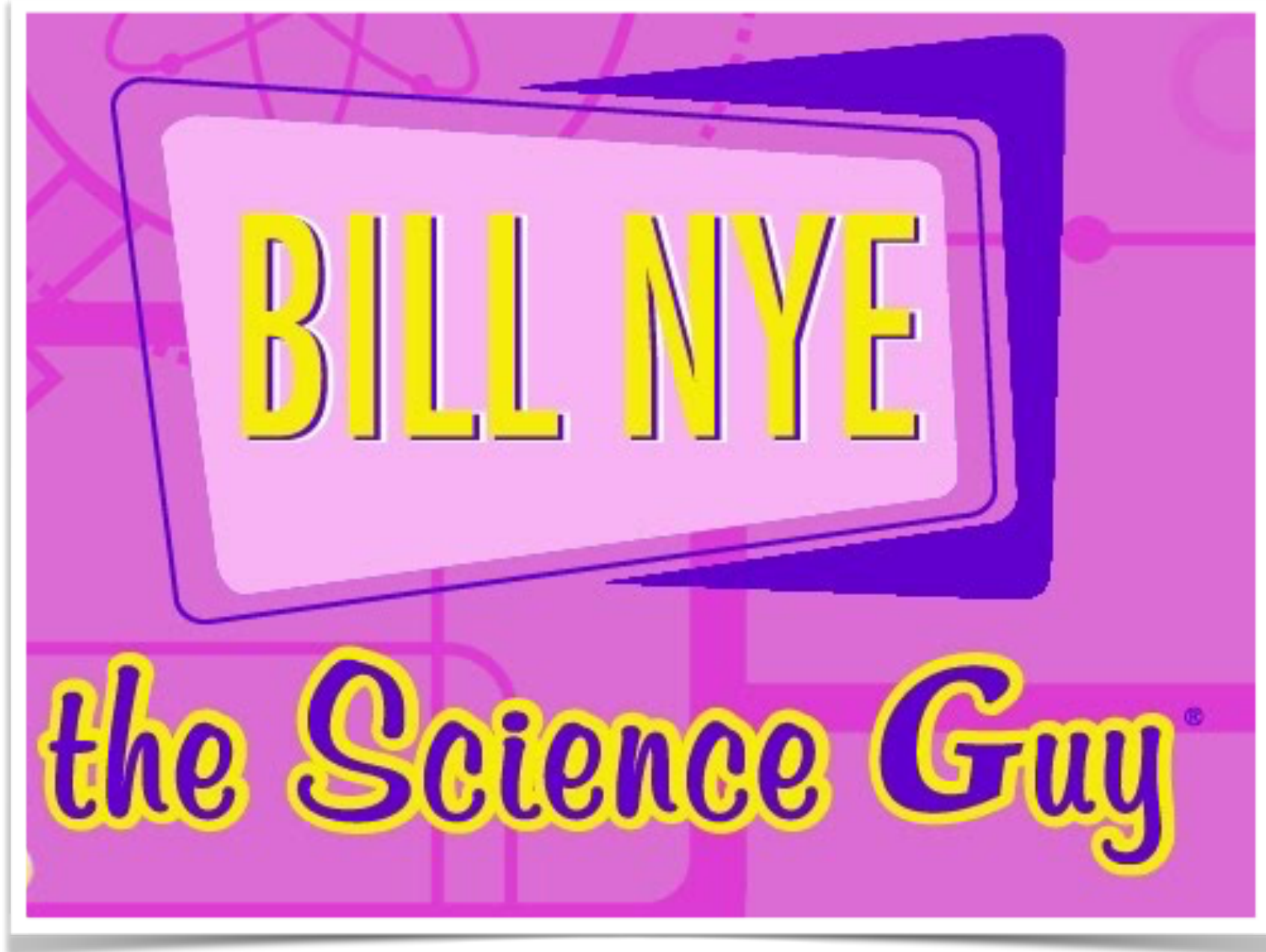
**Elevate Your  
Superstars Quickly**



# “Not-So-Wild” Willy













**“STORYTELLERS”**

**Are in High  
Demand**



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





**“...is the ability for a 43-yr old accountant to dress in black leather, drive through small towns, and have people be afraid of him.”**





# Company founded 2011



**In 2016, Sold to Unilever for \$1 Billion**











# GRAND HYATT










# Sheraton


HOTELS & RESORTS

 Sink into  
**plendor.**

Submerge yourself in comfort. The Sweet Sleeper Bed,<sup>SM</sup> with its plush top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit [sheraton.com](http://sheraton.com) for Best Rates, Guaranteed.

MEMBER OF  STARWOOD PREFERRED GUEST<sup>SM</sup>

 Save an extra 20% when you book and pay for your stay with your American Express<sup>SM</sup> Card by 12/31/04 at [sheraton.com/amex](http://sheraton.com/amex).

 **Sheraton**  
HOTELS & RESORTS



# Revive Collection

BECAUSE A GOOD MORNING  
ISN'T ALWAYS ENOUGH

The Revive Collection is leading the way as we create a bright spot and invite you to enjoy it. For work; for play; for whatever is most important to you.

You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.










# Sheraton


**HOTELS & RESORTS**

 Sink into  
**plendor.**

Submerge yourself in comfort. The Sweet Sleeper Bed,<sup>SM</sup> with its plush top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit [sheraton.com](http://sheraton.com) for Best Rates, Guaranteed.

MEMBER OF  STARWOOD PREFERRED GUEST<sup>SM</sup>

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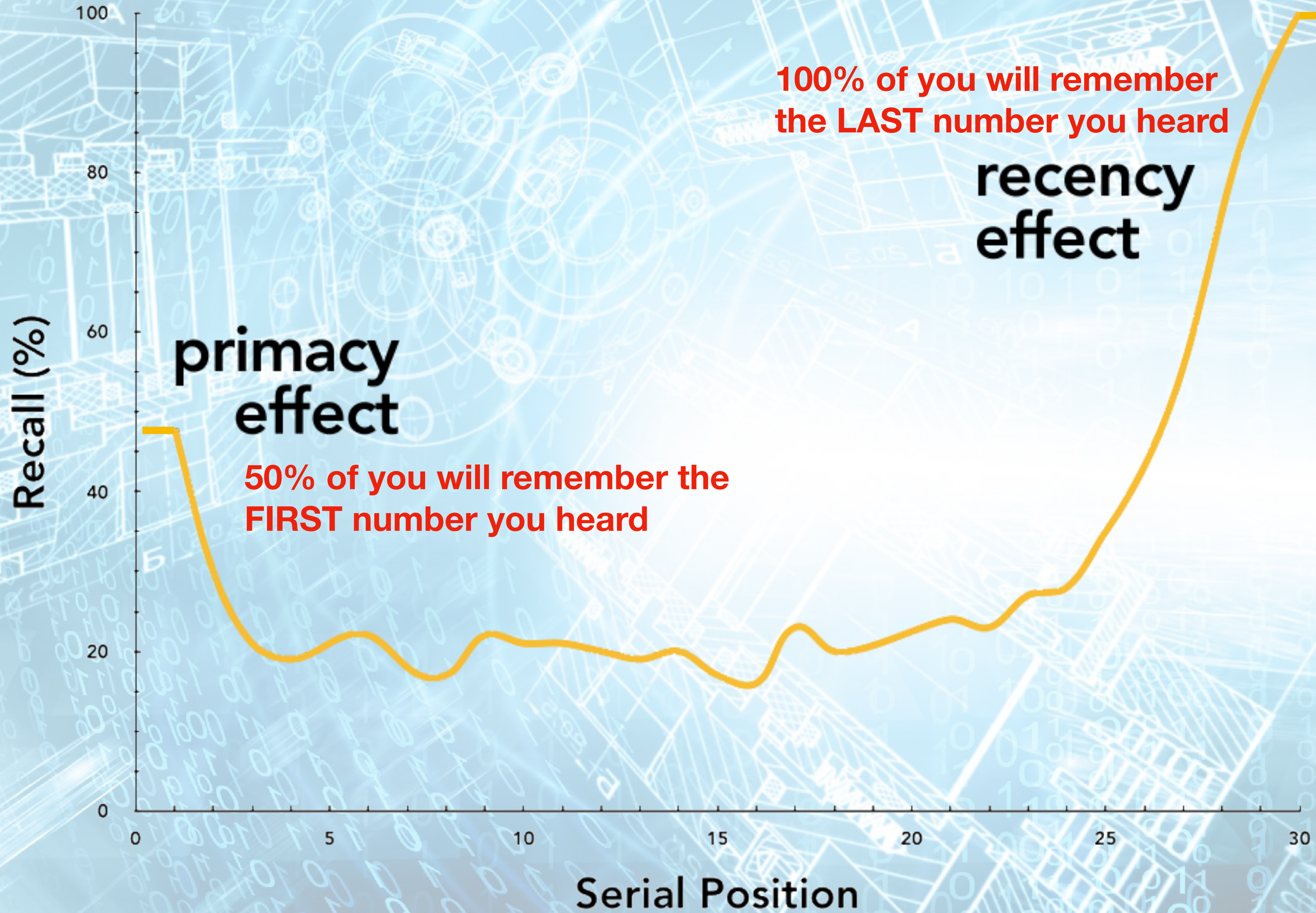
 **Sheraton**  
HOTELS & RESORTS



The background is a vibrant blue gradient overlaid with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a high-tech, digital atmosphere.

**FUTURE PROOF:**  
**People Remember**  
**The Final Moment**



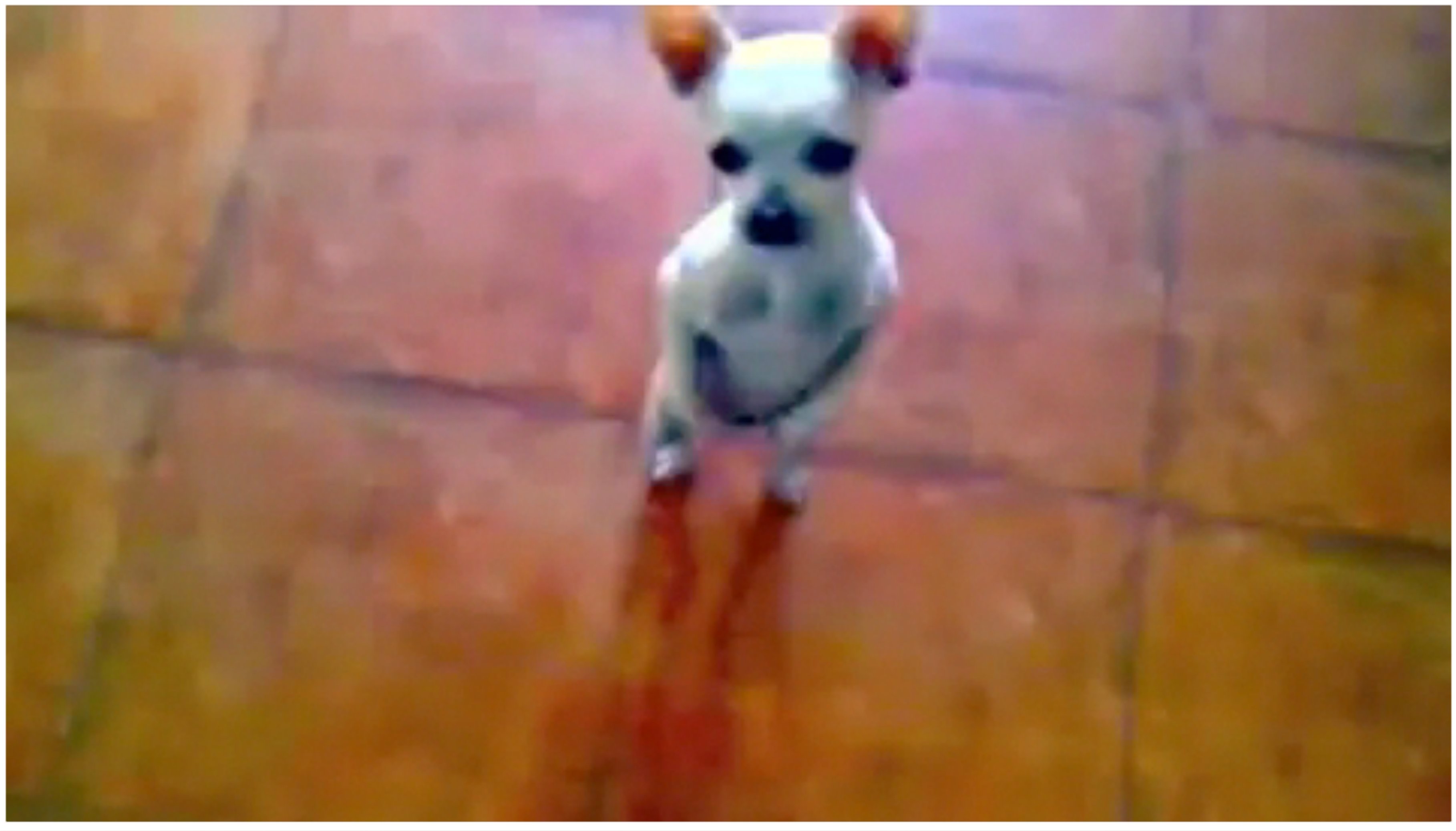






The “Kicker Story”







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..

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:

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

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

6-66350 (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

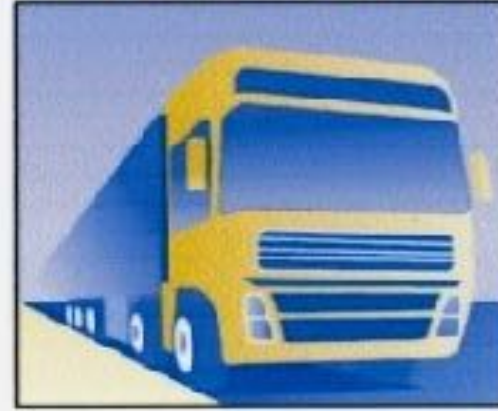


**Don't make people think too hard  
about YOU.**





# 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?





# GIVING BACK: FREE RESOURCES

You



**ROSS SHAFER**  
Funniest Expert on *CHANGE*

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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

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer

How Can Leaders Make Better Decisions? Leadership Speaker | Ross Shafer



Download (2) Free e-Books

[www.RossShafer.com](http://www.RossShafer.com)



# Instead of Chasing your Standard of Living...





# Aspire to a better... Standard of **LOVING**







**Encourage Your  
Team Members  
‘Like a Video  
Game’**









Ross  
Shafer

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after the meeting...**

**Call: Esther Eagles  
(973) 313-9800**

**or Email:**

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