

ROSS'S A/V TEST SLIDE

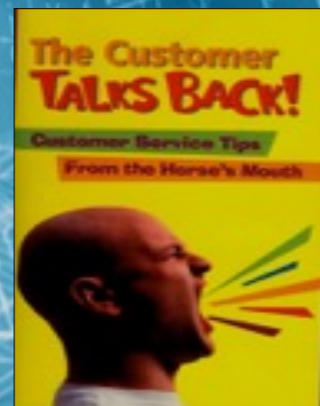
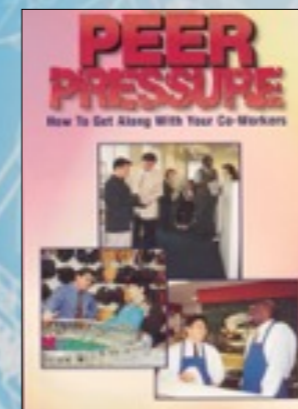
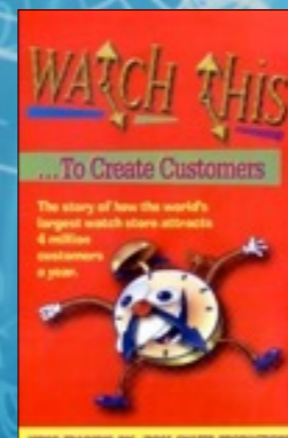
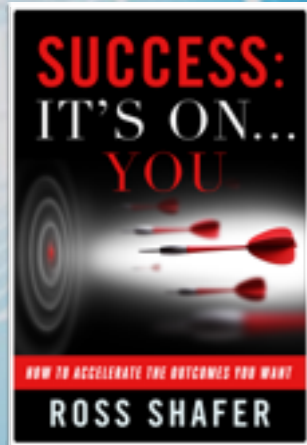
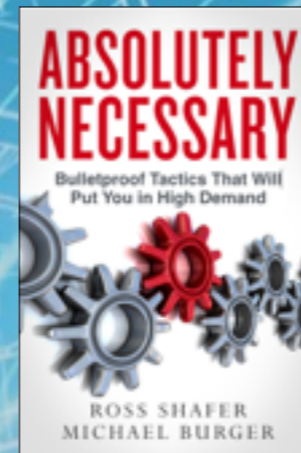
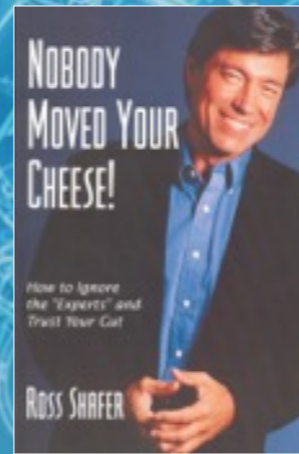
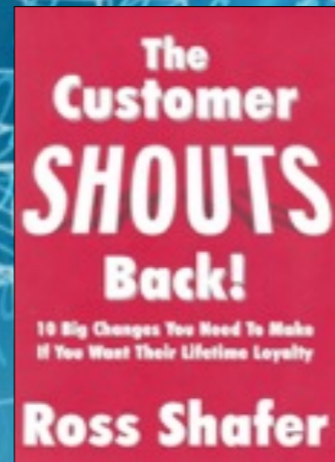
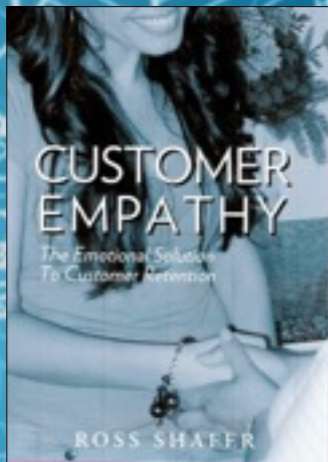


RossShafer.com

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and arrows. Binary code (0s and 1s) is scattered throughout, particularly in the lower right. A prominent arrow points from the top center towards the right. Dimensions like '118.5', 'K1/2"', and 'A' are visible. The overall aesthetic is high-tech and engineering-oriented.

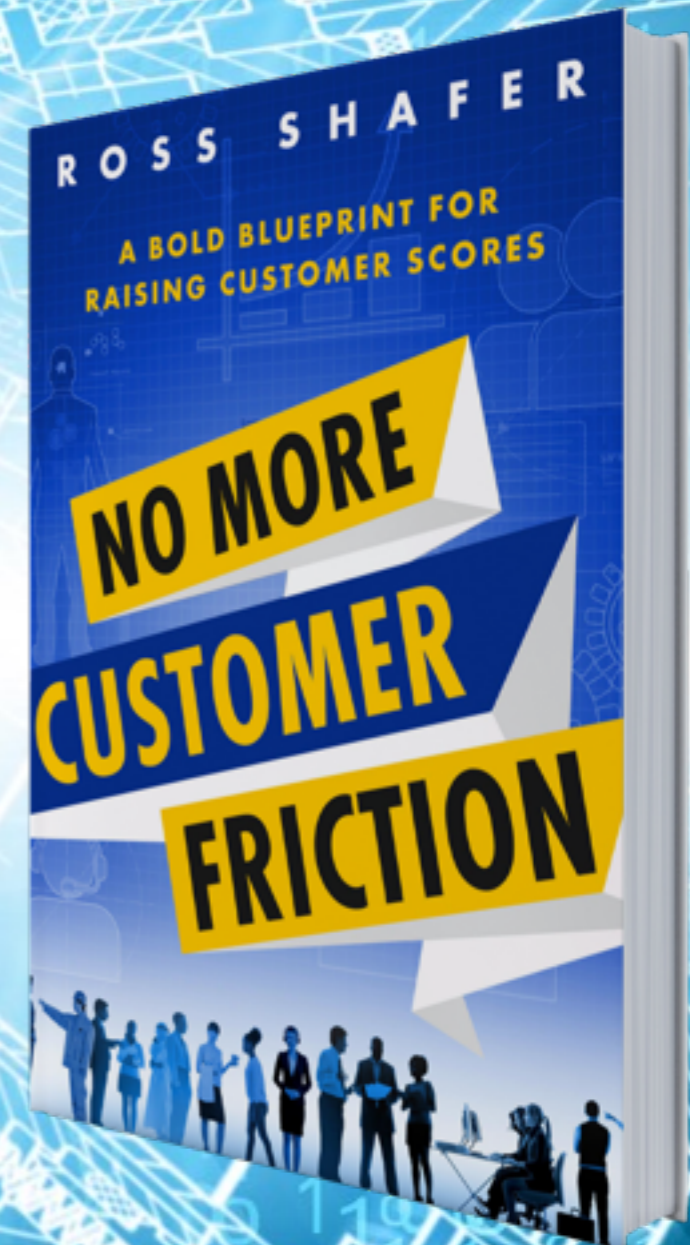
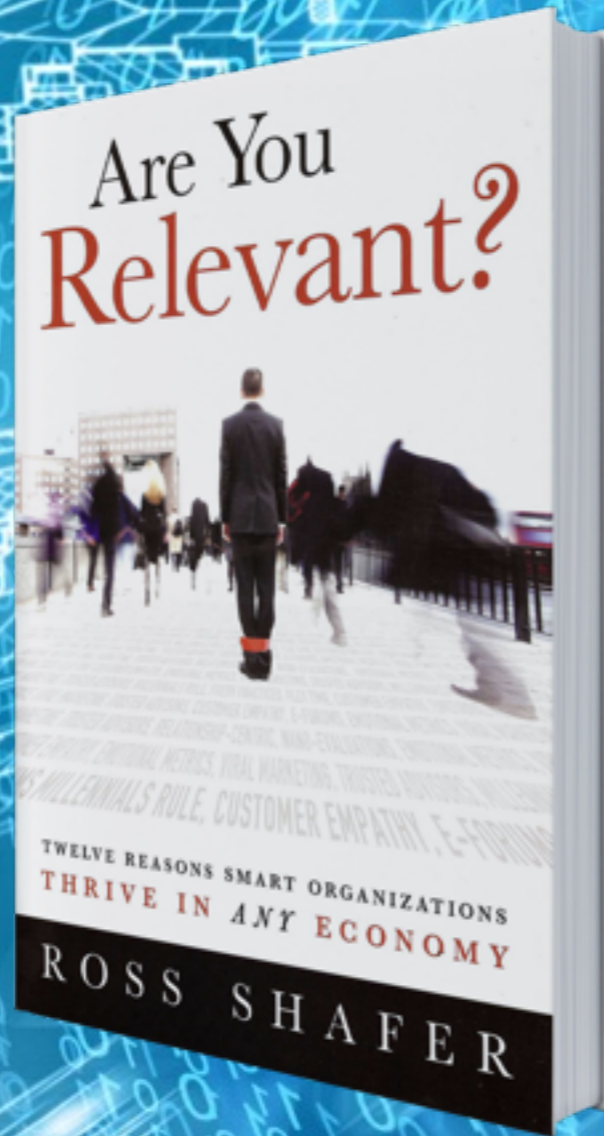
Optimizing Customer and Team Member Engagement

by Ross Shafer



MANAGING CHANGE

GROWING MARKET SHARE



DEVELOPING TALENT

RETAINING CUSTOMERS

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. A prominent glowing blue beam of light originates from the top center and extends downwards, passing through the text. The overall aesthetic is futuristic and technical.

I'll Teach You How to See Around Corners

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





The background features a complex technical drawing in white lines on a blue gradient. The drawing includes various mechanical parts, dimensions, and labels such as '118.5', 'K1/2"', 'A', '24', '50.2', and 'B'. Overlaid on this are streams of binary code (0s and 1s) and glowing blue light rays that create a sense of motion and digital connectivity.

**Innovate BEFORE
It's Necessary**

The background is a complex technical drawing or blueprint, rendered 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 numerous binary digits (0s and 1s) in a light blue color, scattered across the scene. A bright blue light source from the top center creates a lens flare effect, with rays of light extending downwards and outwards, illuminating the drawing and binary code. The overall aesthetic is futuristic and technological.

**Fresh Thinking Can
Come from ANYONE
in this Room**

Hotel Events

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

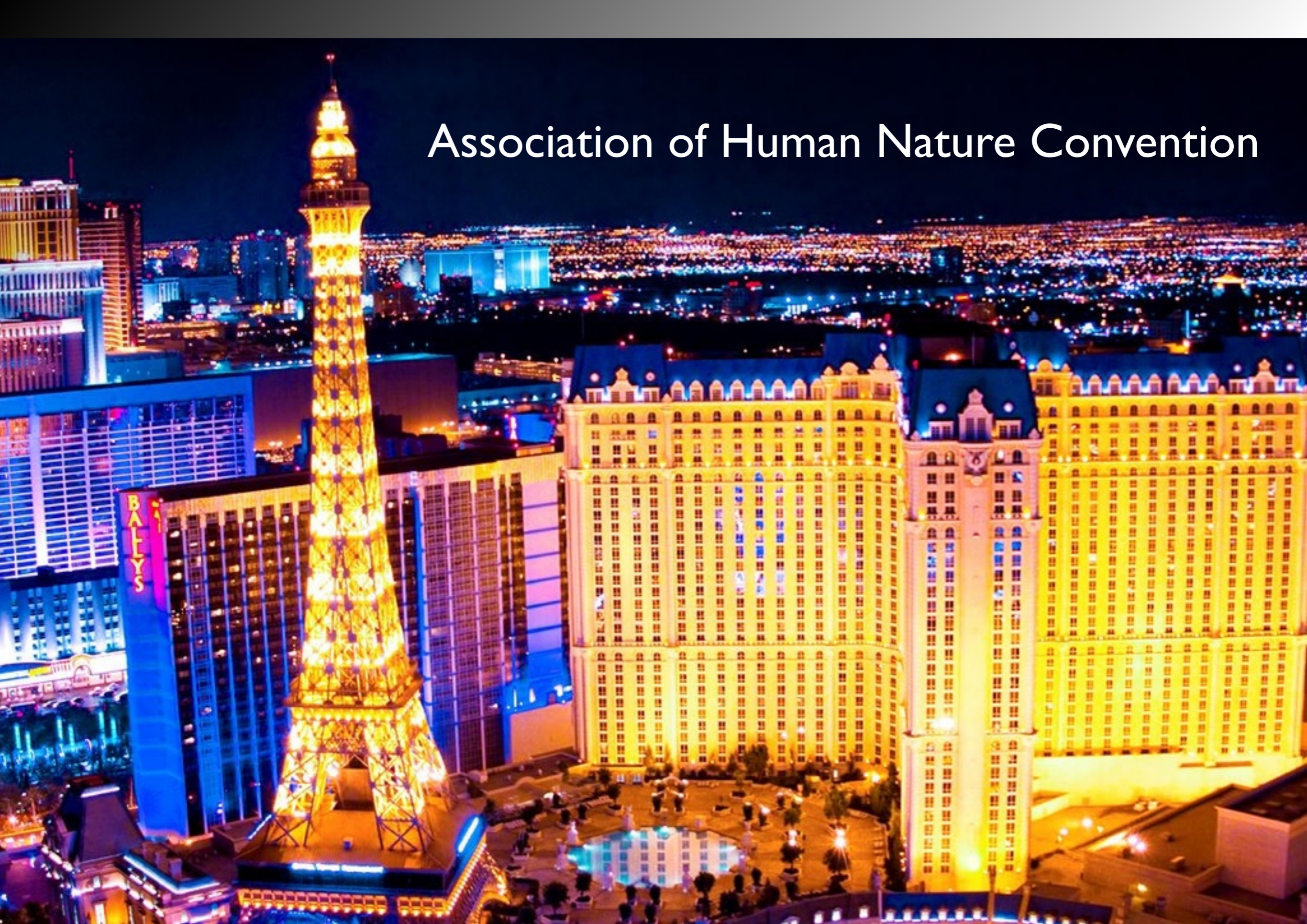
Events for Aug. 28, 2017



GO TO THE WRONG MEETINGS

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

Association of Human Nature Convention



McCORMICK & SCHMICK'S

SEAFOOD & STEAKS

[Preferred Guest](#) | [Purchase Gift Cards](#) | [Careers](#) | [Contact Us](#)

[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

[Restaurant Home](#)

[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

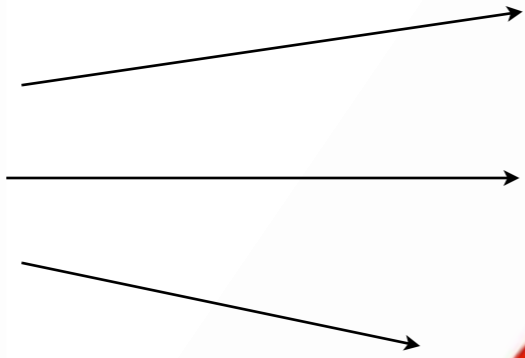
[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)





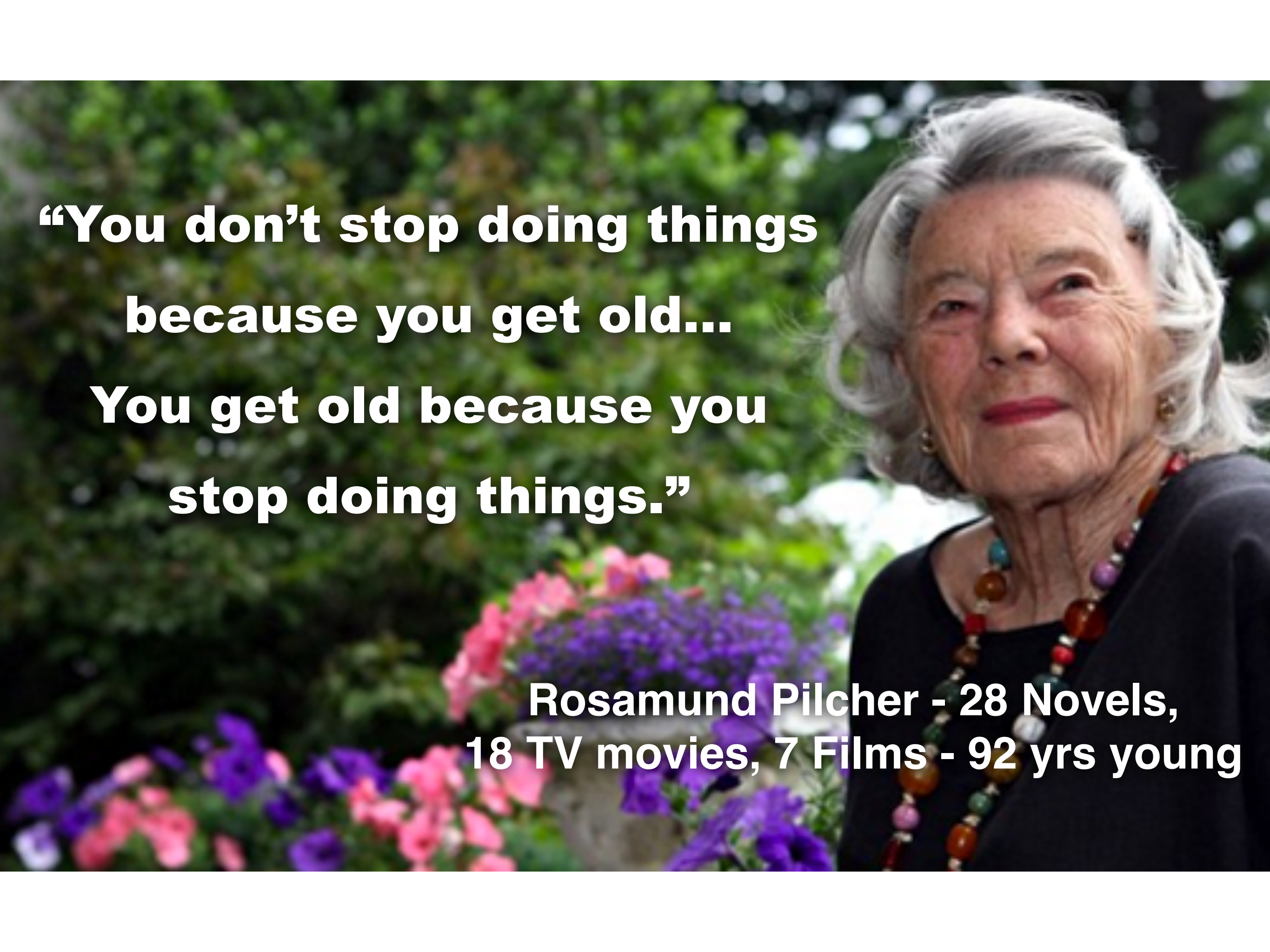




Laramar Apartment Homes - 55,000 units

The background features a complex technical drawing in white lines on a blue gradient. The drawing includes various mechanical parts, dimensions, and section lines. Overlaid on this are streams of binary code (0s and 1s) and glowing blue light rays that create a sense of motion and digital connectivity.

How Does Change Serve YOUR Life?

A photograph of an elderly woman with short, wavy white hair, wearing a dark top and a colorful beaded necklace. She is looking slightly to the right of the camera with a gentle expression. The background is a lush garden with green foliage and clusters of pink and purple flowers.

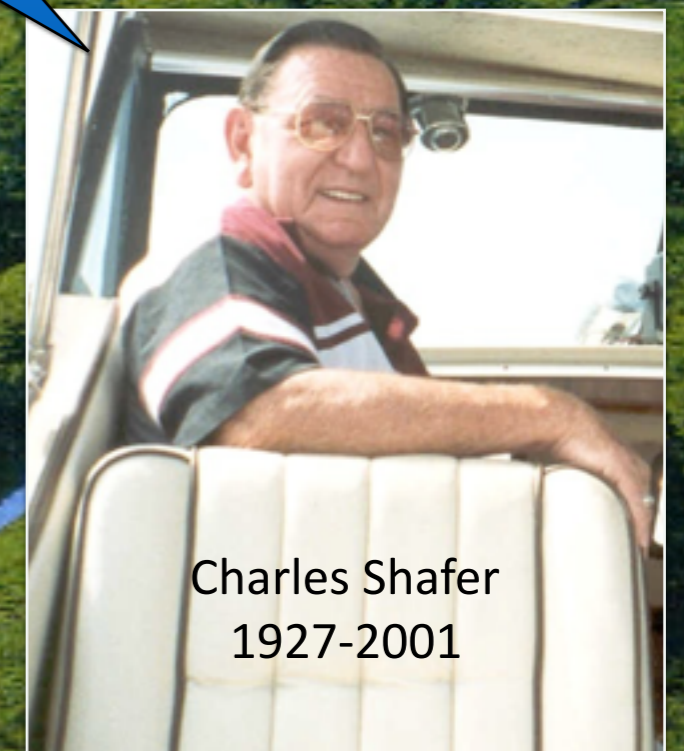
**“You don’t stop doing things
because you get old...
You get old because you
stop doing things.”**

**Rosamund Pilcher - 28 Novels,
18 TV movies, 7 Films - 92 yrs young**

“You can
achieve anything
if you have a blueprint.”



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



Charles Shafer
1927-2001

Maiden flight - May 1971



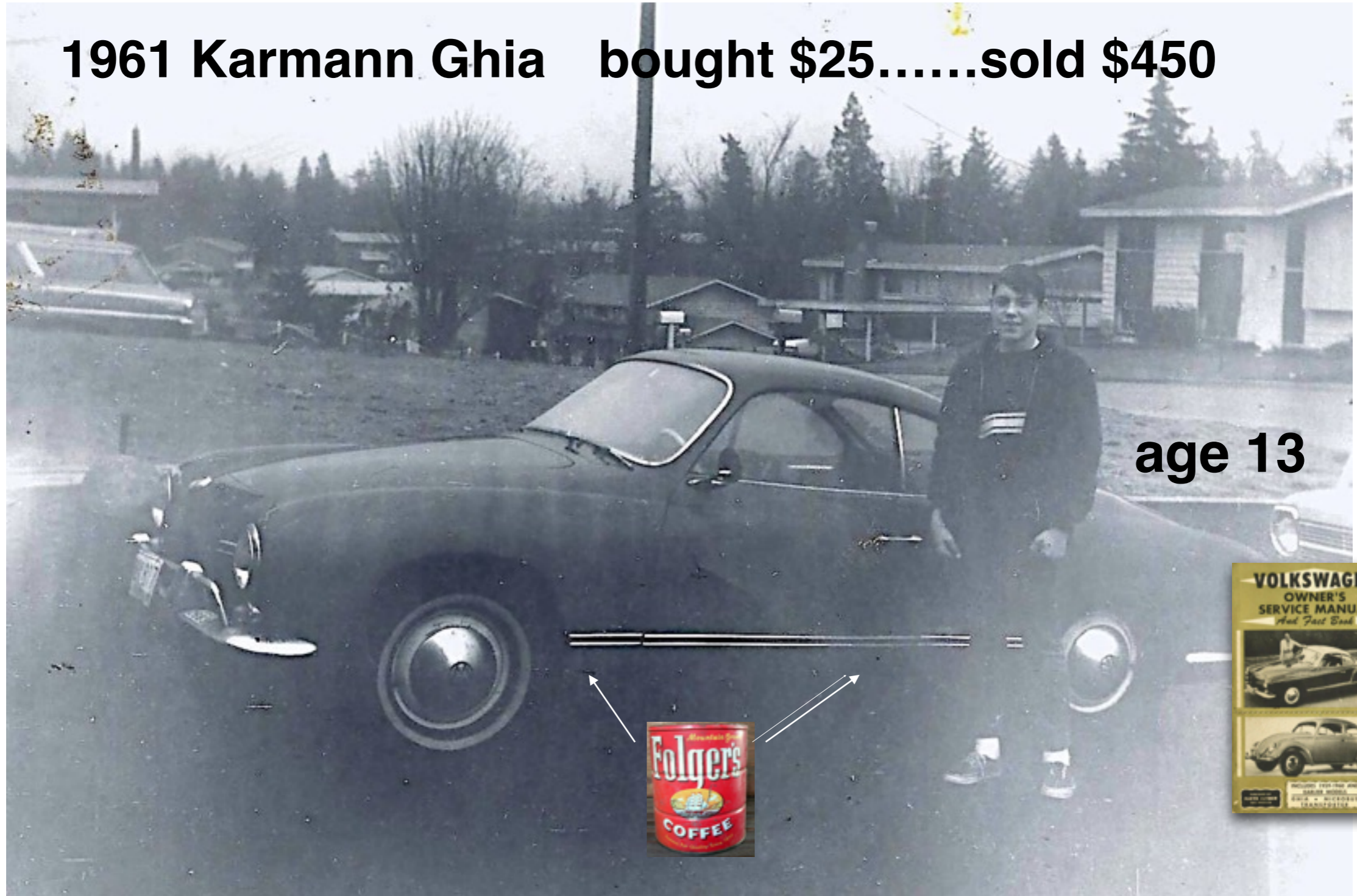
**“Success is NOT about who you know.
It’s about who knows YOU.”**

CHUCK SHAFER



1961 Karmann Ghia bought \$25.....sold \$450

age 13



Age 17



bought for \$4,800



sold 9 mos. later for \$17,500





UNITED STATES BANKRUPTCY COURT Western District of Washington

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



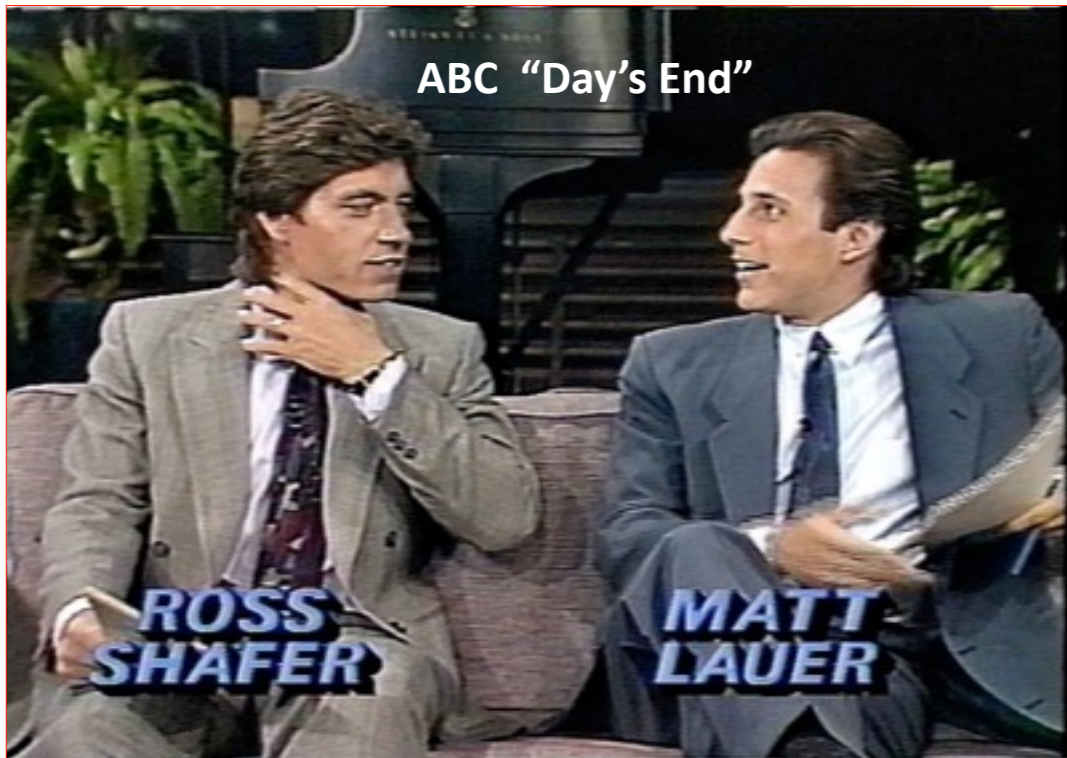
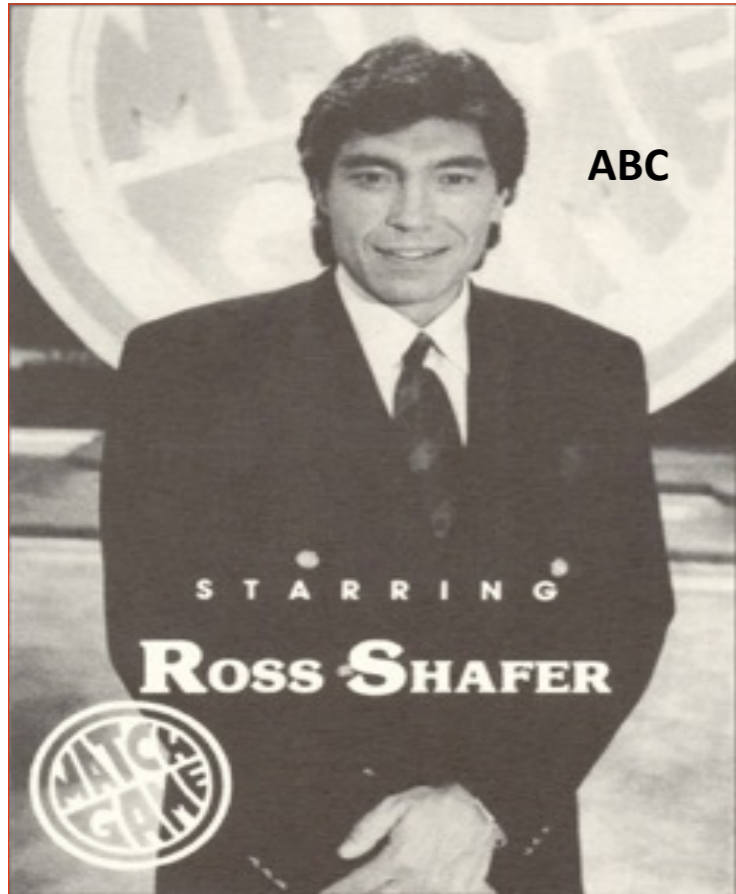
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels. Overlaid on this are streams of binary code (0s and 1s) and several glowing blue arrows pointing in different directions, suggesting a digital or engineering theme.

Relevance is a Moving Target

(BTW: we are all in this together ;-)

**IF YOU DON'T LIKE
CHANGE.....YOU ARE
GOING TO HATE
EXTINCTION**

AUTHOR: ROSS SHAFER

Is D4K At Risk?



**Sandia
National
Laboratories**

BOMBAY.

BORDERS®



THE SHARPER IMAGE®

LEHMAN BROTHERS

COMP USA
WHERE AMERICA BUYS TECHNOLOGY™

RITZ
CAMERA

STEAK and ALE®
RESTAURANT

Wickes FURNITURE
Chicago • Los Angeles • Minneapolis • Portland

WILSONS
LEATHER



K•B toys™ sam goody®



WACHOVIA



Reader's Digest

aloha AIRLINES®



AIR AMERICA RADIO

LEVITZ
SINCE 1910

Howard Johnson

imb

IndymacBank

LINENS-N-THINGS™
dream big. pay little

GOONE

BOMBAY.

BORDERS®

HOLLYWOOD
VIDEO

THE
SHARPER
IMAGE®

LEHMAN BROTHERS

COMP USA
WHERE AMERICA BUYS TECHNOLOGY

RITZ
EXTRA

STRAK
E

WILSONS
LEATHER

Hostess

circuit
CITY

AMERICA
RADIO

SINCE 1910
LEVITZ

Howard Johnson

imb

IndymacBank

BETHLEHEM
STEEL

ALOHHA
AIRLINES®

LINENS-N-THINGS
dream big. pay little

It's not just Applebee's; other restaurants are closing shop too

By Jade Scipioni | Published August 11, 2017 | Food and Beverage | FOXBusiness



411 closed



Neighborhood Grill & Bar

135 closed



BUFFALO WILD WINGS

60 closed



25 closed

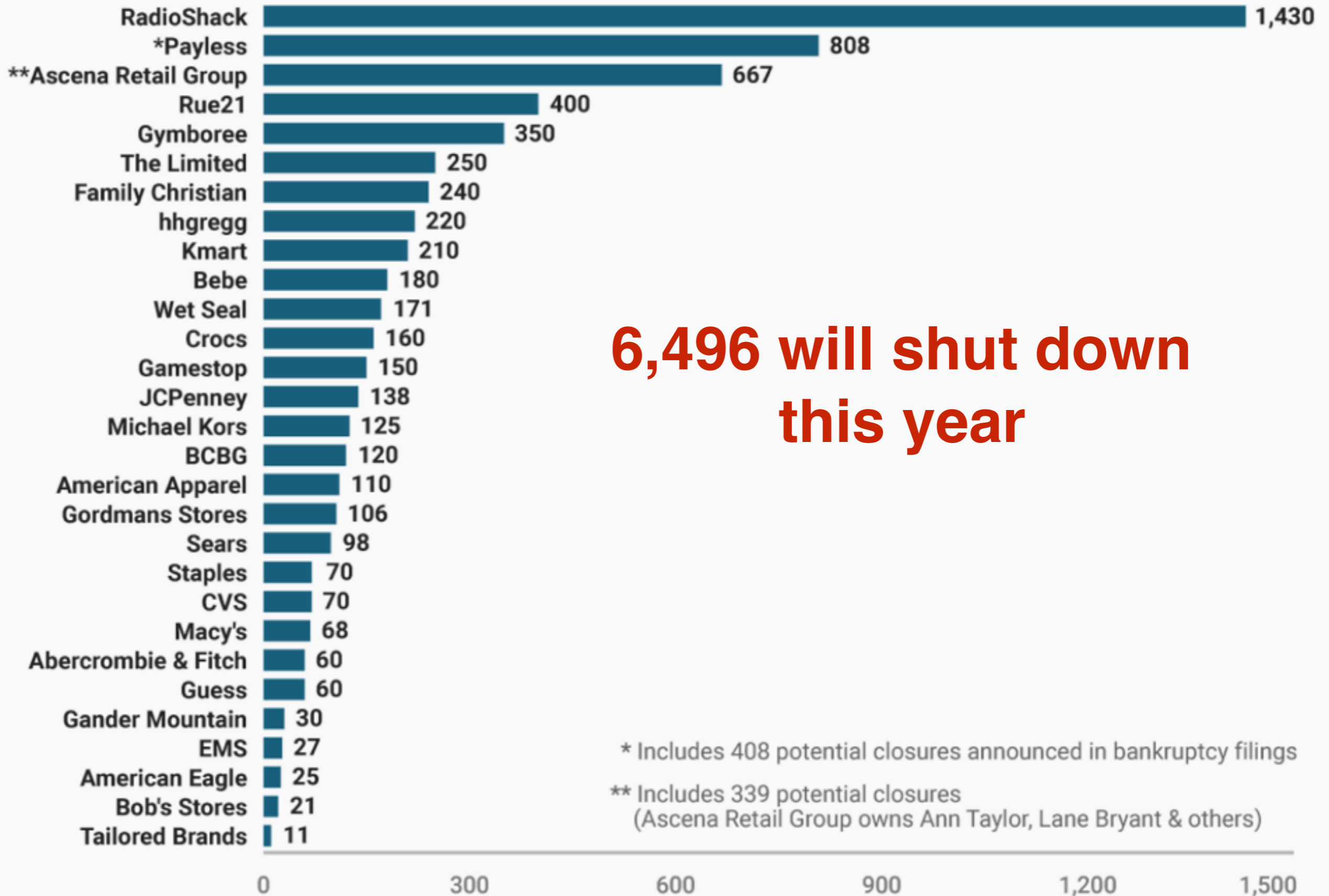


43 closed



95 closed

NUMBER OF RETAIL STORES CLOSING IN 2017



6,496 will shut down this year

* Includes 408 potential closures announced in bankruptcy filings
** Includes 339 potential closures (Ascena Retail Group owns Ann Taylor, Lane Bryant & others)

When anyone says, “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'.

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



High Touch



Adding Value

The background features a complex technical drawing in white lines on a blue gradient. The drawing includes various mechanical parts, dimensions, and labels such as '118.5', 'K1/2"', 'A', '20.5', '24', '200', '50.2', 'B', and 'Б'. A stream of binary code (0s and 1s) is overlaid on the drawing, and a bright blue light beam cuts through the scene from the top center.

**This Meeting is to
Help Get You to the
Future First**

The background is a complex technical drawing in white lines on a blue gradient. It features various geometric shapes, circles, and lines, some with alphanumeric labels like 'A', 'B', '118.5', and 'K1/2'. Overlaid on this are numerous binary digits (0s and 1s) and several white arrows pointing in different directions, creating a sense of digital flow and technical precision.

***Single Point of Contact**

***Centralized Space Mgmt.**

***Reduced Security
Incidents**

Centralized Sales & Brand Development



WALDORF
ASTORIA®
HOTELS & RESORTS

CONRAD
HOTELS & RESORTS™

CURIO
A COLLECTION BY HILTON™



DOUBLETREE
BY HILTON™

canopy™
BY HILTON



Hilton
HOTELS & RESORTS



Mark D. Wang
Worldwide
Sales

Hilton
Garden Inn®



EMBASSY
SUITES
by HILTON™

Hilton
Grand Vacations

HOME 2
SUITES BY HILTON

HOMewood
SUITES
BY HILTON™



by HILTON™

JANUARY 10 2017

NEW YORK STOCK EXCHANGE

THE OP

HGV
LISTED
NYSE

HILTON

GRAND OPENINGS



NEW YORK STOCK EXCHANGE





UNITED AIRLINES

**Continental
Airlines**



UNITED



**“What are we going to do
with 5,000 narrow body
aircraft?”**



Cozy Cottage Dog House (Colors may Vary) by Pet Zone (Apr 16, 2007)

~~\$179.99~~ **\$125.00** ✓ Prime

Only 2 left in stock - order soon.

More Buying Choices

\$105.00 new (9 offers)

\$115.09 used (1 offer)

★★★★★ (33)

FREE Shipping on orders over \$25

Product Features

Accommodates medium *dogs* up to 75 lbs

Pet Supplies: See all 188,064 items



WAIT! Need it WAY faster?

UNITED 

\$29.59 EXPRESS

How Will Customers Define D4K?



**Sandia
National
Laboratories**



The background features a complex overlay of technical drawings, including mechanical parts and architectural plans, rendered in a light blue color. Overlaid on these drawings is a pattern of binary code (0s and 1s) in a slightly darker blue. The overall aesthetic is that of a digital or engineering environment.

Agile.
Responsible.
Trustworthy.
Consistent.
Forward Thinking.

The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The overall composition suggests a focus on engineering, technology, and data analysis.

How Do You Erase Past Performance?

(change the perception?)



MDLIVE[®]
Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



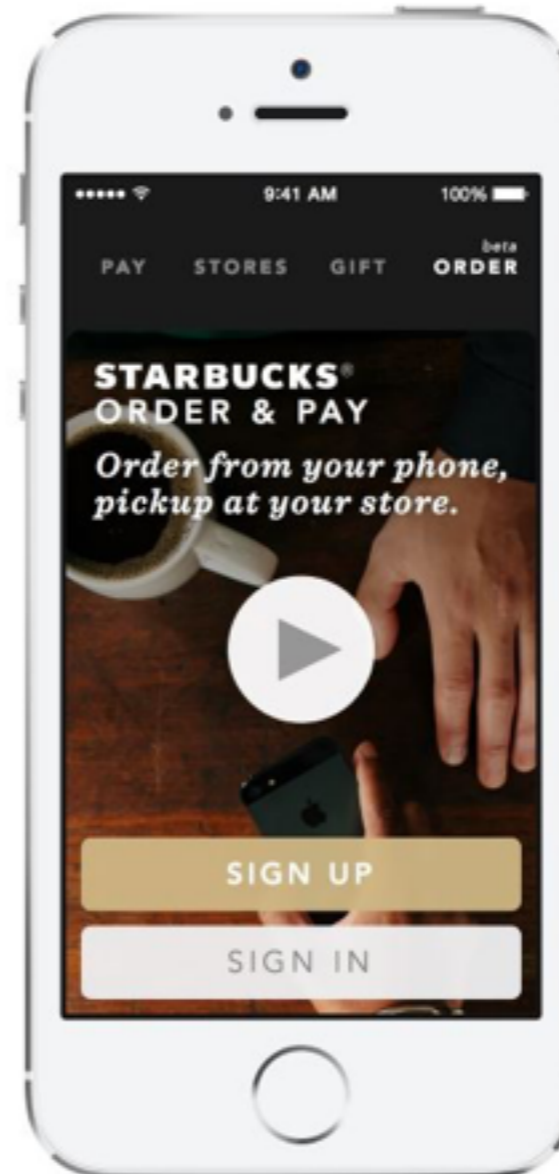
1,500,000+
patients love
this

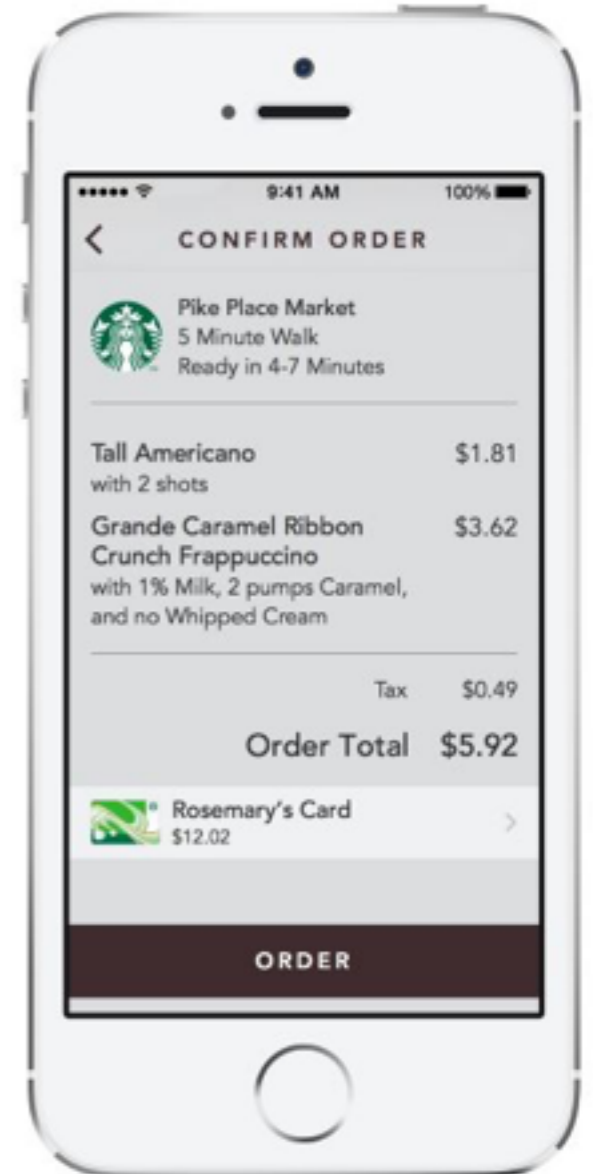
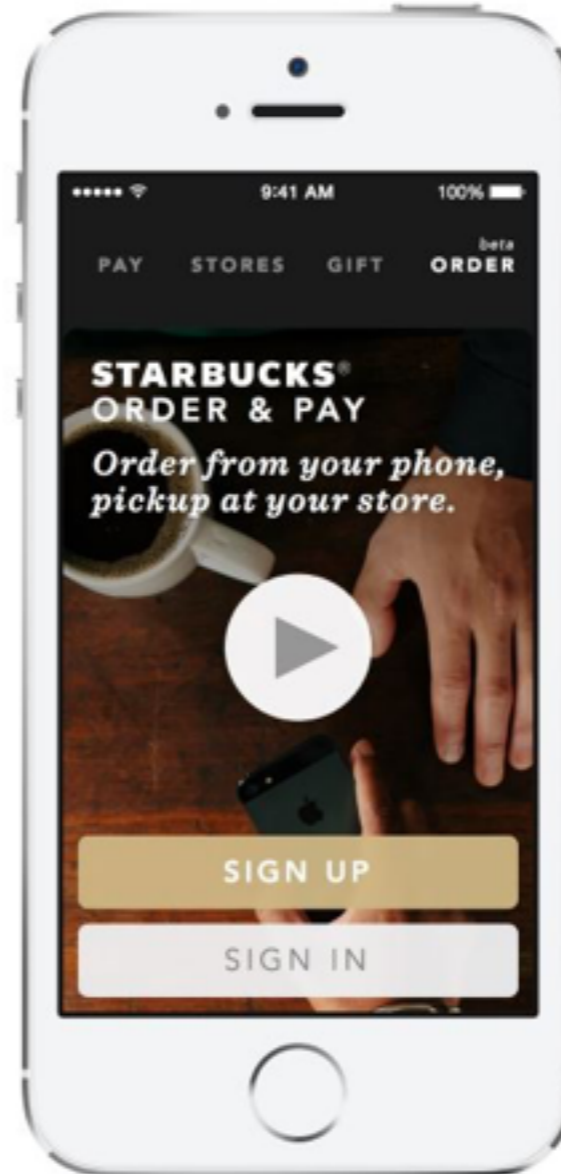
**Finished
Basement
Flooding**



**Skype
Video
Consult**

Order in Advance for Coffee Pick Up





The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase sans-serif font, followed by a white arrow that starts under the 'a' and points to the right, ending under the 'z'. To the right of the arrow is the word "go" in the same lowercase sans-serif font. In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

amazon go

Your 'Quickest Wins' will Come from a Providing a Friction-Free Experience

R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



WOW!

Customer Service



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



whatever • wherever





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.**”

**NO CAN DO.
THAT'S
AGAINST OUR
POLICY.**



**YOU NEED
TO TALK TO
ANOTHER
DEPT.**

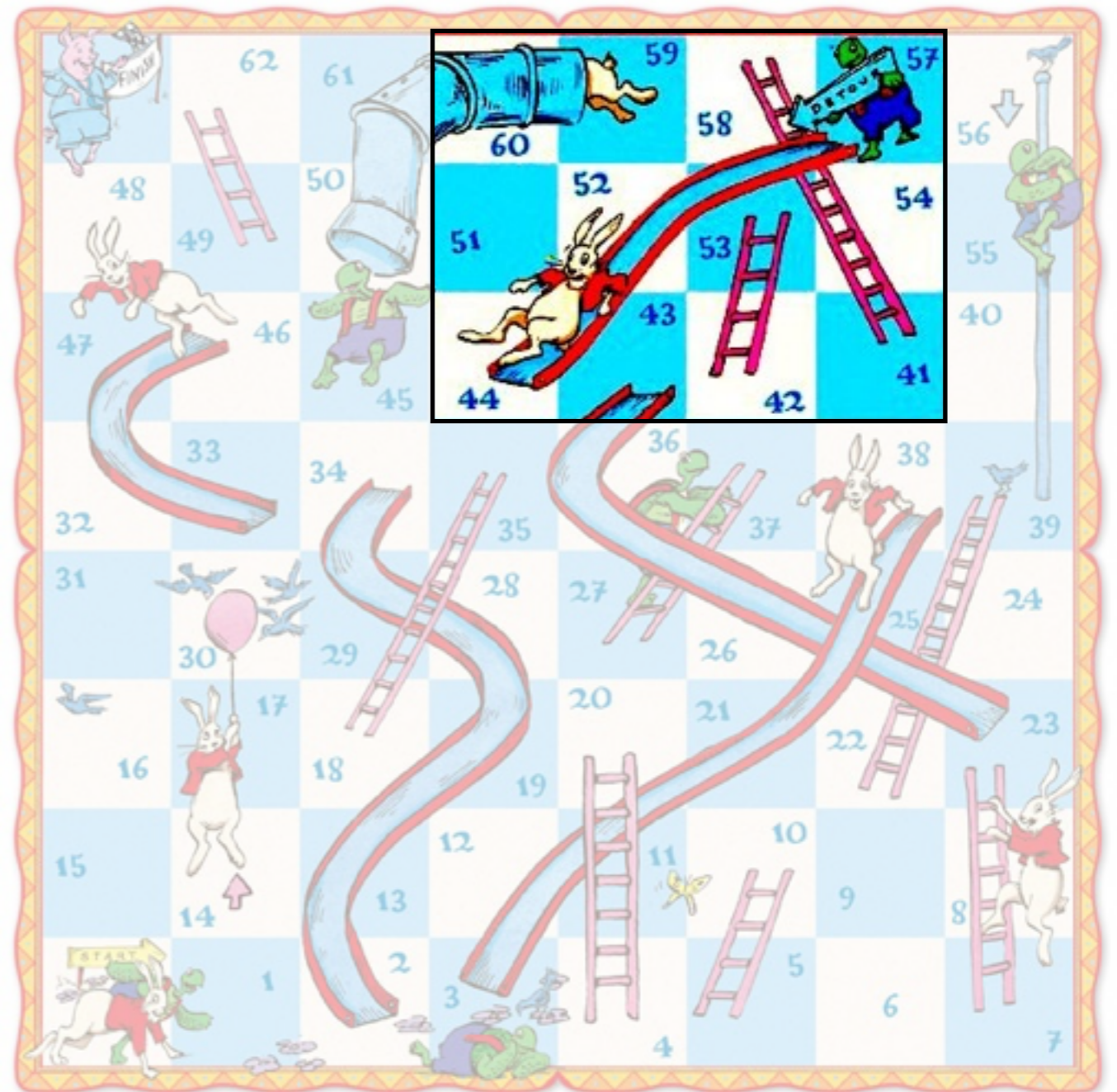
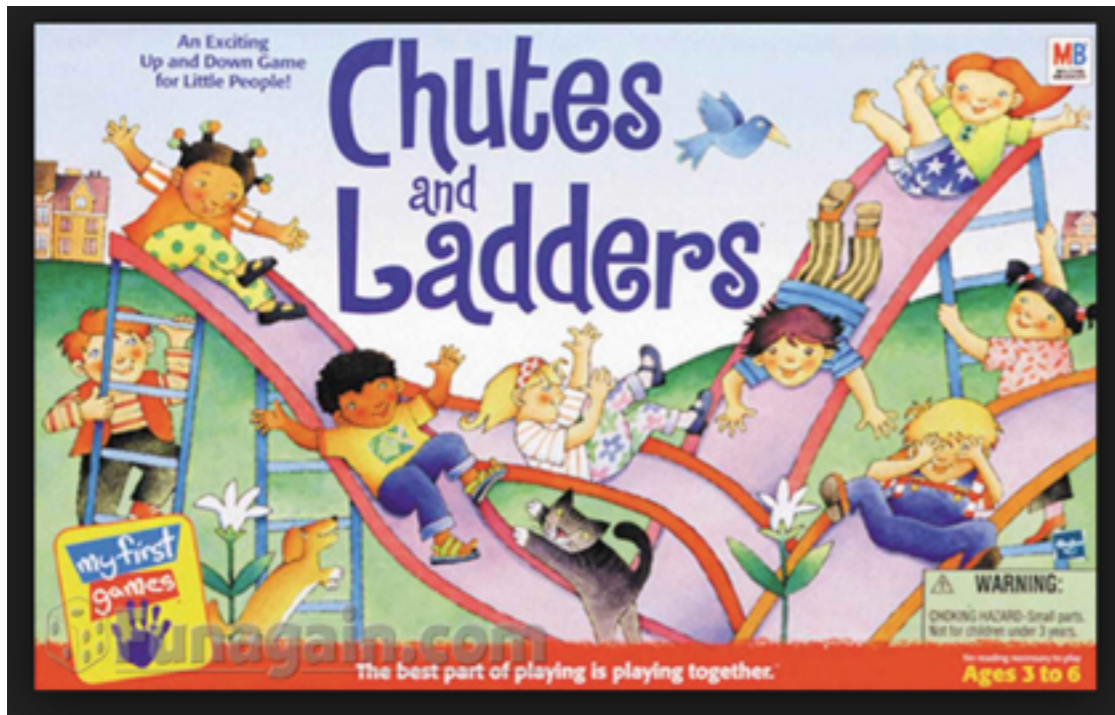


**I WISH I
COULD HELP.
BUT I'M NOT
AUTHORIZED**



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







erases



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



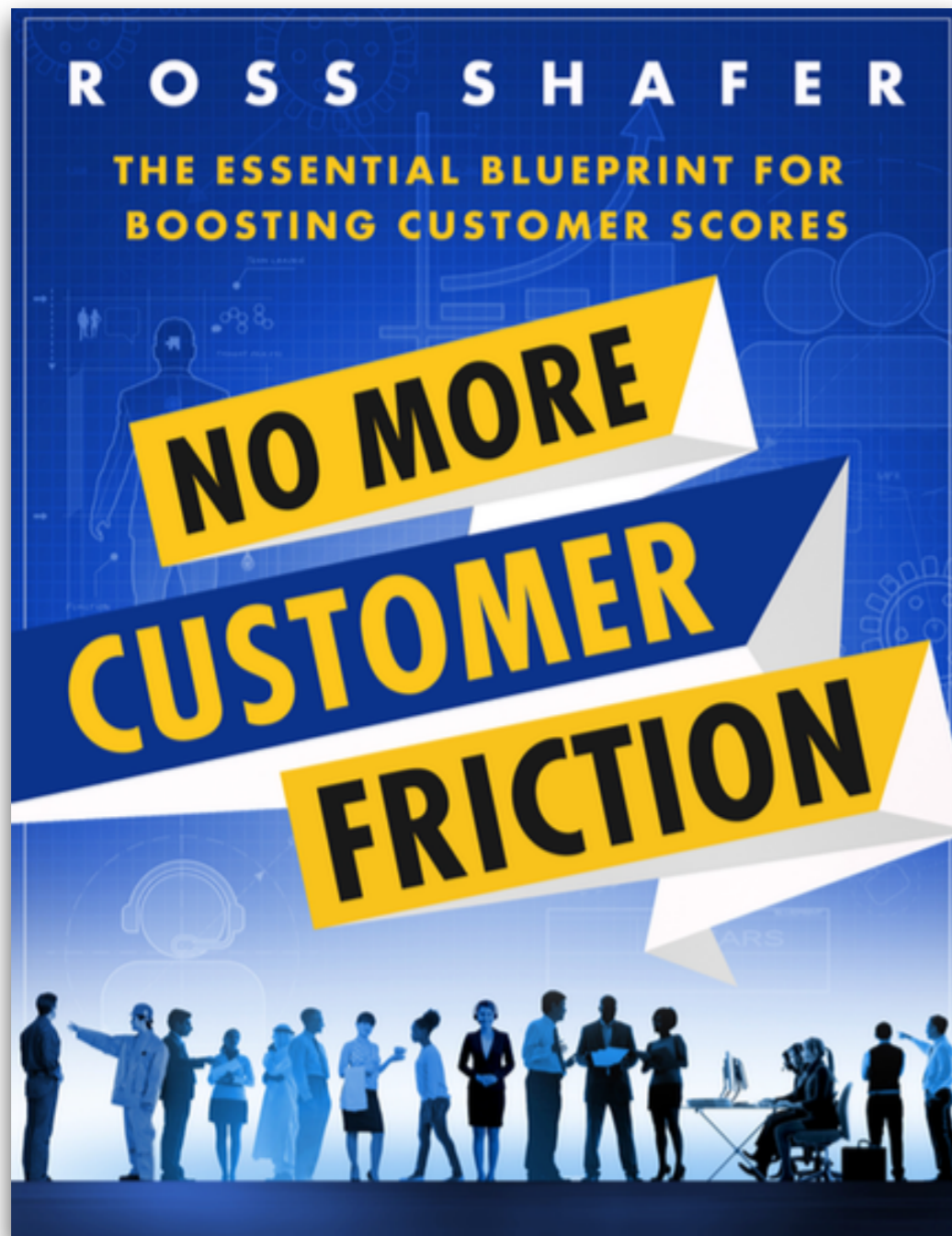
Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.

“Excuse me?!”



Empower an On-The-Spot Solution for Every POW





**Does
This
System
Work?**



They tackled ALL processes. Billing. Call Centers. Installs.

Comcast is #1 in customer sign-ups & retention.



**They hired “fans of the brand”
to create
fun, new toys.**

**They aligned w/ movie
franchises (Harry Potter,
Batman, Star Wars)**

**Lego has become the largest
toy company in the world.**



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.**

Ross's Blueprint

- 1. Examine Recurring Complaints**
- 2. Eliminate the POW Behaviors**
- 3. Empower On-The-Spot Solutions**

***Watch Loyalty Scores Climb**

**KEEP YOUR
BRAND
PROMISES**

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels. Overlaid on this are numerous binary digits (0s and 1s) and several glowing blue arrows pointing in various directions, suggesting a digital or engineering theme.

**Be an
Other-Centered
Organization**



How We Are Organized To Serve You



Delivering Value Today. Driving The Standard For Tomorrow.®



Talk Show Hosts: Masters of Curiosity

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and arrows. Overlaid on this are streams of binary code (0s and 1s) and glowing blue arrows pointing in various directions, creating a sense of digital flow and precision.

LISTEN TO:

- Words

- Moods

- Urgency





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...

SORT ▾



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.”

Source: Achieve Academic Standards



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels. Notable elements include a dimension of '118.5', a label 'K1/2"', and a section line 'A'. There are also circular patterns and arrows indicating flow or direction. The overall aesthetic is that of a high-tech or engineering environment.

**Who is the Most
Important
Customer?**

Women Buy Everything!

85% of ALL CONSUMER & B2B PURCHASING.

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, Landscape Design

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

89% of Investment Services & Bank Accounts

87% of Corporate Purchase Orders go through women

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.”

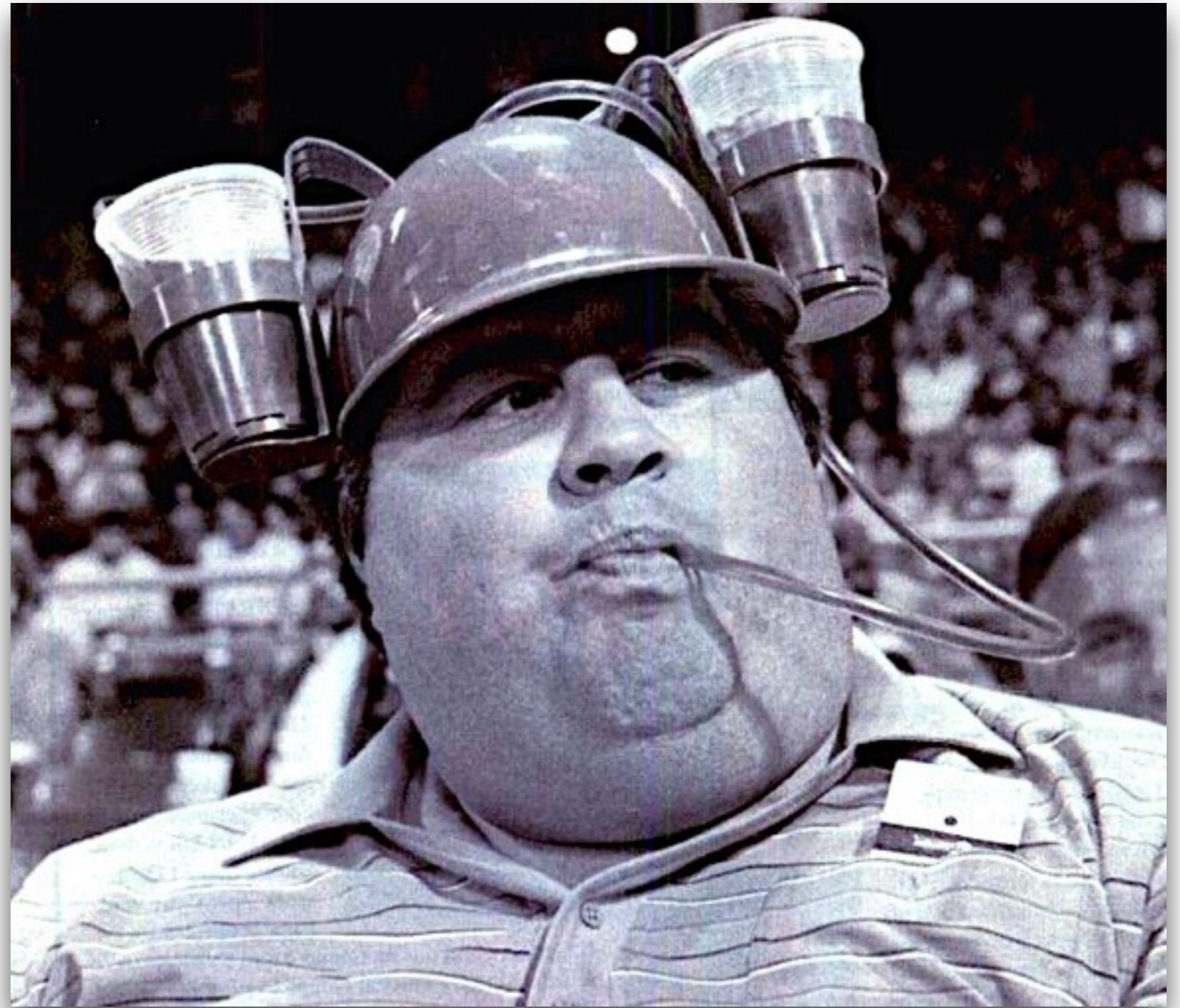
28% of women (over 65 yrs. old) have tattoos



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



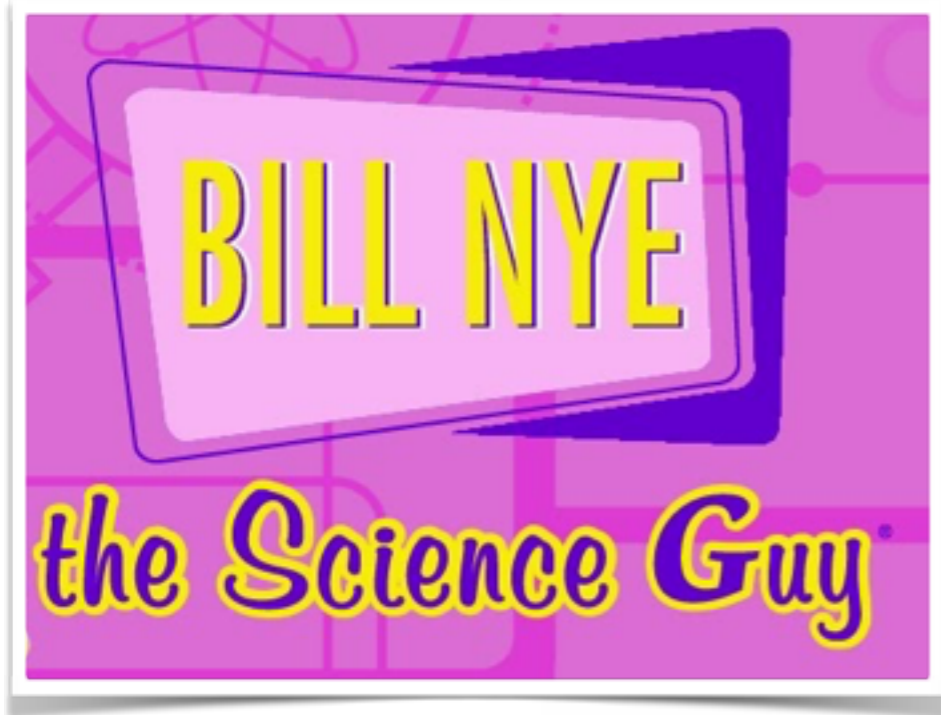
**“Men only
recommend
to 2.6 other
people.”**



**When you spot
a Superstar,
Exploit Him/Her**

“Not-So-Wild” Willy







FREE RESOURCES



ROSS SHAFER'S
RELEVANT LEADERS CLUB
Innovate. Motivate. Educate. Sustain.

Ross Shafer

Home Videos Playlists Channels Discussion About

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...

How to Sustain a Business for Over 15 Years? | Leadership Speaker | Ross Shafer
4 days ago • 24 views

How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer
1 week ago • 31 views

How to Stop Driving Customers Away | Leadership Speaker | Ross Shafer
2 weeks ago • 54 views

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer
3 weeks ago • 68 views

HOW GREAT LEADERS MAKE BETTER DECISIONS

Leadership Video Blog



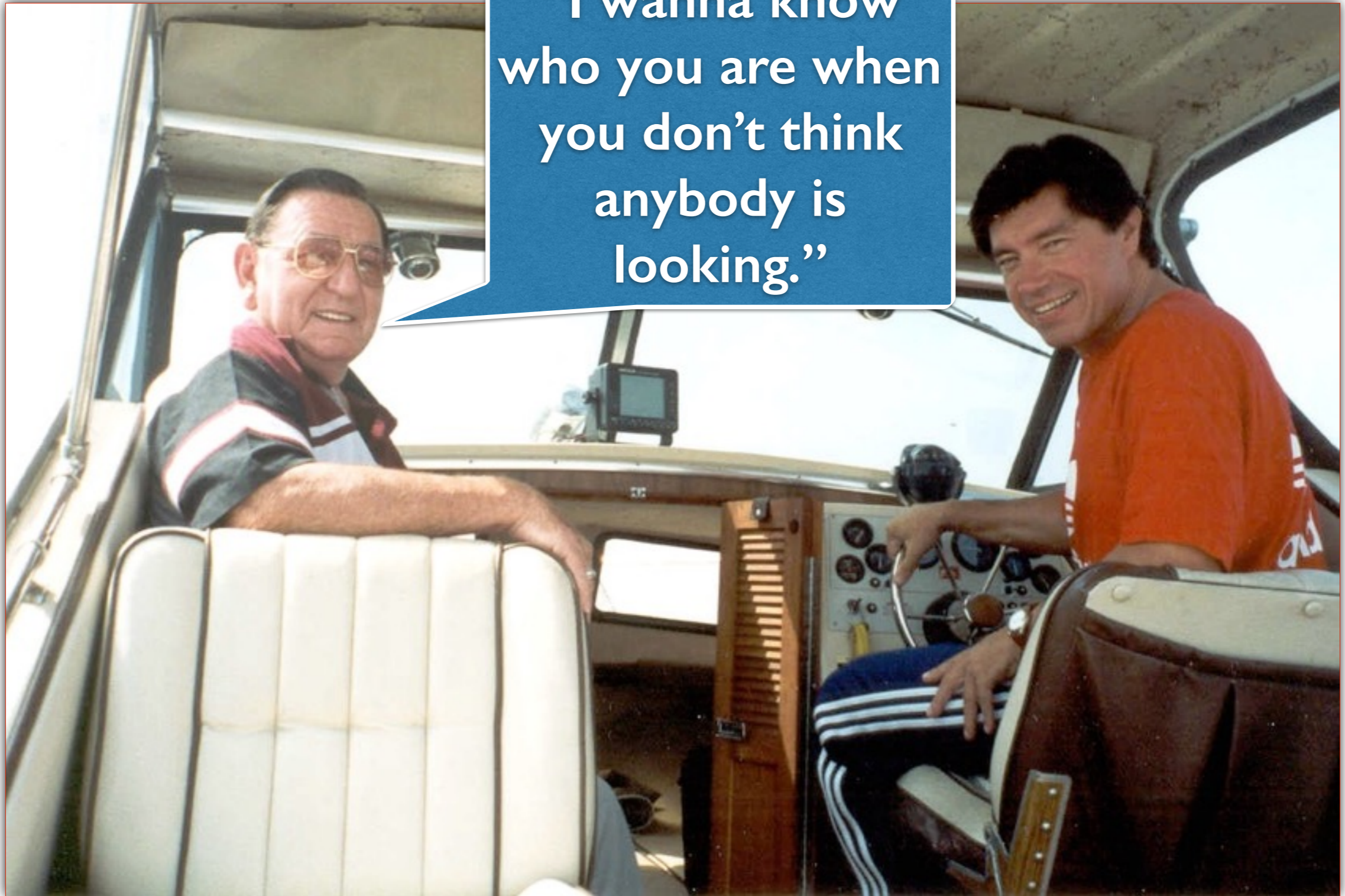
Download My Free e-Book

www.RossShafer.com

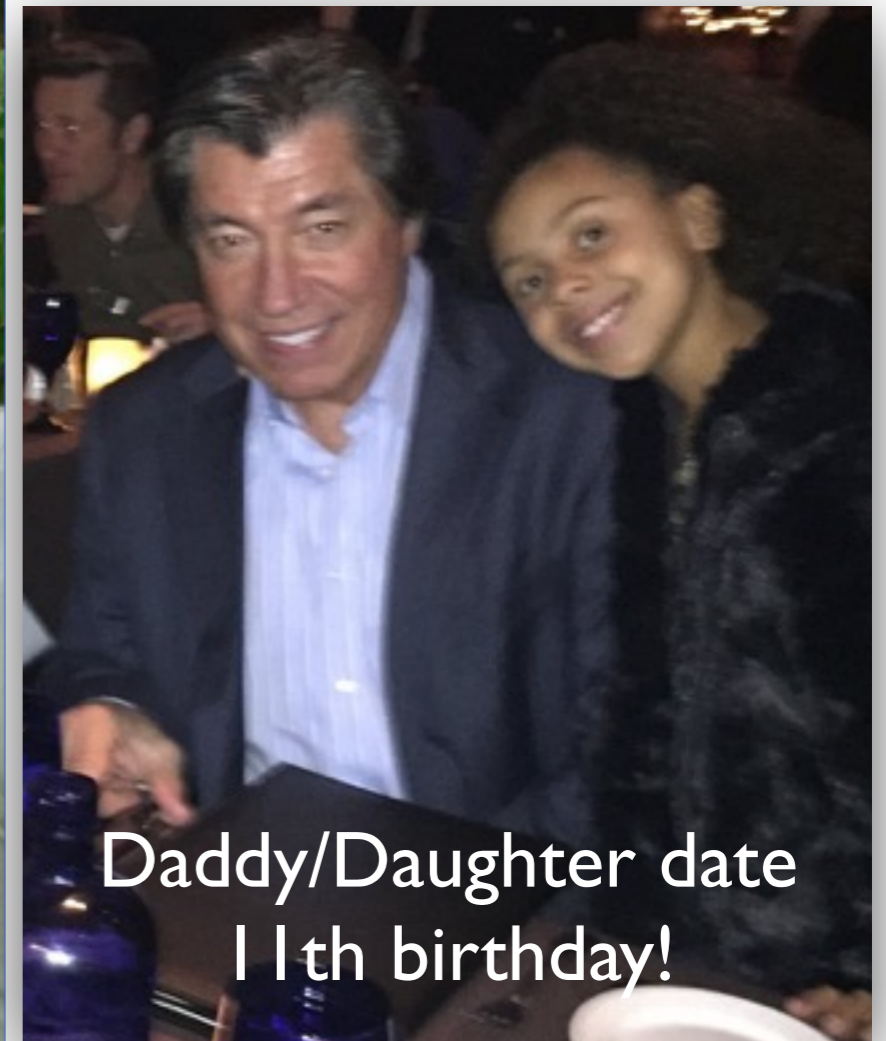
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Notable text in the drawing includes '118.5', 'K1/2"', 'A', '20.5', '24', '50.2', 'B', and 'Б'. The drawing is overlaid with a pattern of binary code (0s and 1s) and glowing blue lines that suggest a digital or data flow. The word 'CHARACTER' is prominently displayed in the center in a bold, dark blue font.

CHARACTER

“I wanna know
who you are when
you don't think
anybody is
looking.”



Chuck Shafer 1927-2001



Daddy/Daughter date
11th birthday!

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

Ongoing Encouragement







**You and I will
be in touch soon**

ROSSSHAFFER
CONSULTANTS, INC.