



Ross
Shafer

WANT TO CONTACT ROSS?

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MWexler@EaglesTalent.com

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.

Elevate for Maximum RELEVANCE

by Ross Shafer



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Elevate for Maximum RELEVANCE

by Ross Shafer

CURRENT:
Knowing
Skinny
Jeans are
Popular



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

What I'm NOT...



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

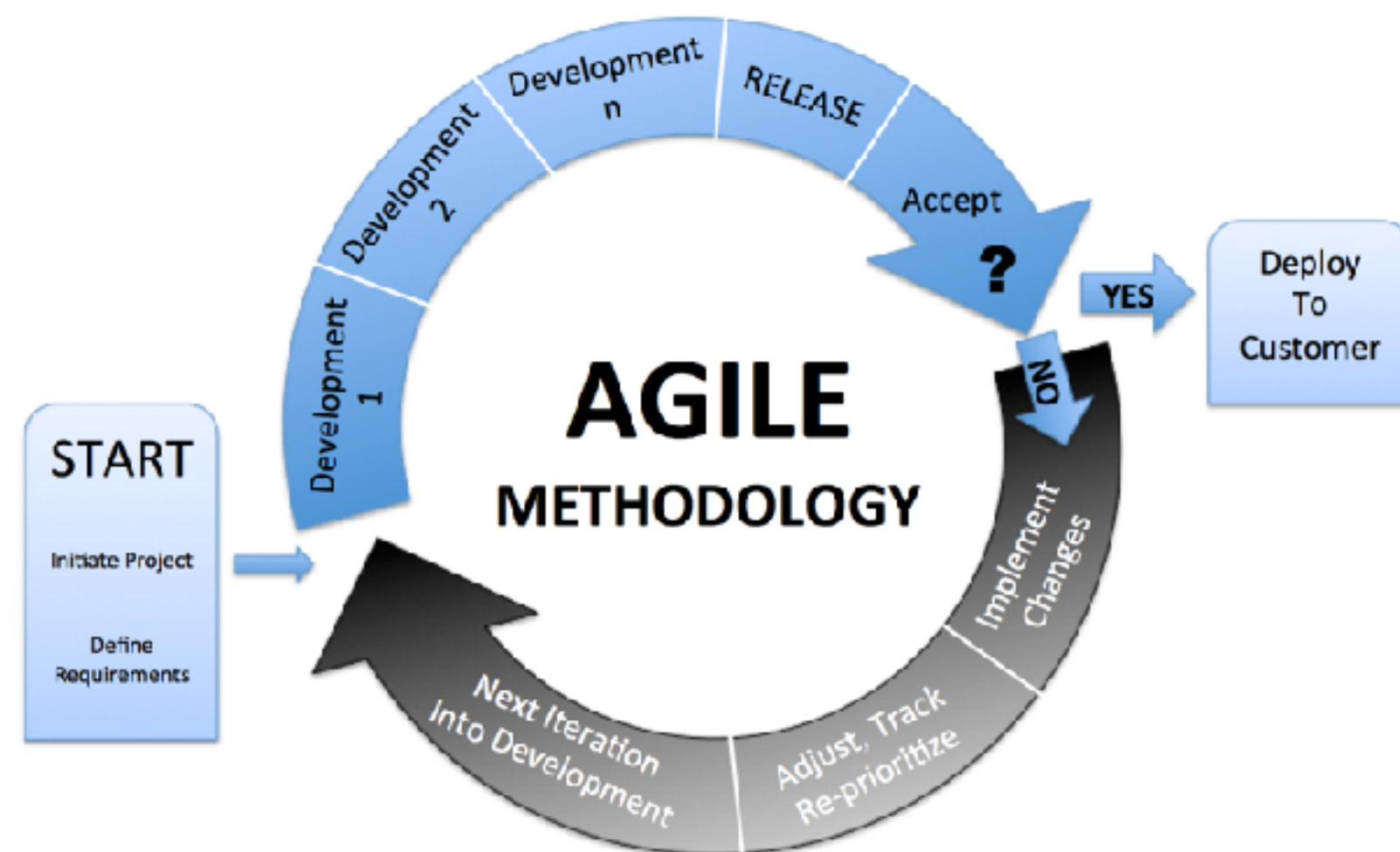
Ross Shafer







Ryan Shafer



Giving Dignity & Respect

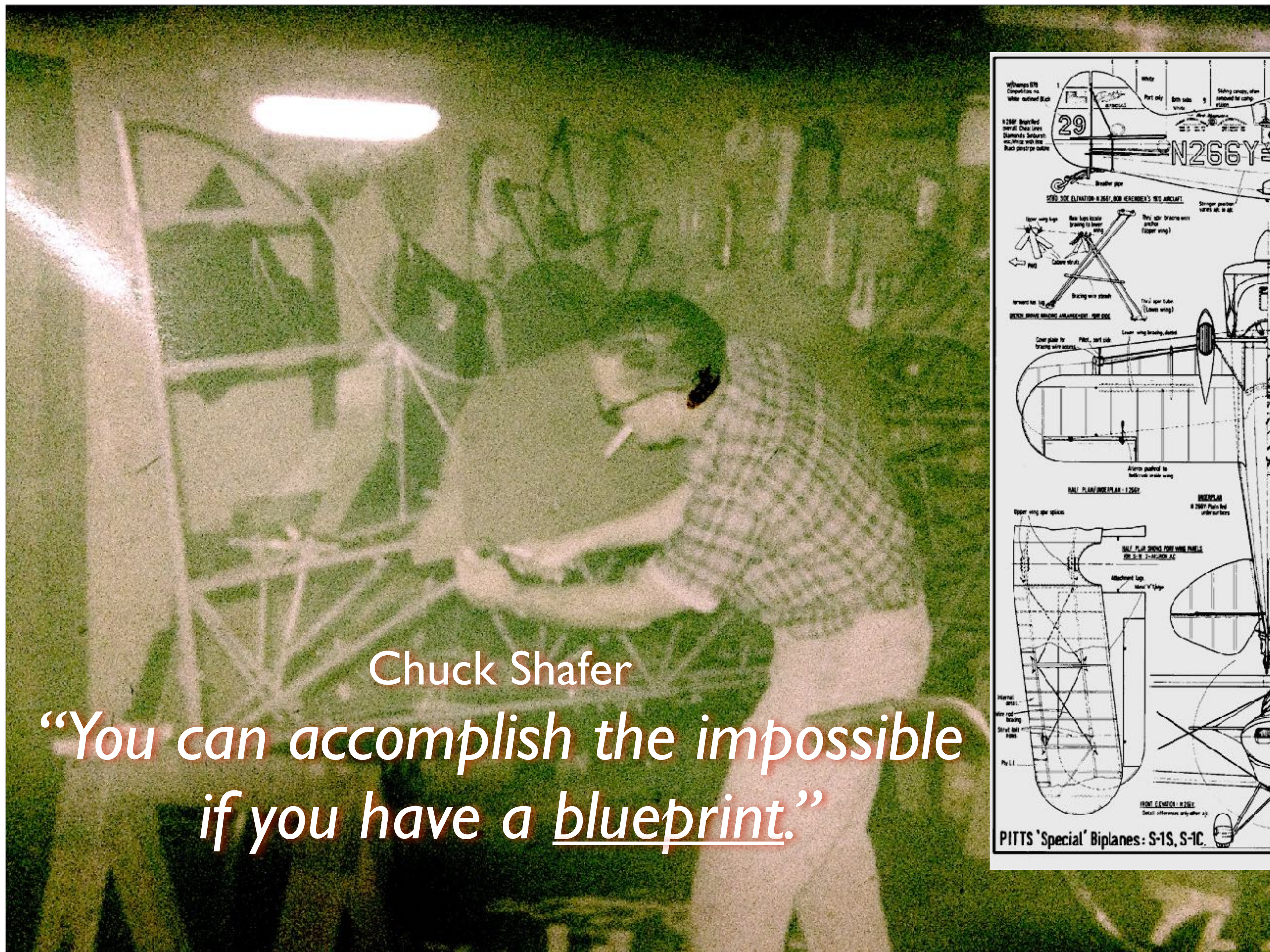
“I believe in You.”

“I trust You.”

“I like what You do.”

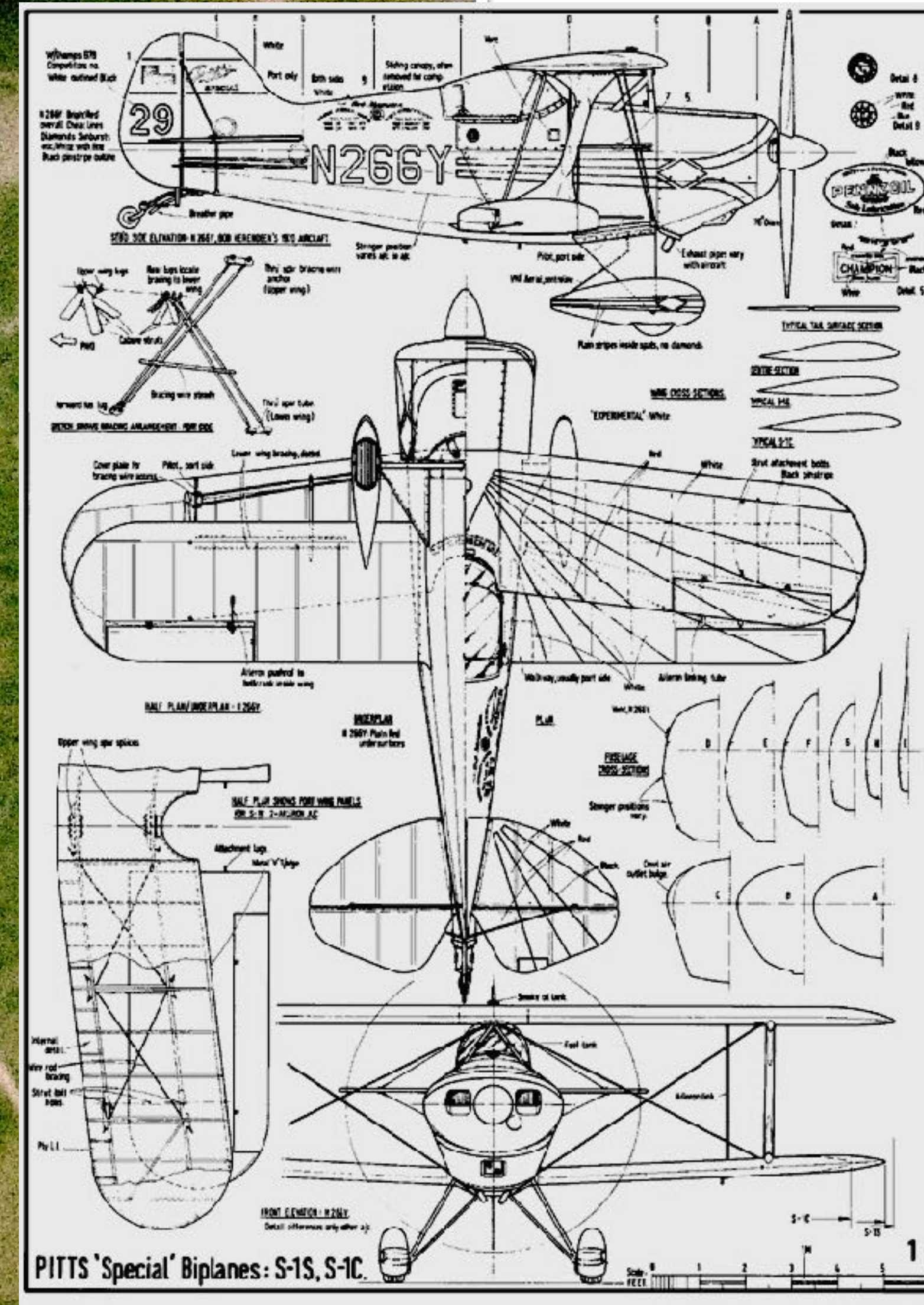


Chuck Shafer 1927-2001



Chuck Shafer

“You can accomplish the impossible if you have a blueprint.”



Maiden flight - May 1971



“Fear is the enemy of success”

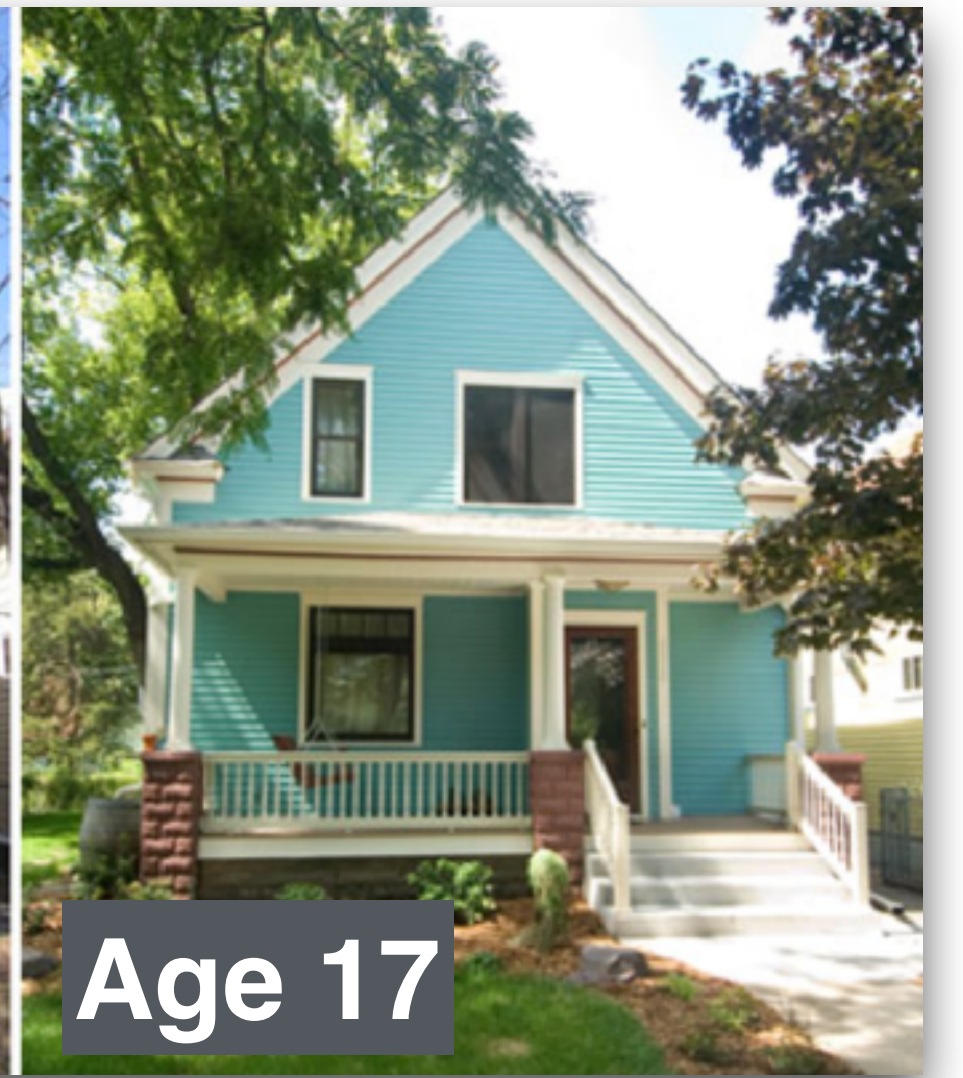
CHUCK SHAFER



Age 13



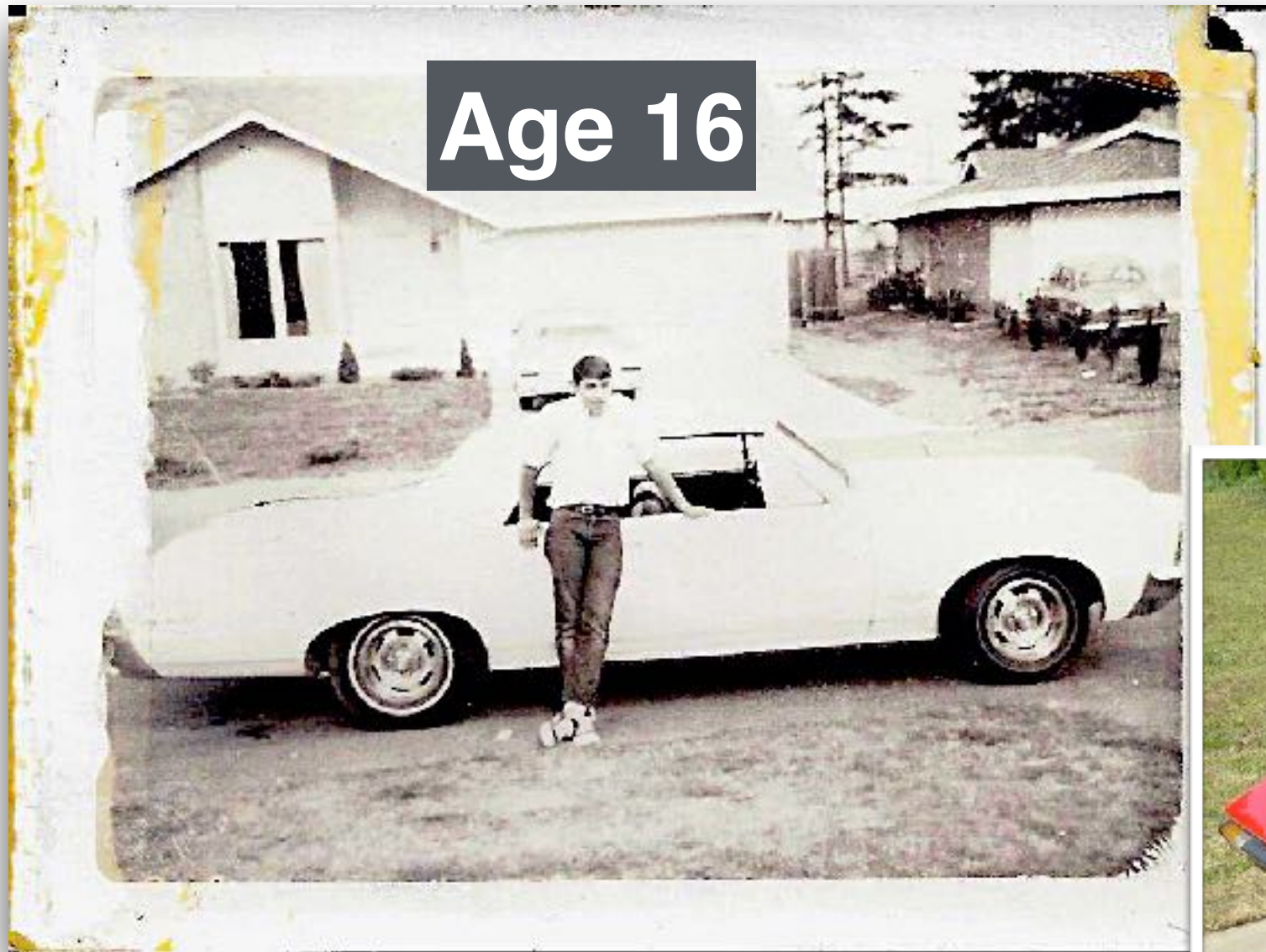
Age 14



Age 17

FLIPPING HOUSES

Age 16



Age 29



FLIPPING VEHICLES



Age 19



Restaurants/Food Service



Retail Clothing

Photography & Product Marketing



Building Industry



SHAFFER® PROJECTION TV



Turn your Den or Rec Room into

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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!

SOUNDS O.K.

AS LOW AS \$997

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STUDIO in Puyallup

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TV & Film Production

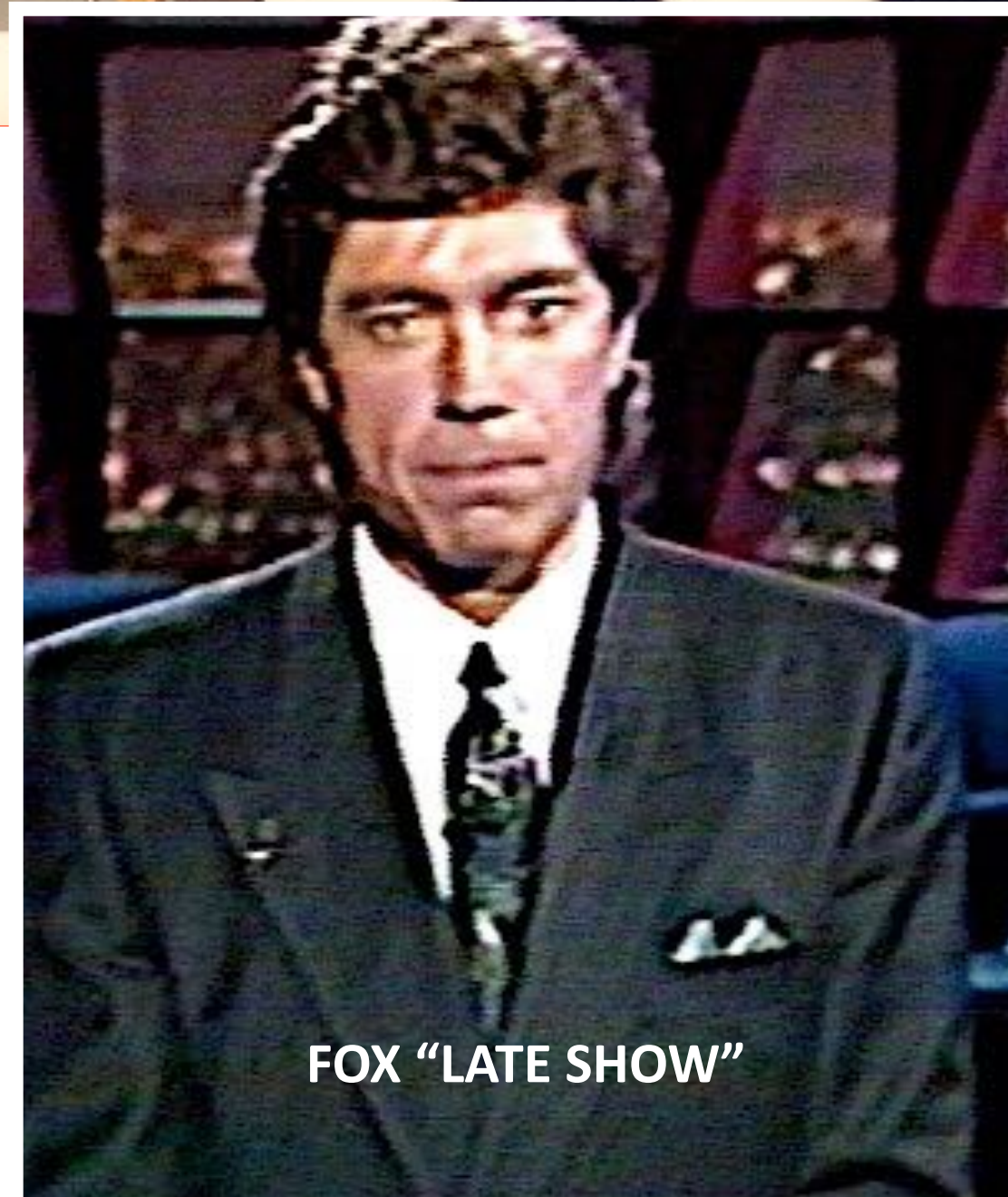
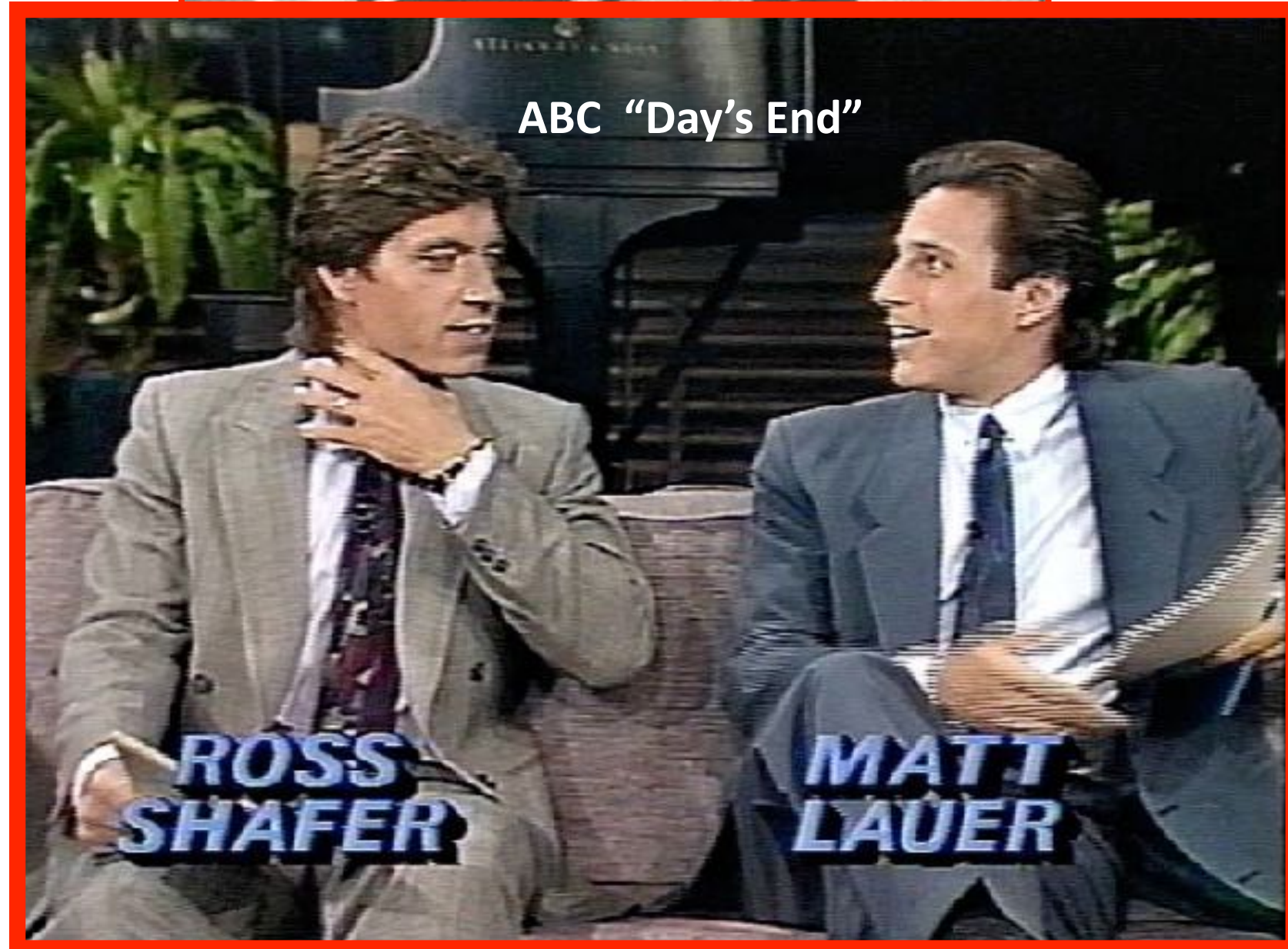
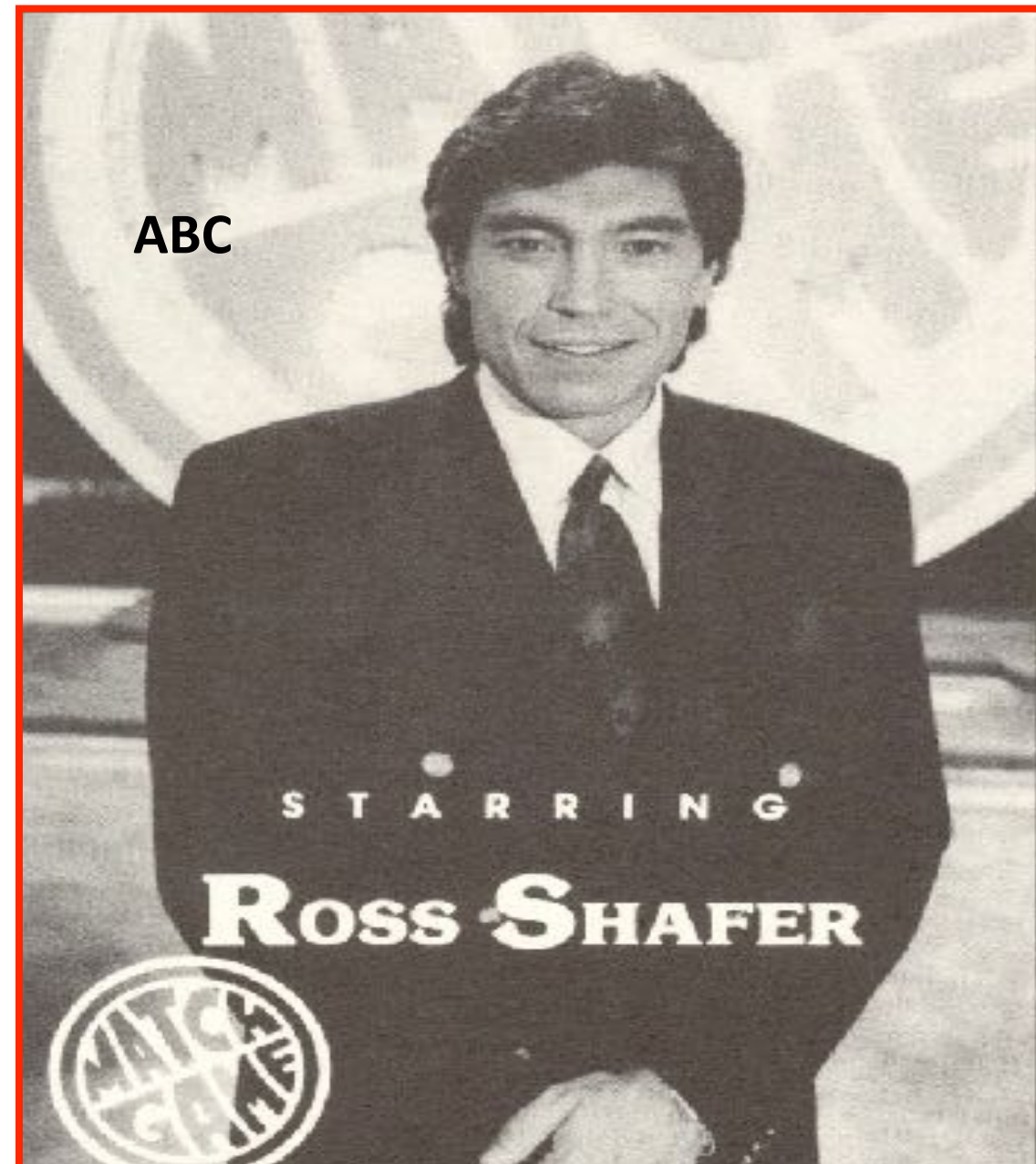




The Shafer “Blueprint”



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



Intensive Sales & Leadership Training

**Pursue Fresh Ideas &
Embrace New Approaches**

Hotel Events

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



Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION A		
Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

CRASH THE WRONG MEETING

Association of Human Nature Convention



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LARAMAR

55,000 UNITS



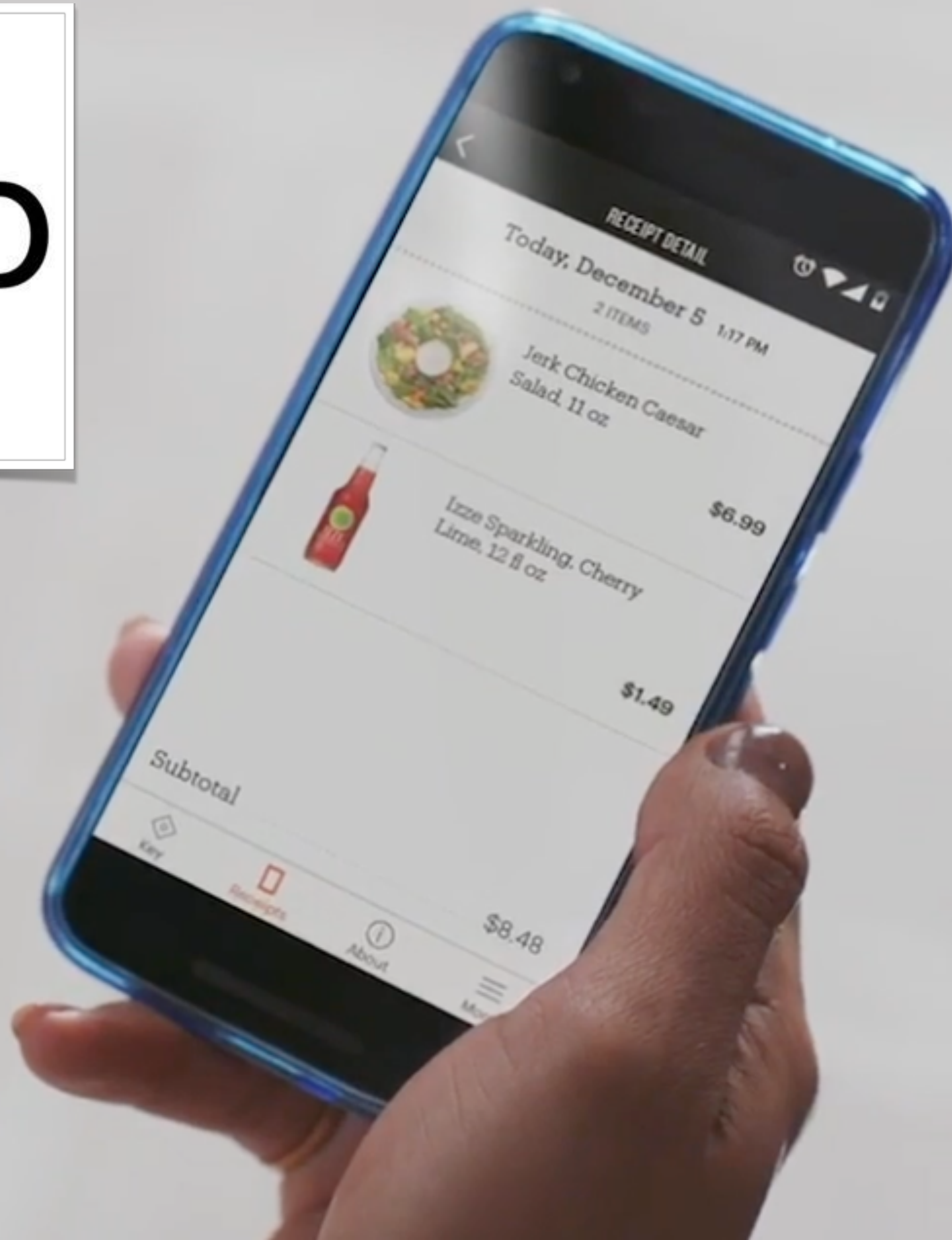
The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital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

**The Best Reason
to Care about
“Consumerism”**



amazon go

3,000 cashier-less stores







MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



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 theme.

How Have Customer Expectations Changed?

You Don't Have to



Customers

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.

CSAT (Customer SATisfaction)



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

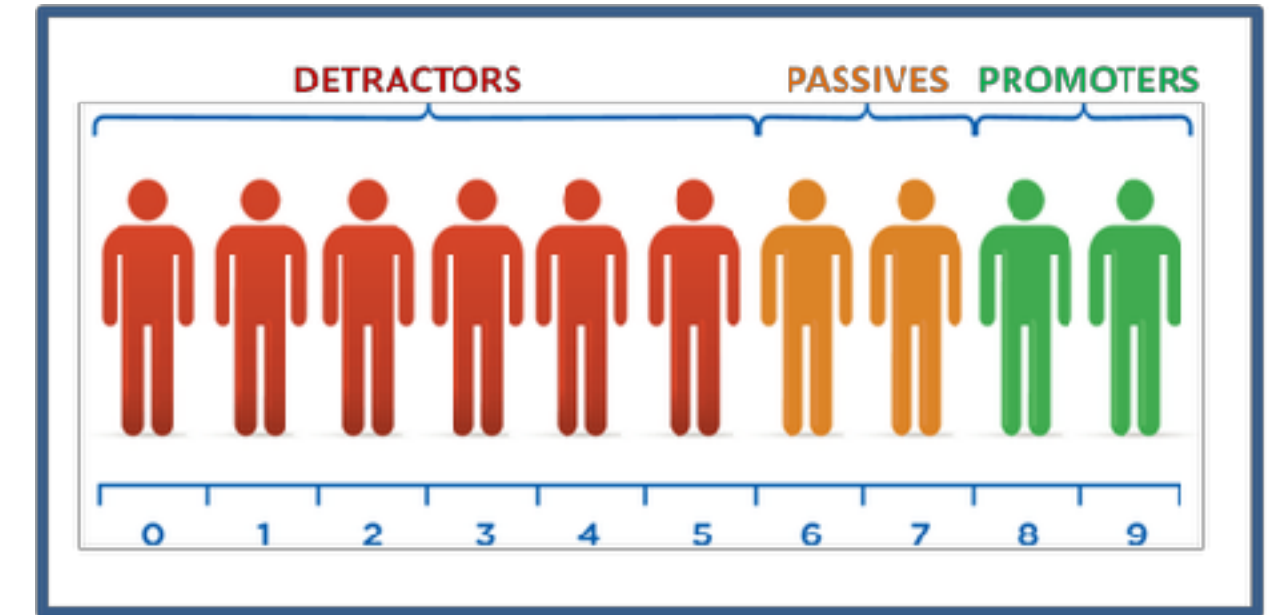
The bigger risk to loyalty is when you fail or disappoint them.”

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)



“While we want customer 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.**”

Does

WOW vs POW

Work?

10 yrs ago, on the verge of bankruptcy, customers said,
“the toys take long to build.”







**Scores UP 21 points
in 90 days**

Westar Energy®



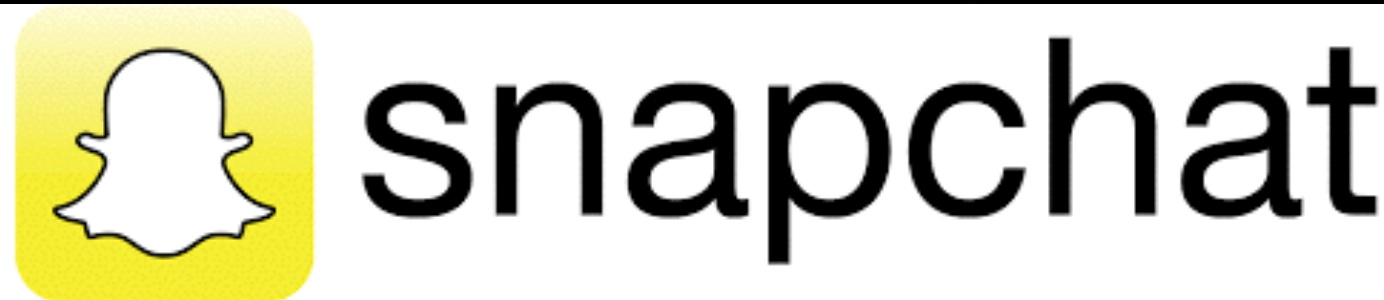
What is the Most Dangerous Threat to the Trucking Business?

It's NOT Millennials





SAFETY



“Un-Friending” Melt Downs

Mood Swings Based Upon CLICKS & LIKES

DISTRACTION ERRORS AT WORK

CO-WORKER TENSION

Self-Absorbed. Self- Obsessed.

🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne
Ph.D.

Fulfillment at Any Age



Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

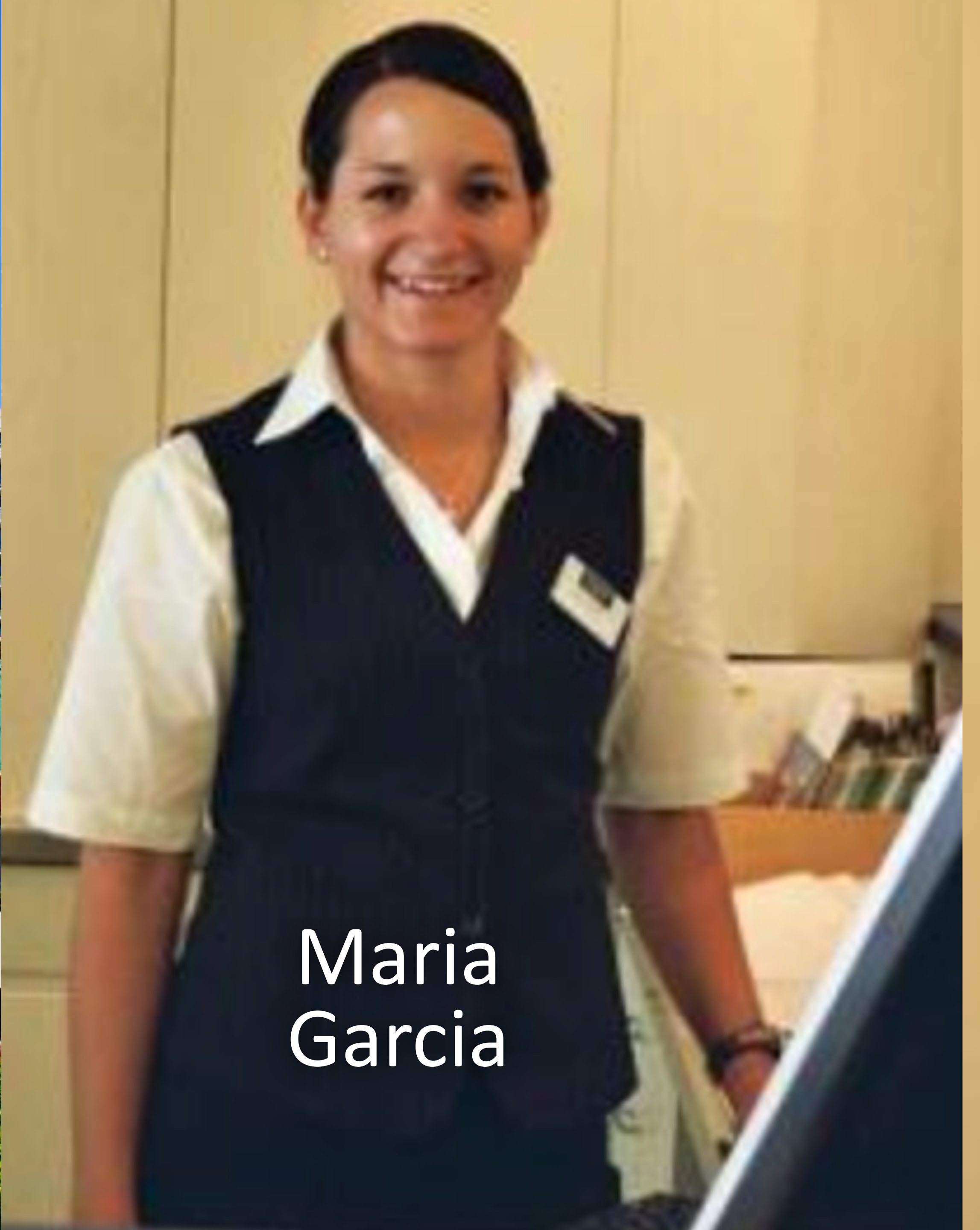
Posted Oct 14, 2017

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That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,

What Can Reverse a Social Media Obsession?

OTHER-FOCUSED



Maria
Garcia



Be CARING. Be CURIOUS.





**“71% of
Sr. Managers
are discouraged
by the
communication
skills of
college-age
students.”**



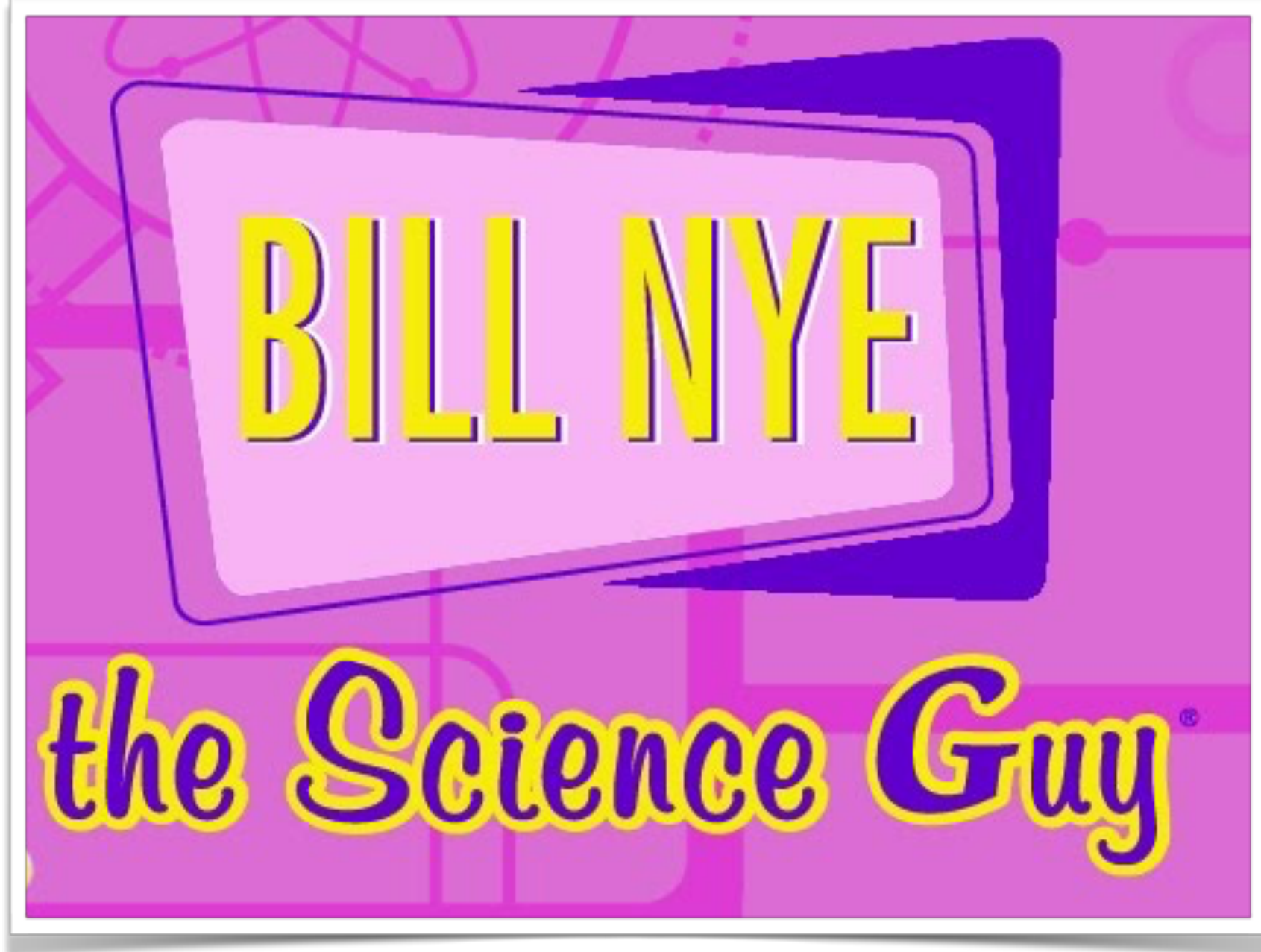


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**Taking Care of
Each Other**

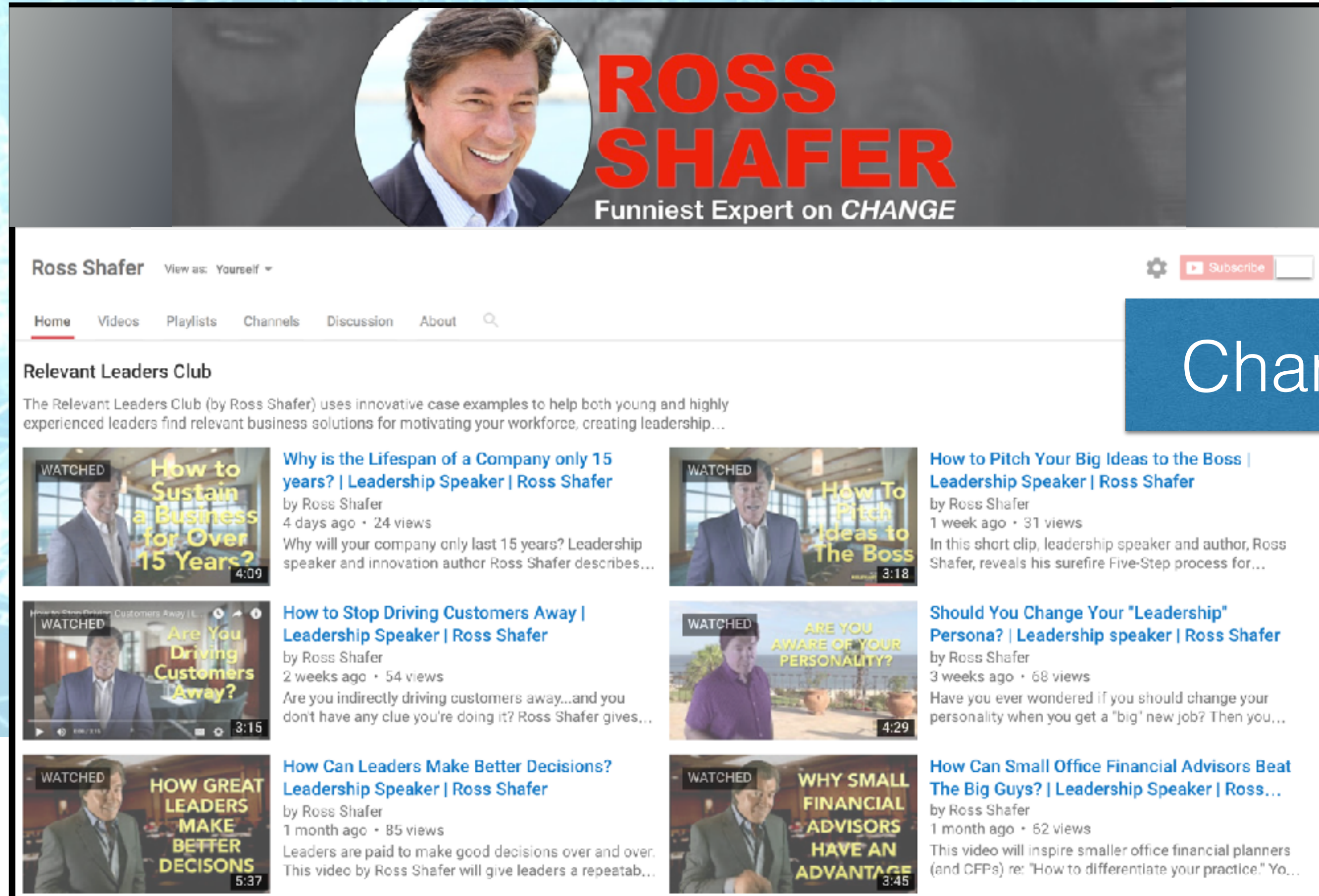
“Not-That-Wild” Willy







AFTER TODAY'S MEETING: FREE RESOURCES



ROSS SHAFER
Funniest Expert on *CHANGE*

Ross Shafer View as: Yourself

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Relevant Leaders Club
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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This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Change Mgmt. Video Blog

www.RossShafer.com

The background is a complex technical drawing or blueprint in white lines on a blue gradient. It features various geometric shapes, circles, and lines, typical of an engineering or architectural plan. Overlaid on this are faint, semi-transparent binary digits (0s and 1s) scattered across the image, suggesting a digital or data-related theme.

“Doing the Right Thing”

(...for Customers & Community)



Chuck Shafer 1927-2001

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

**Offer
Ongoing
Encouragement**



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Shafer

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