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Ross Shafer's slide notes
from the RMEL event in Las Vegas.
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helen@RossShafer.com

(910) 256-3495

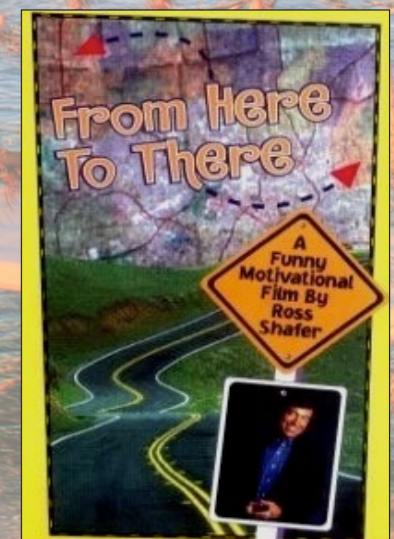
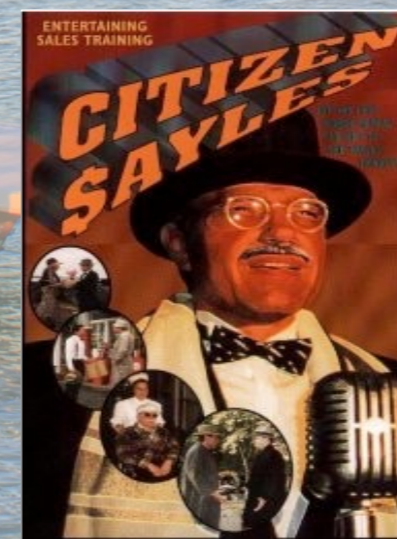
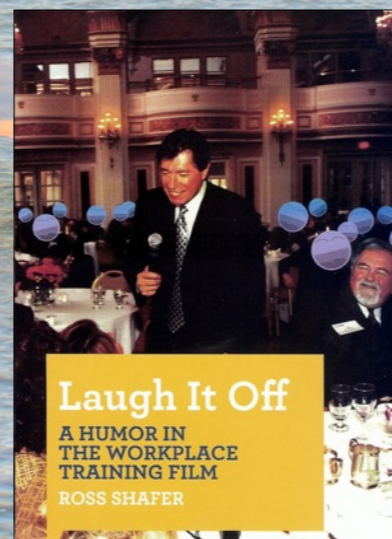
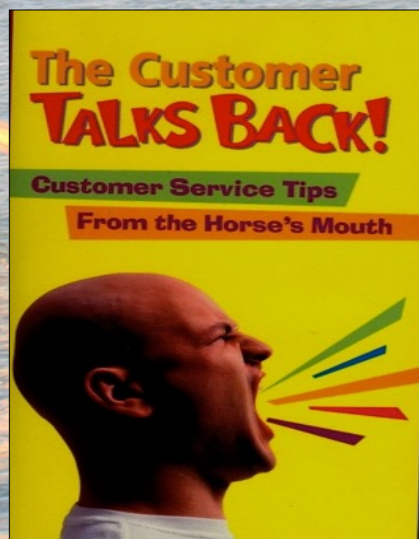
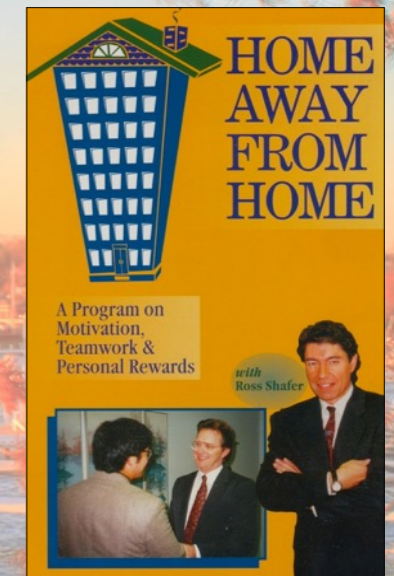
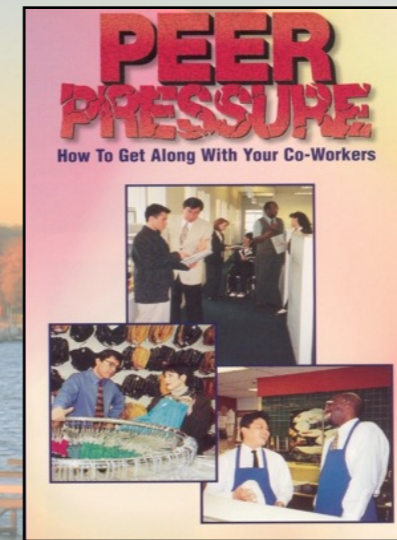
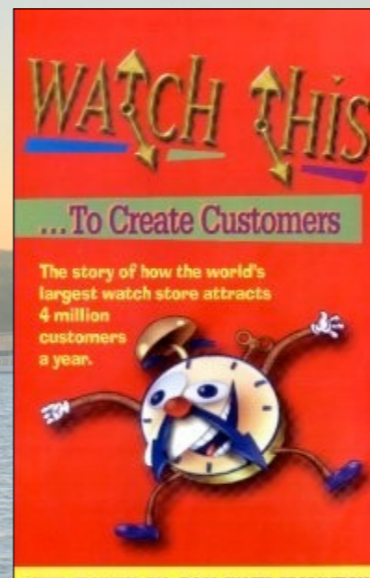
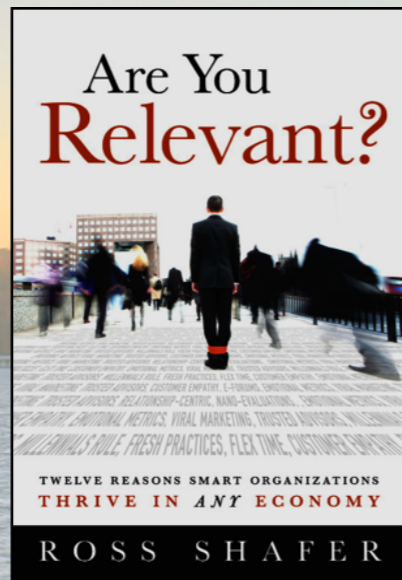
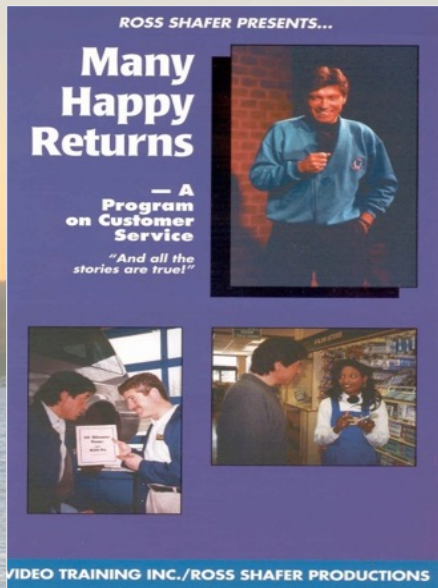
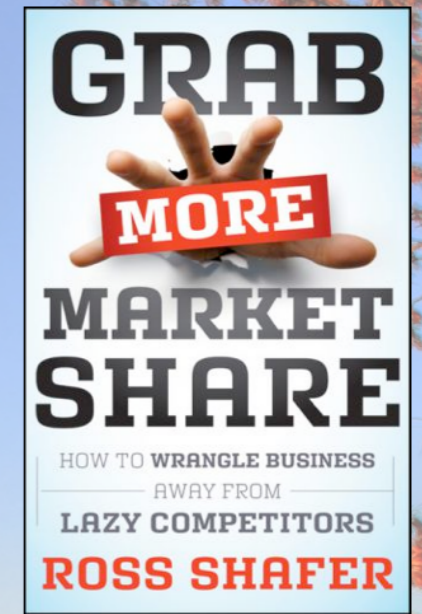
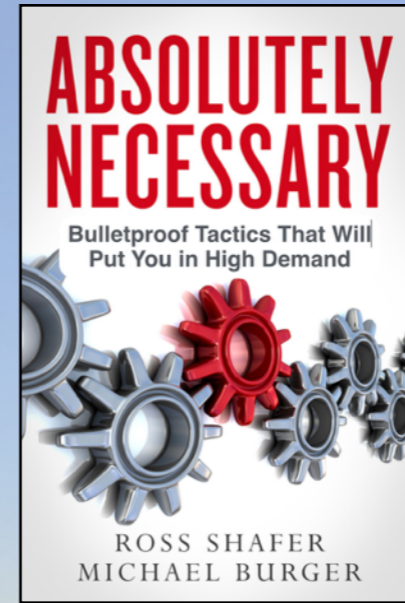
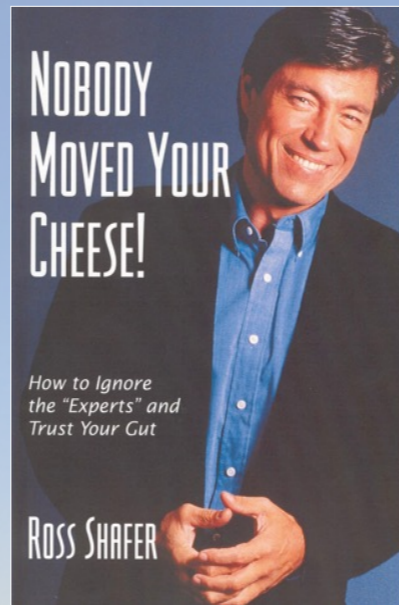
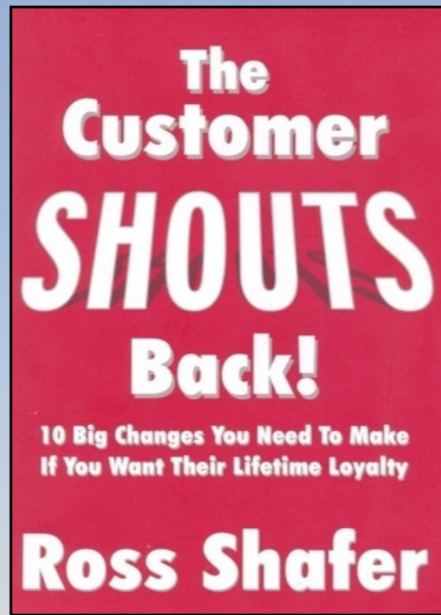
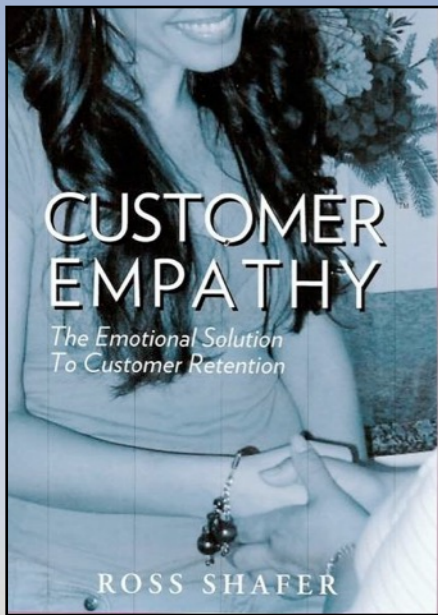


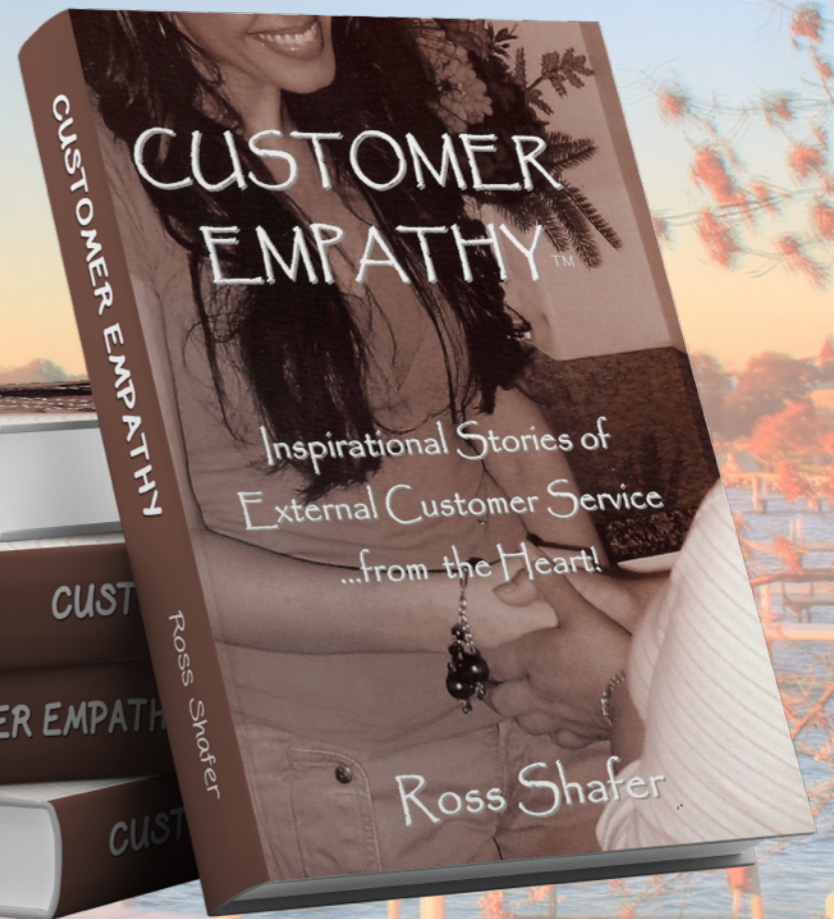
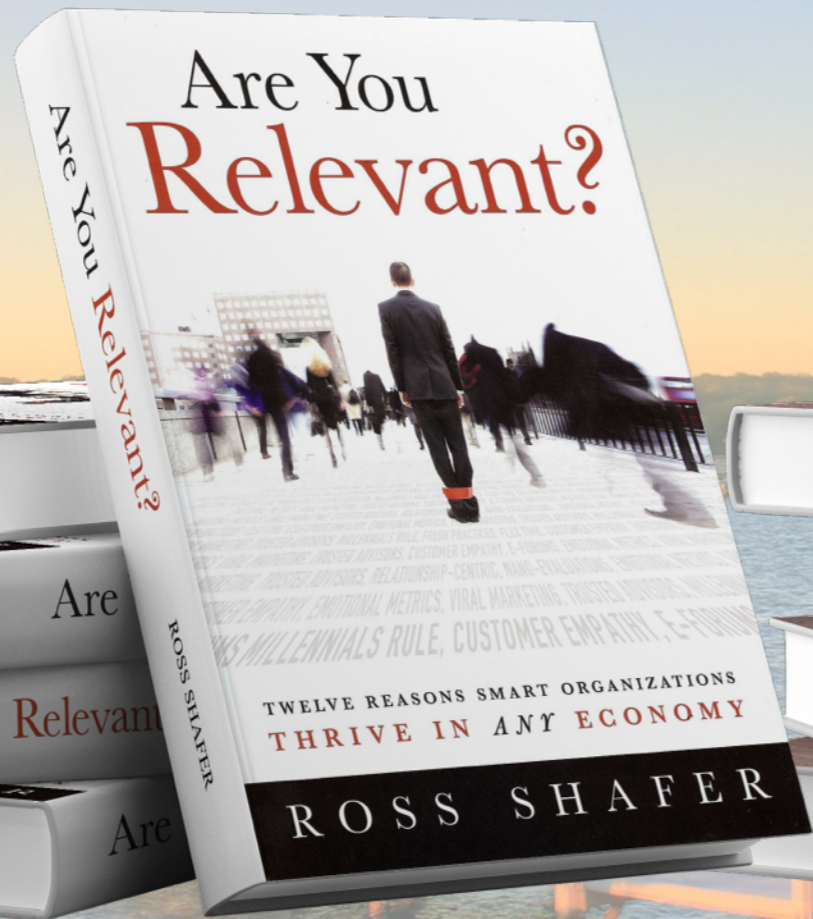
Are You

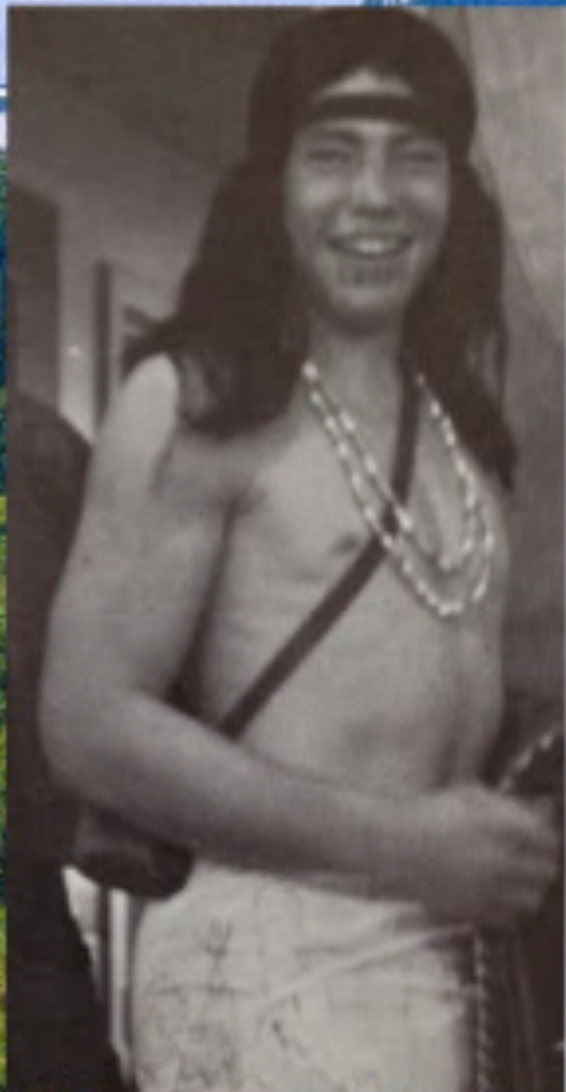
FUTURE-READY?

**Future-Ready
is NOT Just
“Being Current”**









Ross Shafer
Blackfoot Indian Tribe
Chemeketa Reservation land
(Salem, Oregon)
Puyallup Indian Reservation
(Puyallup, Washington)

My Story





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

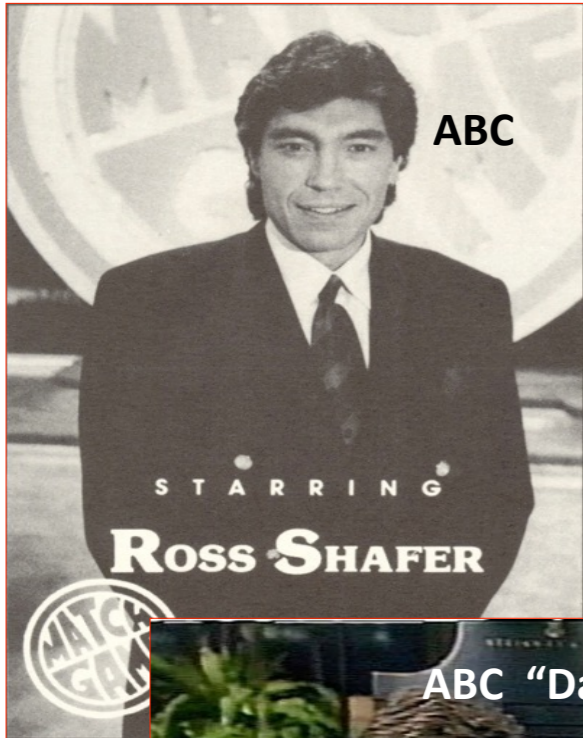
Advancing Beginners

The Beginners Guide Volume 1



Sam + Enrico





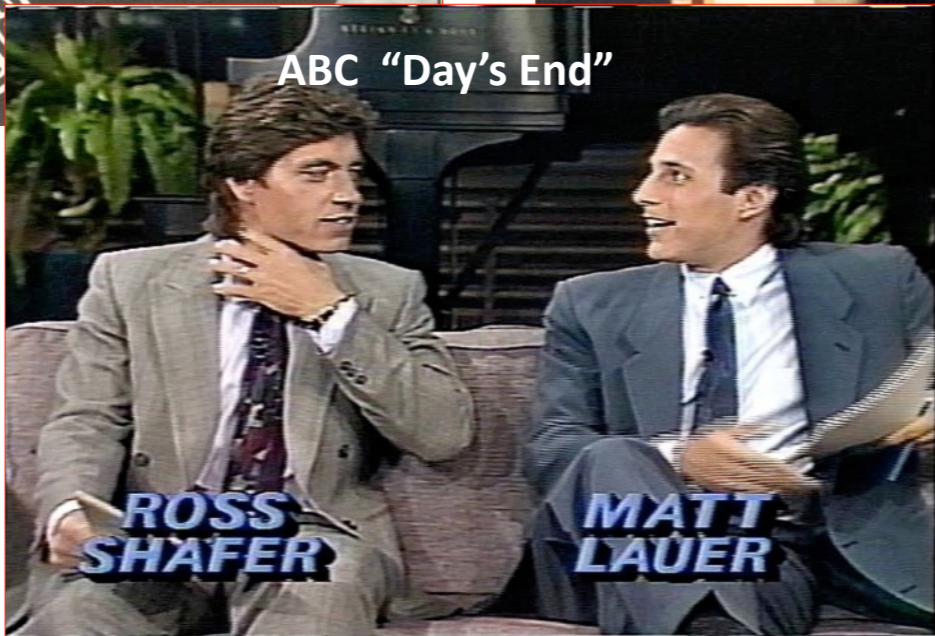
ABC

STARRING
ROSS SHAFER



Almost
LIVE!

NBC



ABC "Day's End"

ROSS SHAFER

MATT LAUER



FOX "LATE SHOW"



THE ALLURING, AMUSING, AND HIGHLY REVEALING
GAME OF ROMANTIC PURSUIT.

**LOVE ME
LOVE ME
NOT**

USA

YOU'LL LOVE IT AT FIRST SIGHT!

ROSS SHAFER
IS YOUR HOST FOR TV'S
MOST PROVOCATIVE
NEW HALF-HOUR
GAME SHOW STRIP.*



Notice Where the Herd is Running



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

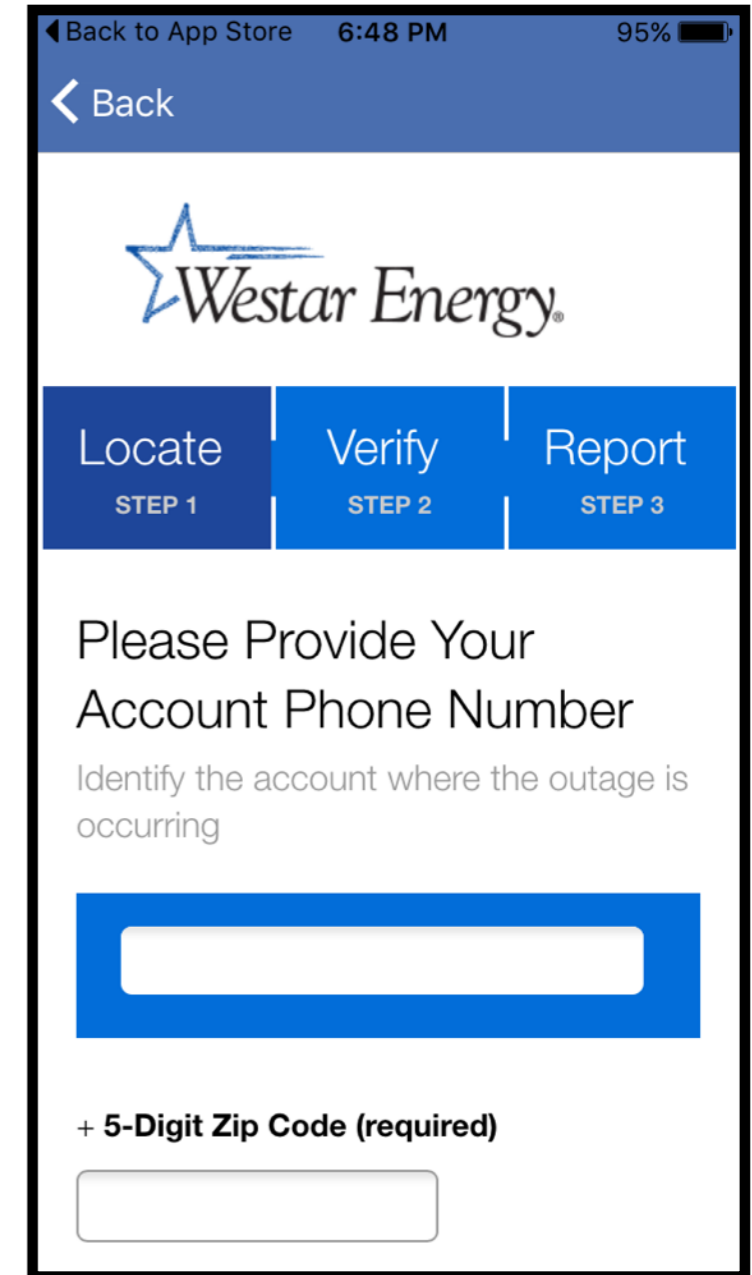
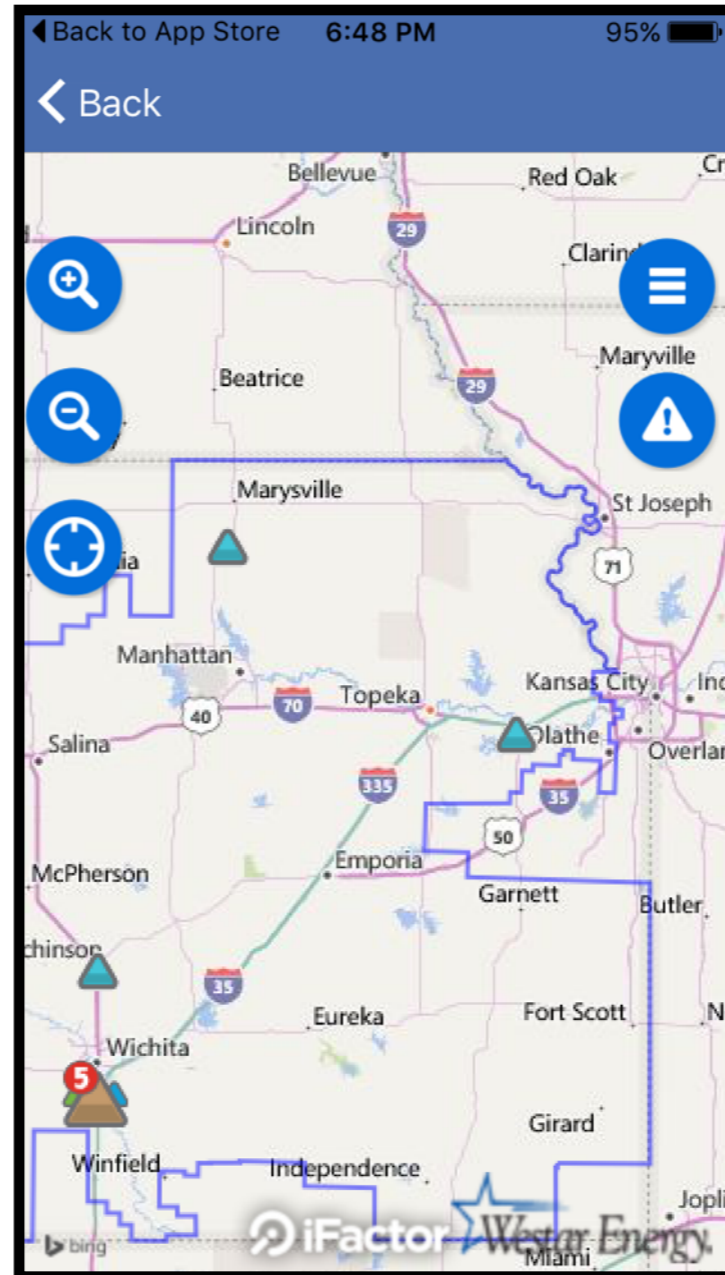
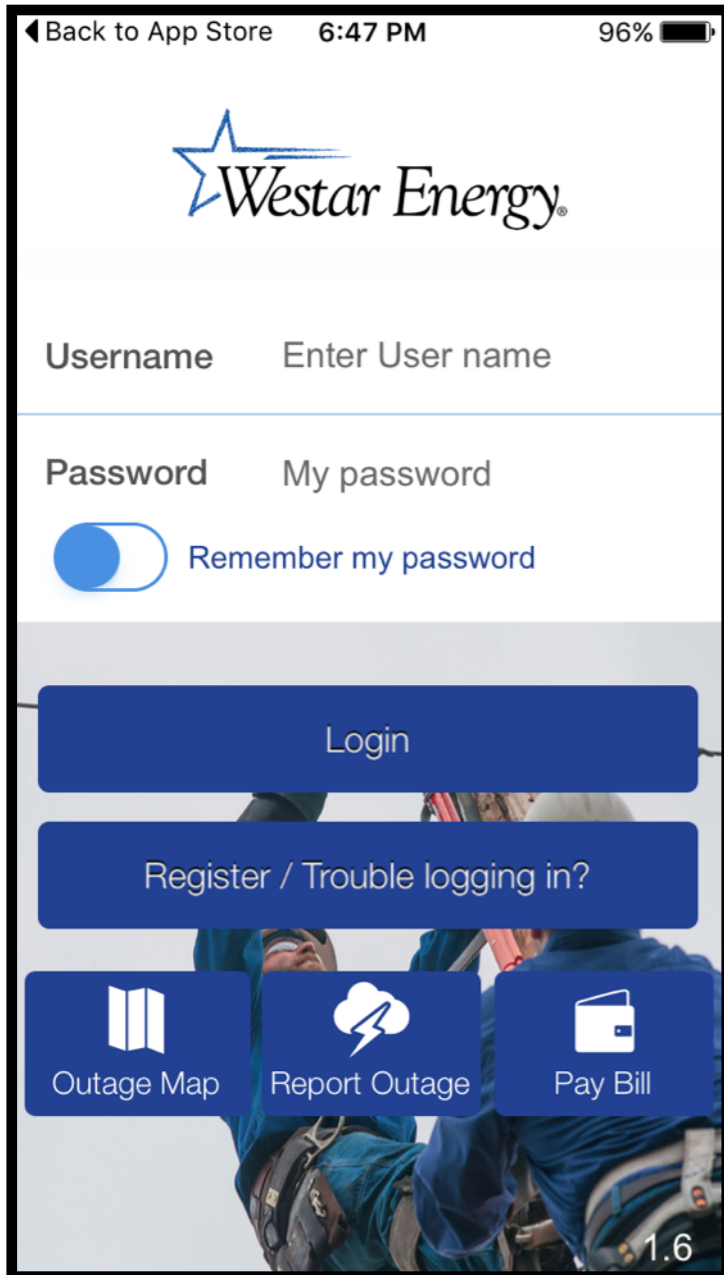




**Future-Ready
Leaders
are “Paranoid”
About Innovation**

Your Customers Already Expect This:





A Powerwall is a an enormous battery that hangs outside of your home for power outages or even just smoothing out energy consumption. One Powerpack = 16 Powerwall 'stacked' batteries. The energy stored inside can power a typical American home for three days.



Elon Musk



Peripheral Vision Testing





DOUBLE
BY HILTON

Hotel
Events

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

9:34

Events for September 12, 2016



Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION		
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

GO TO THE WRONG MEETINGS

Coca-Cola®



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SEAFOOD & STEAKS

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34% growth for the past six years.



“We promise our plumbers will show up on time and smell good.”





Laramar Apartment Homes - 55,000 units

TEST: Which Customers Score You Higher?



Women Buy Everything!

85% of ALL CONSUMER & B2B PURCHASES.

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Investment Services & Bank Accounts

86% of I.T. Infrastructure Decisions at work

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.”

**“92% of women recommend quality & value
to 21 other people.”**
(not counting social media)



If she can't dry her hair...



...her schedule is upside down

**“Men only
recommend
to 2.6 other
people.”**



“WOW-ing” The Customer is NOT Enough









We make a dumb mistake.

The customer gets upset having to confront us.

We broke our brand promise.

We assigned blame to the customer

THE

POW!

WOW!

EFFECT

Ross Shafer



A celebration to heal old wounds and honor new alliances



erases



source: Ross Shafer Consultants, Inc. 'wow survey' 2016

Recommendation Economy

“73% of loyal customers 18-45 will bolt to a competitor after just **one** negative customer experience...”

Avaya Research: TMCNet.com

What's at stake?

...And, 85% will tell their friends via a social network.”

Avaya Research: TMCNet.com

Makes you laugh.

KISSES YOUR FOREHEAD

says he's sorry.

makes an effort.

HOLDS YOUR HAND.

WORKS HARD

attempts to understand you.



“I have a new place for
your flowers!”



Gentle®
Laser Hair Removal



RALPH



LAUREN



8 Gold Medals
\$10,000,000 in
Endorsements

ELIMINATE



MOMENTS



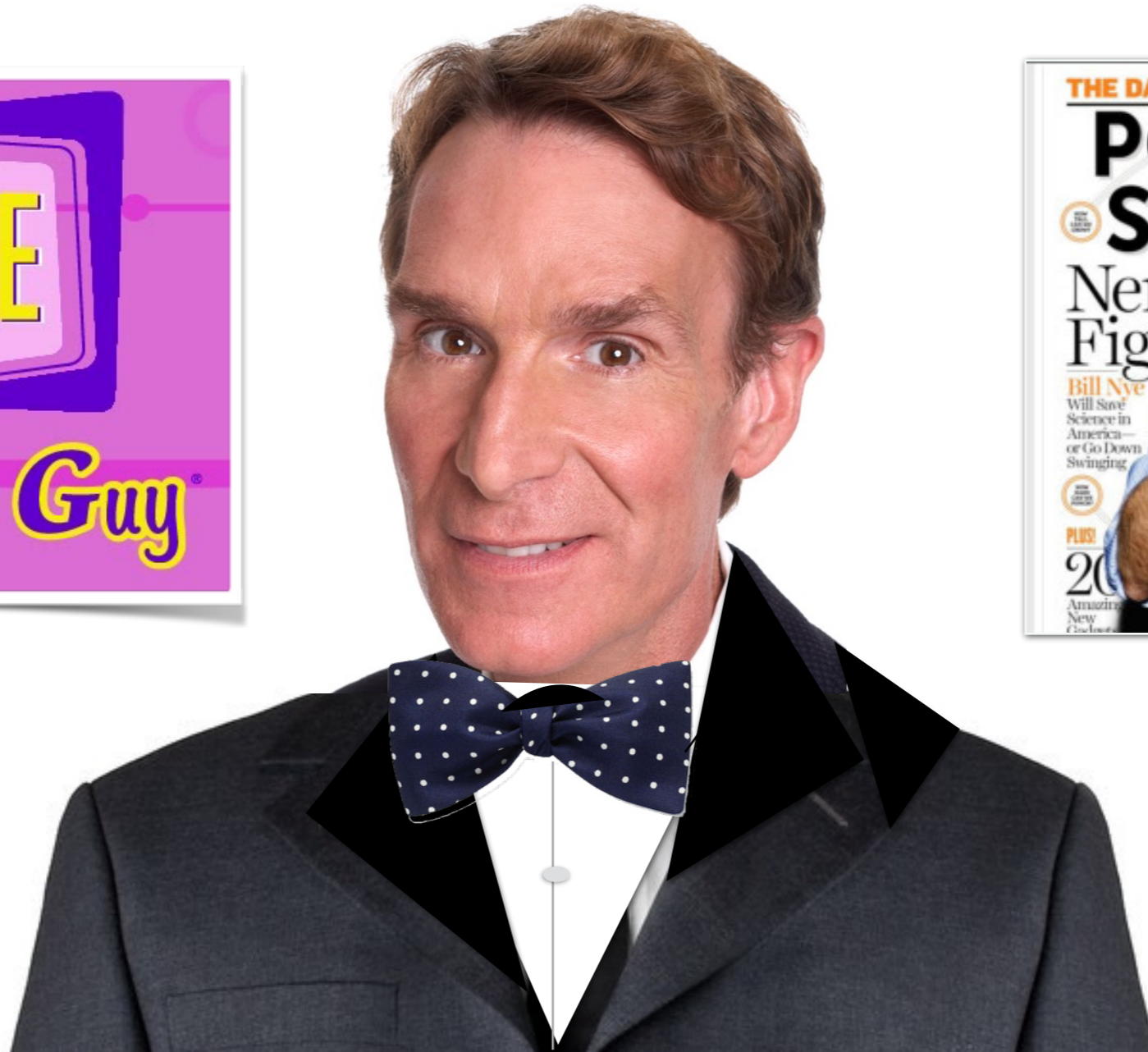
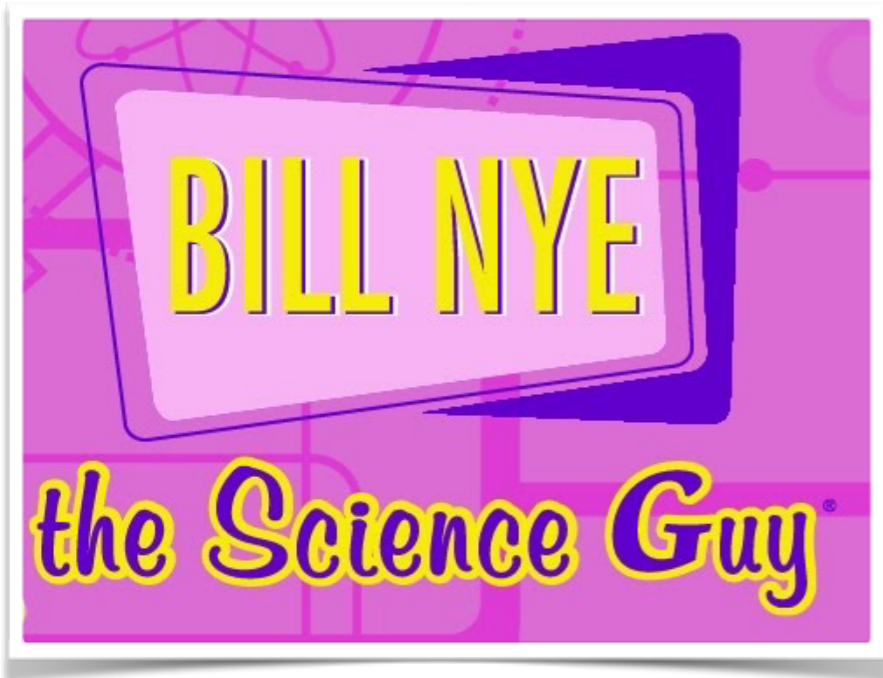
“I know you’re angry and I understand why. But let’s make this right as quickly as possible.”

**World-Class
Performance
is NOT an Option**



1,127 Free Throws in a Row





Attracting & Retaining Talented Young People



Millennials Look Like This now...



**Don't Mentor
Them!**

PROVIDE 'QUICK WINS'



300,000 attended GamesCom

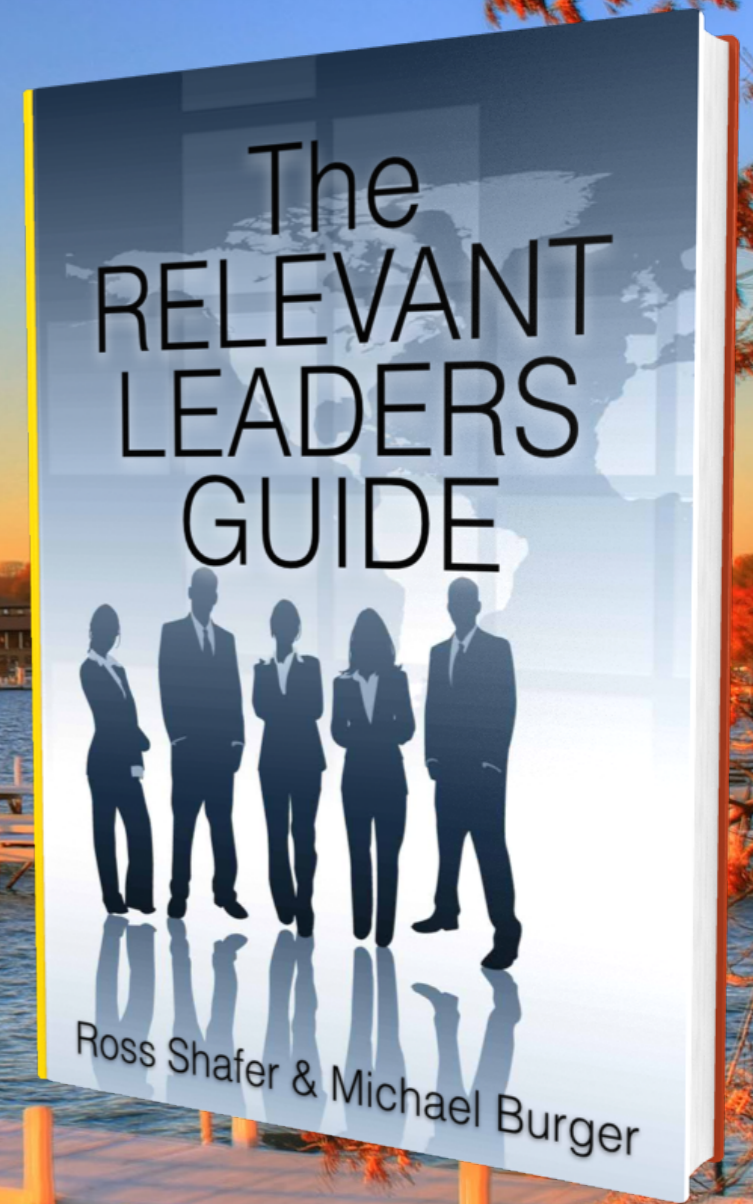
Constant Encouragement for Their Efforts



“48% of employers are dissatisfied with the oral communications skills of college students.”

Source: Achieve Academic Standards

Download My FREE E-Book



www.RossShafer.com



ROSS SHAFER'S RELEVANT LEADERS CLUB

Innovate. Motivate. Educate. Sustain.

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Relevant Leaders Club

[Download All](#)

The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help young and highly experienced leaders find relevant business solutions for motivating your workforce, creating a positive culture, and leading your team effectively.

WATCHED



How to Sustain a Business for Over 15 Years?
4:09

Why is it that some companies only last a few years? Leadership Speaker | Ross Shafer
by Ross Shafer
4 days ago • 24 views
Why will your company last? Leadership speaker and innovator, Ross Shafer discusses...

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How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer
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How to Stop Driving Customers Away | Leadership Speaker | Ross Shafer
by Ross Shafer
2 weeks ago • 54 views
Are you indirectly driving customers away...and you don't have any clue you're doing it? Ross Shafer gives...

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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...

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer
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HOW GREAT LEADERS MAKE BETTER DECISIONS
5:37

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...

WATCHED



WHY SMALL FINANCIAL ADVISORS HAVE AN ADVANTAGE
3:45

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...

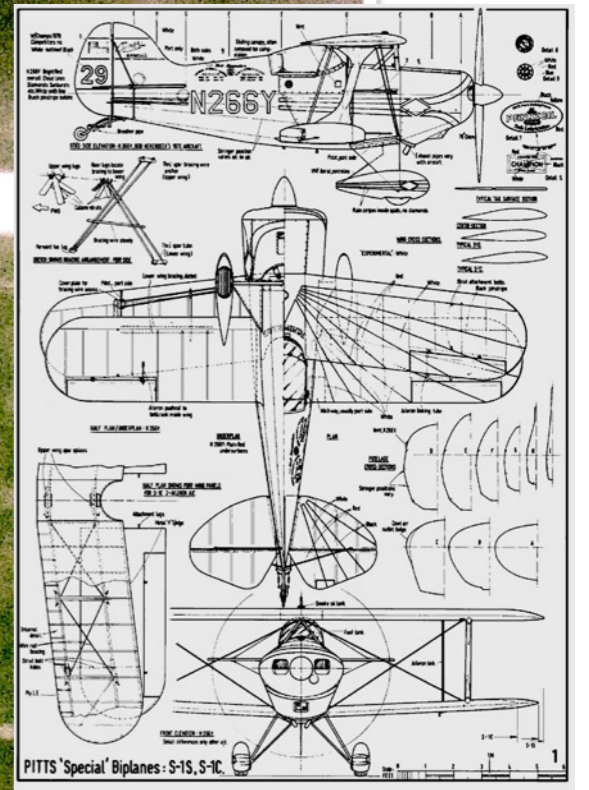
My Weekly Leadership Video Blog

Resilience is Your Best Friend





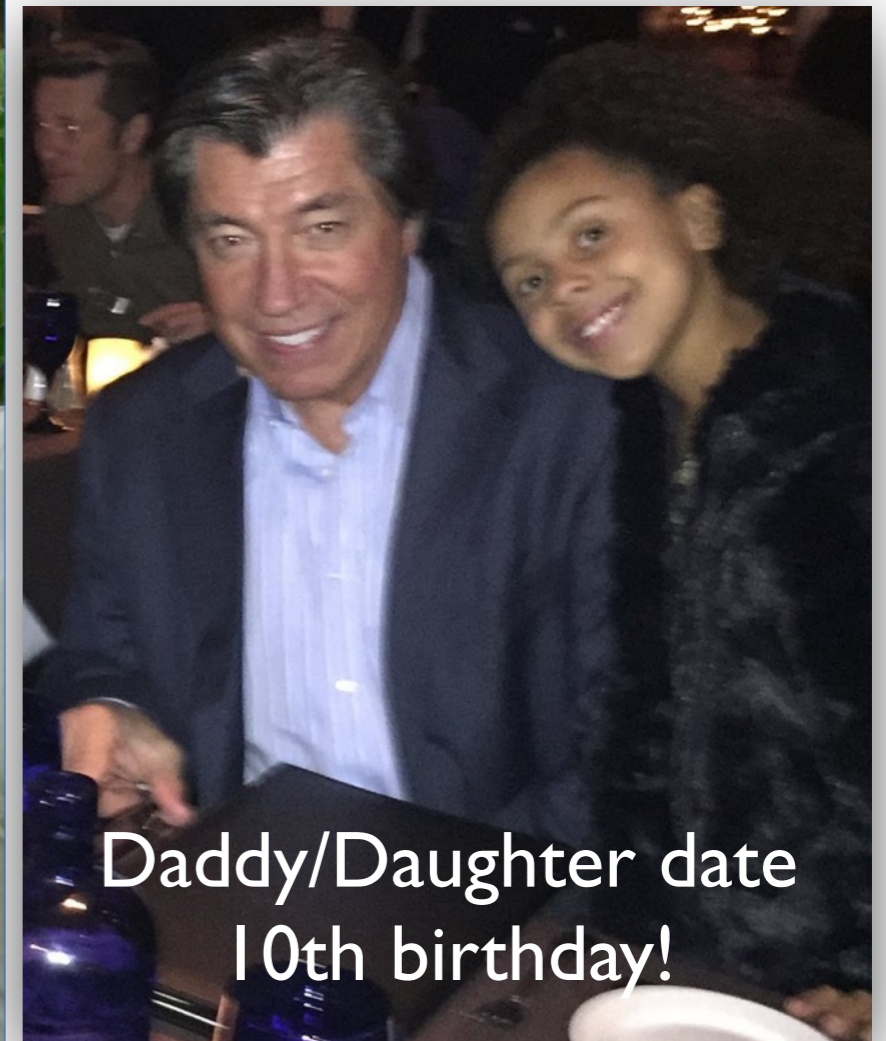
Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane
“You can create anything with a blueprint”

Maiden flight - May 1971

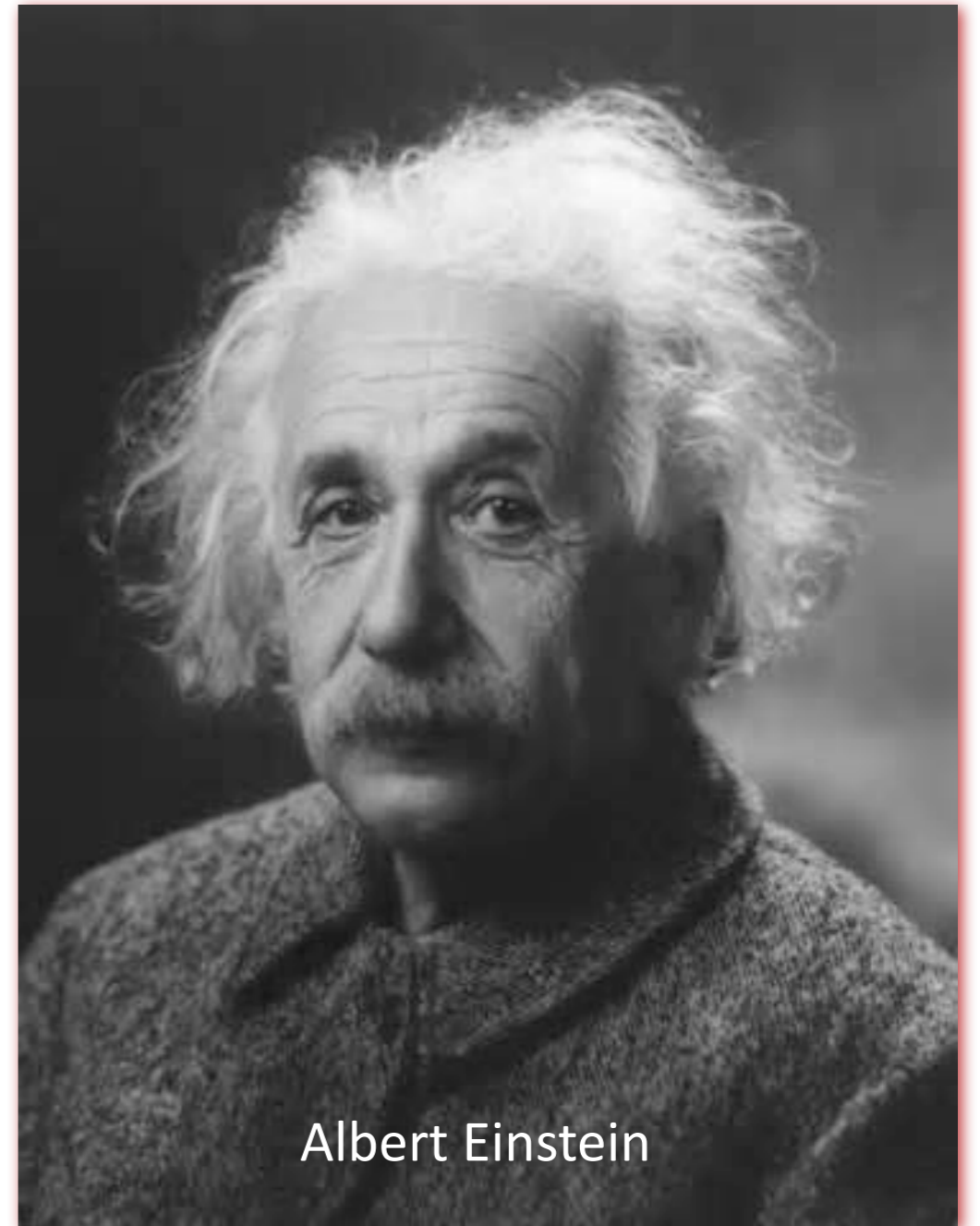




Daddy/Daughter date
10th birthday!

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

**“The world’s
greatest
achievements were
accomplished by
tired, discouraged
people who just
kept on working.”**



Albert Einstein

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