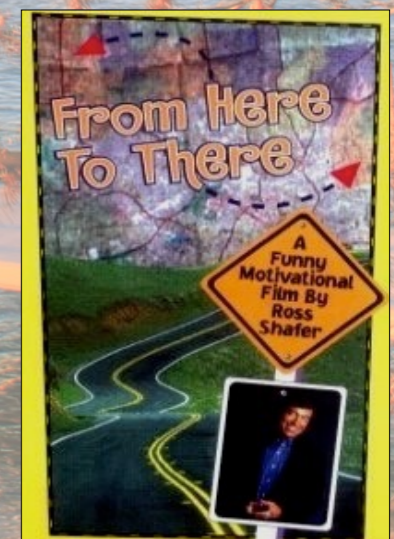
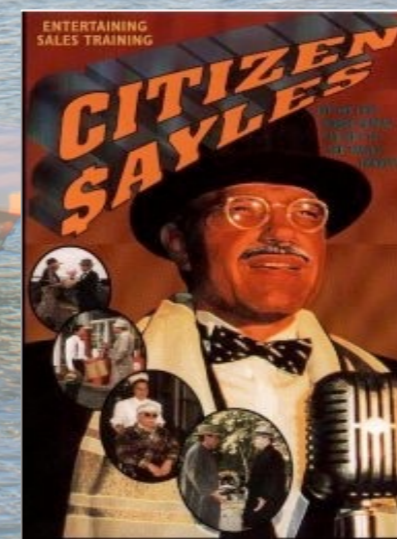
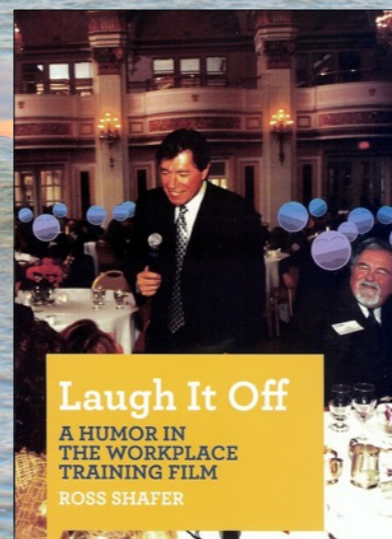
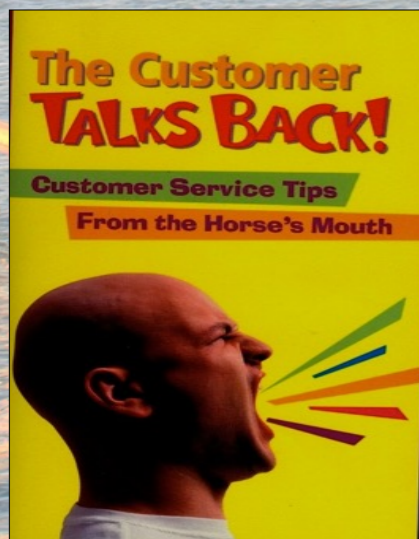
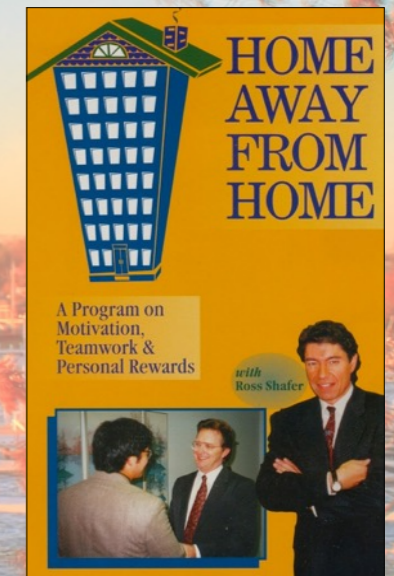
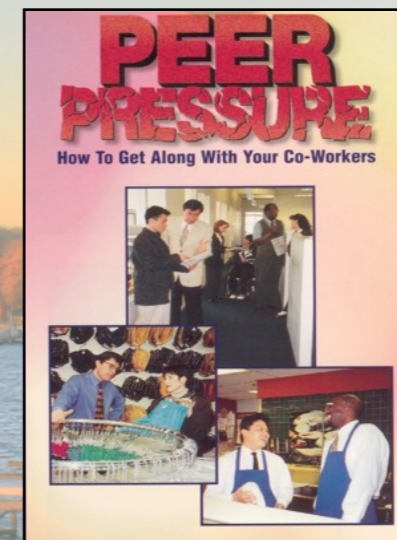
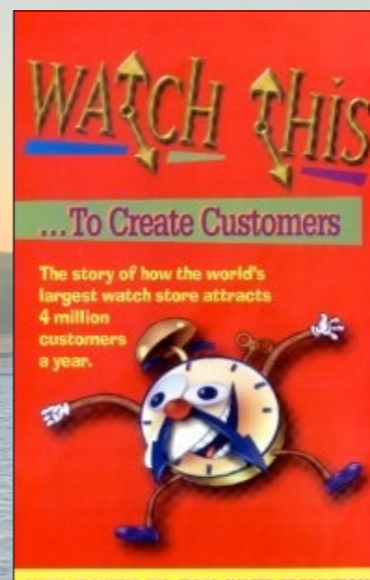
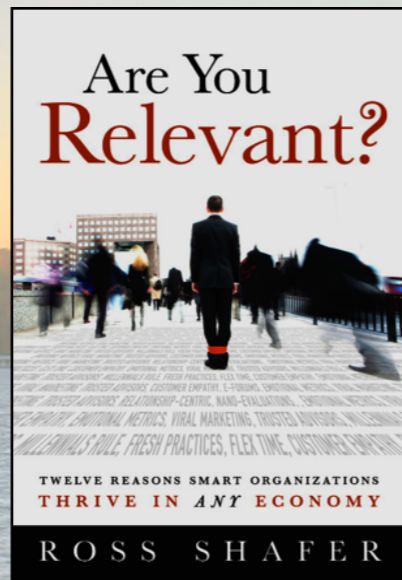
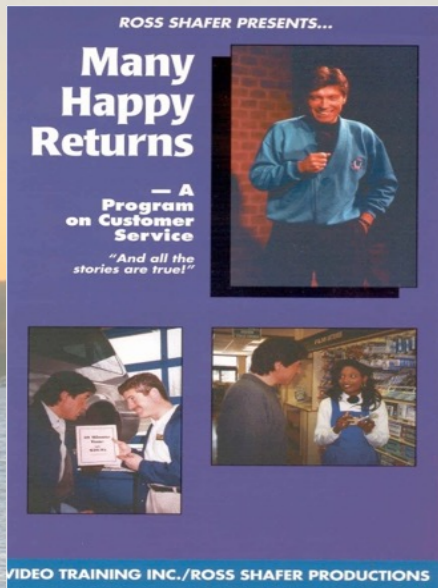
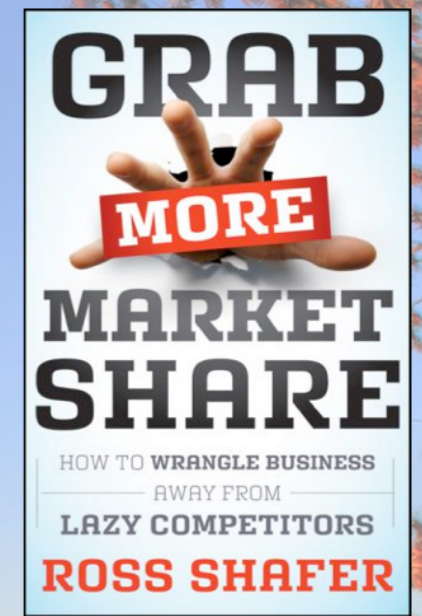
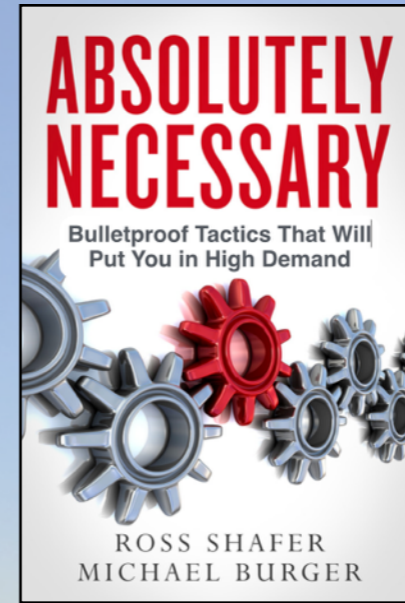
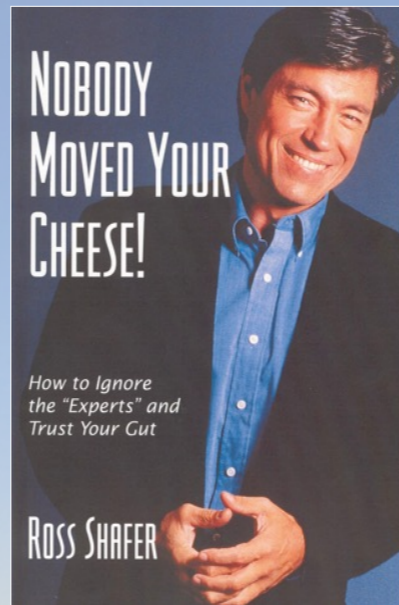
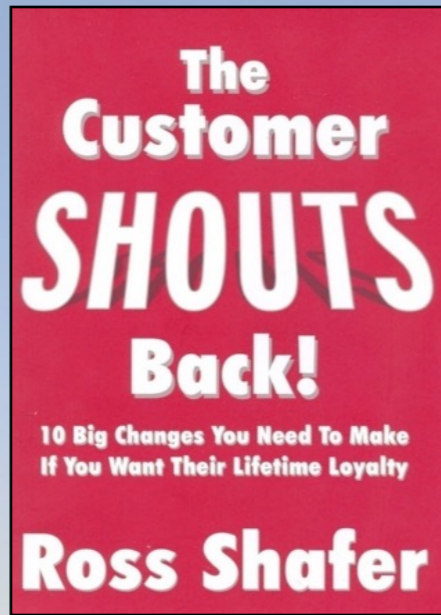
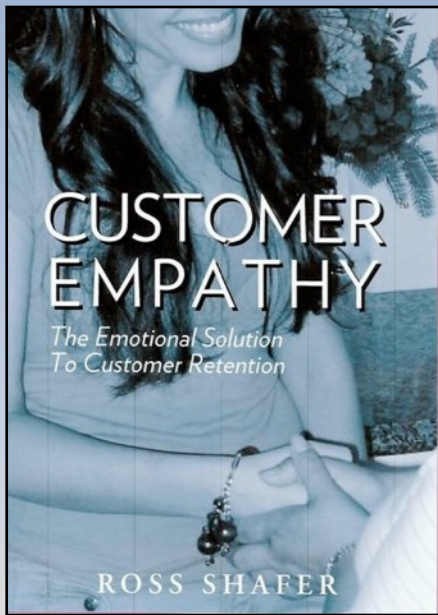


**Thank you requesting
Ross Shafer's slide notes
from the SHFM event in Phoenix, AZ
If you would like Ross to create a
custom presentation for your
company please contact:**

**Esther Eagles
EEagles@EaglesTalent.com
(973) 493-3312**

A scenic view of a lake at sunset. The sky is a mix of blue and orange, with the sun low on the horizon. In the foreground, a wooden dock extends into the water. The water is dark blue with some ripples. In the background, there are trees and some buildings. The text "Are You Still RELEVANT?" is overlaid in large white letters.

**Are You Still
RELEVANT?**



Are You
Relevant?



TWELVE REASONS SMART ORGANIZATIONS
THRIVE IN ANY ECONOMY

ROSS SHAFER

THE CURE FOR CREEPING COMPLACENCY

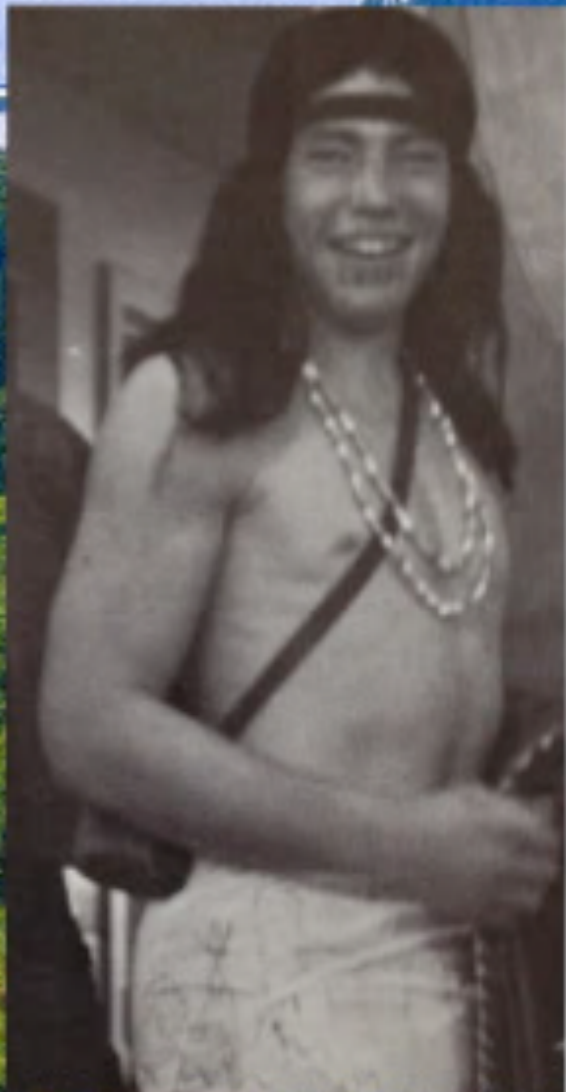
BEHAVE
LIKE A

STARTUP



ROSS SHAFER

We All Have a Story



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





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

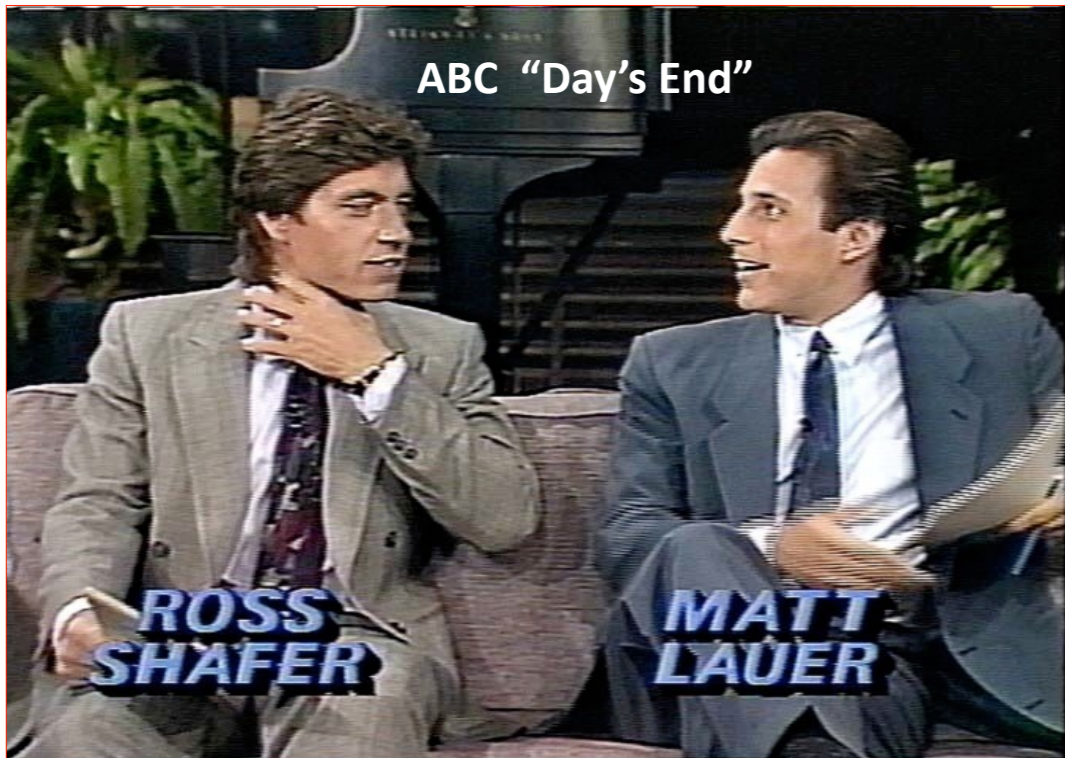
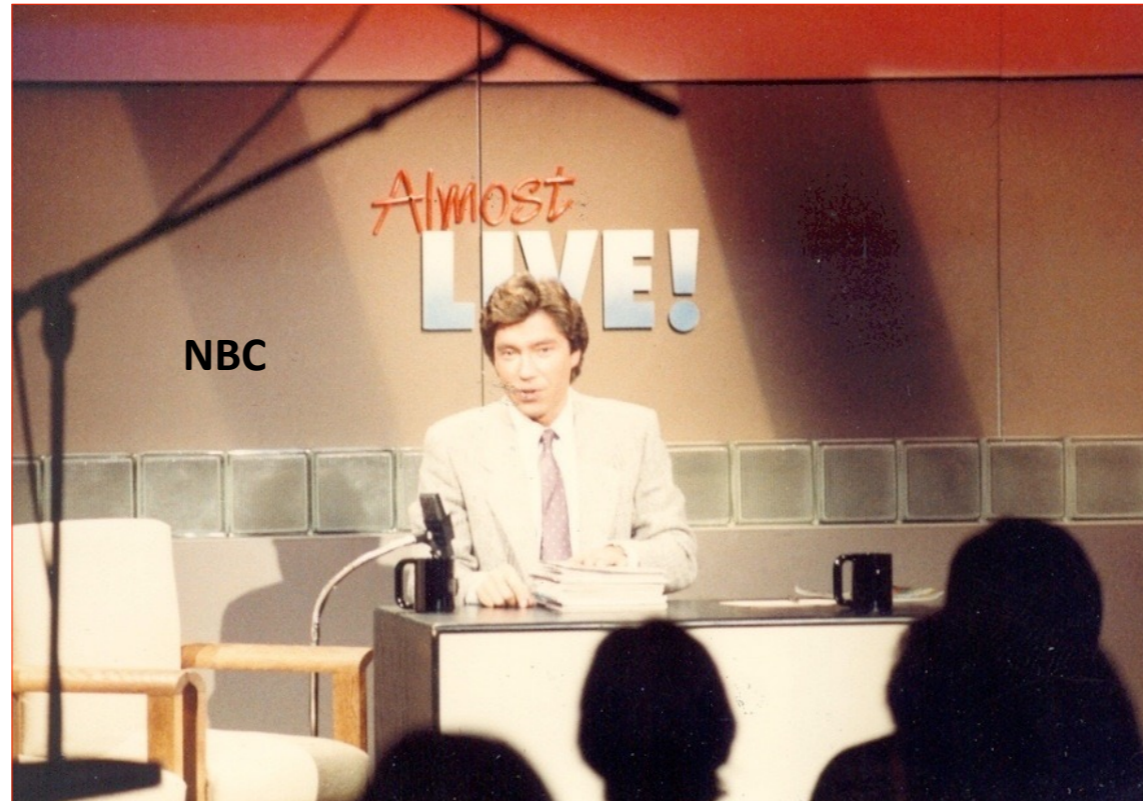
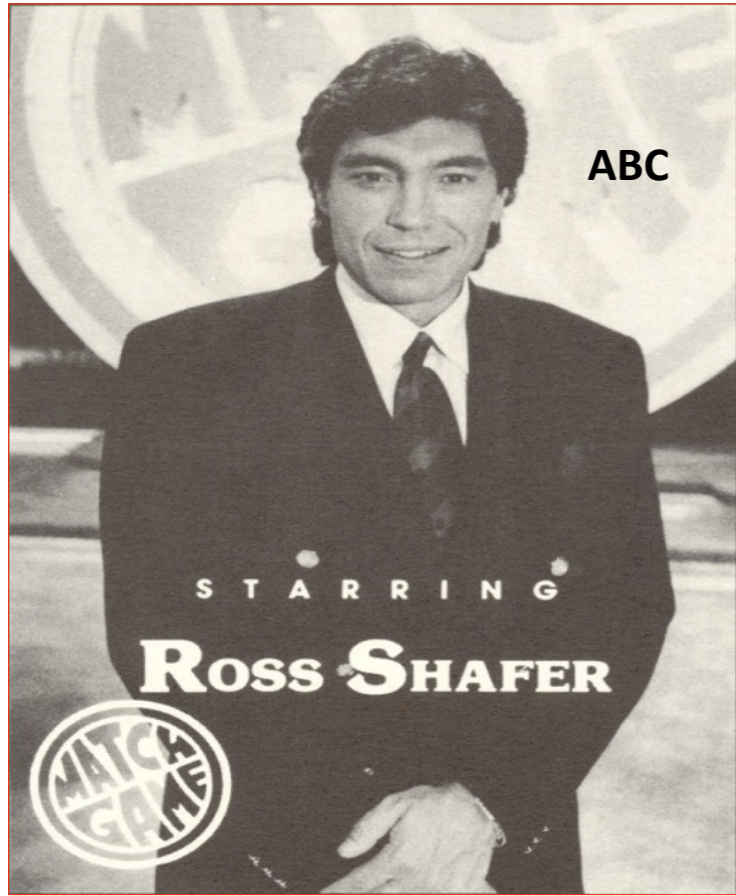
Advancing Beginners

The Beginners Guide Volume 1



Sam + Enrico





Success is Easy





**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



Be “Paranoid” About Innovation



DISRUPTION:

50 GWh in annual battery production by 2020

Enough for 500,000 Tesla cars

Powered by renewable energy

Net zero energy factory



Elon Musk

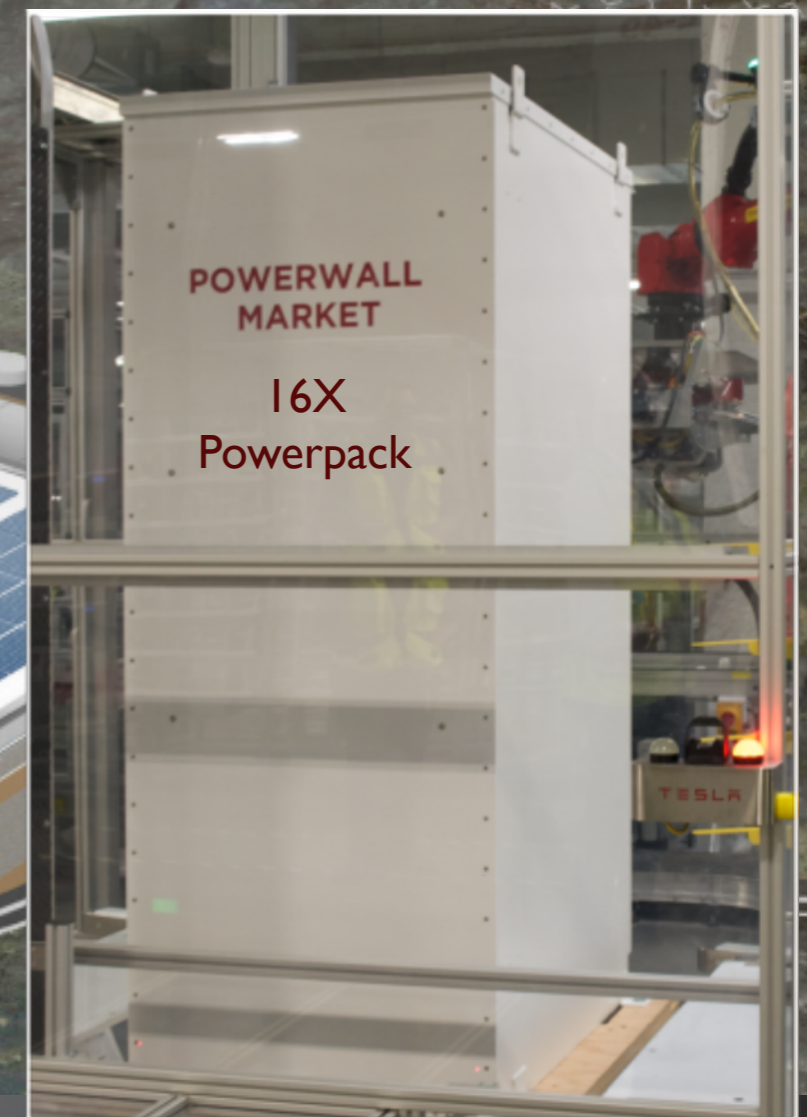
Worlds Largest Factory - 10,000,000 Square Feet

A Powerwall is a an enormous battery that hangs outside of your home for power outages or even just smoothing out energy consumption.

The energy stored inside 16 PowerWalls 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

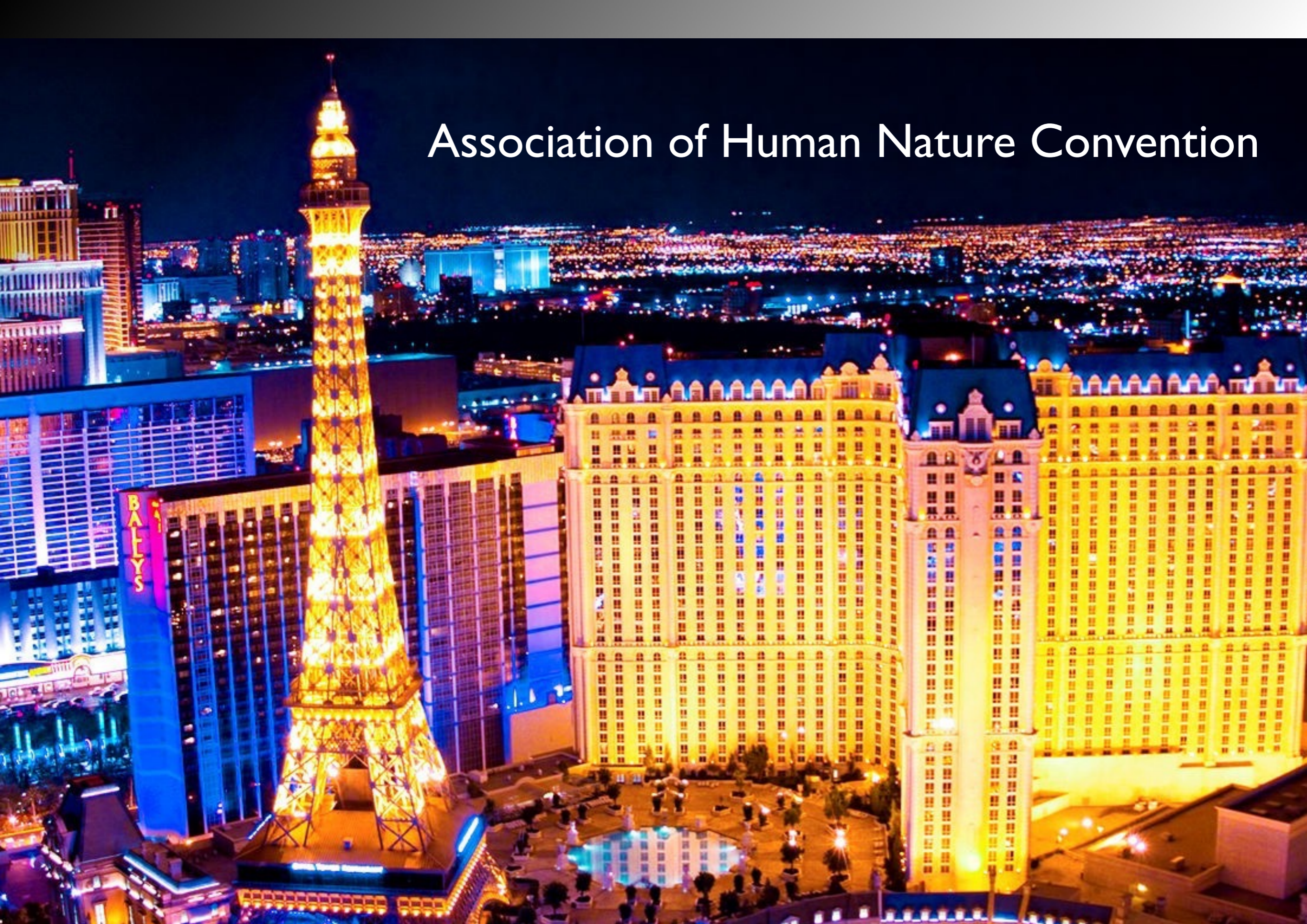
Events for September 14, 2016



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

Association of Human Nature Convention



McCORMICK & SCHMICK'S SEAFOOD & STEAKS

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







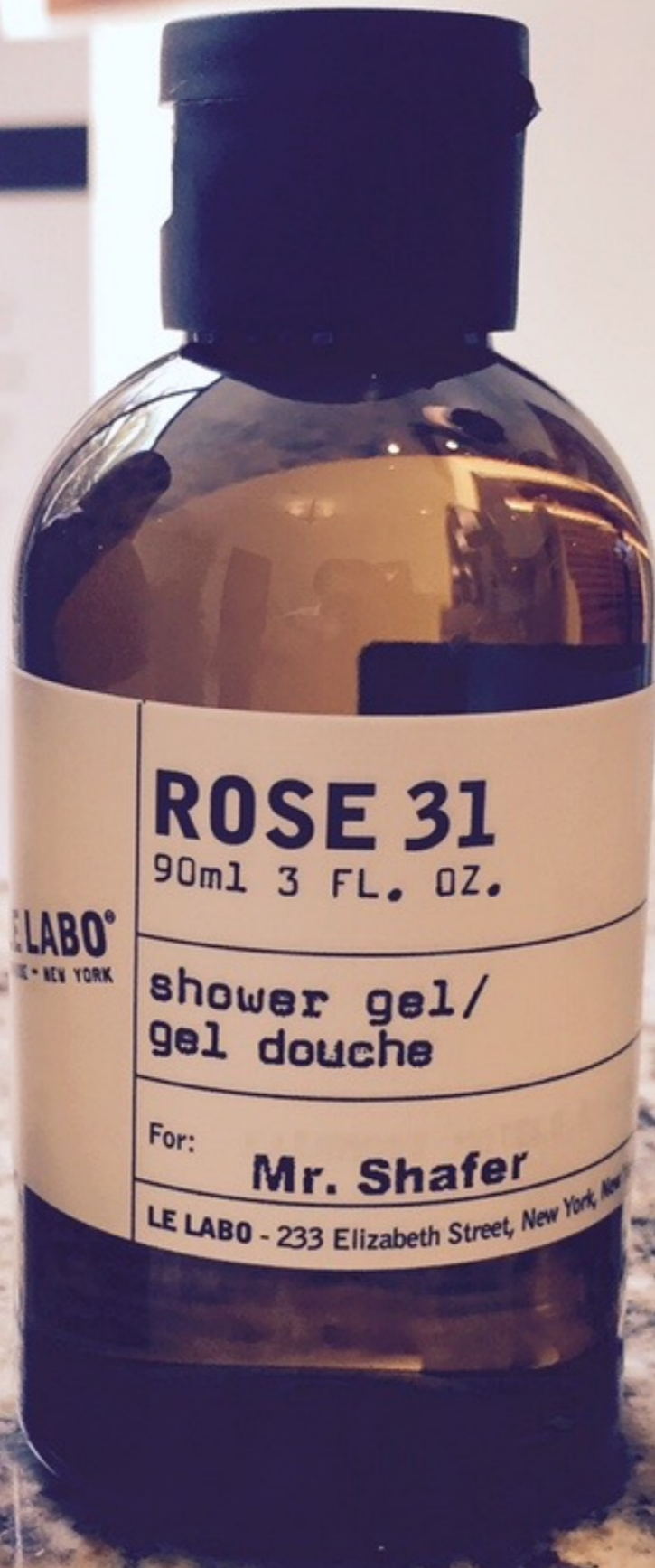
ROSE 31

90ml 3 FL. OZ.

conditioner/
apres shampooing

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York



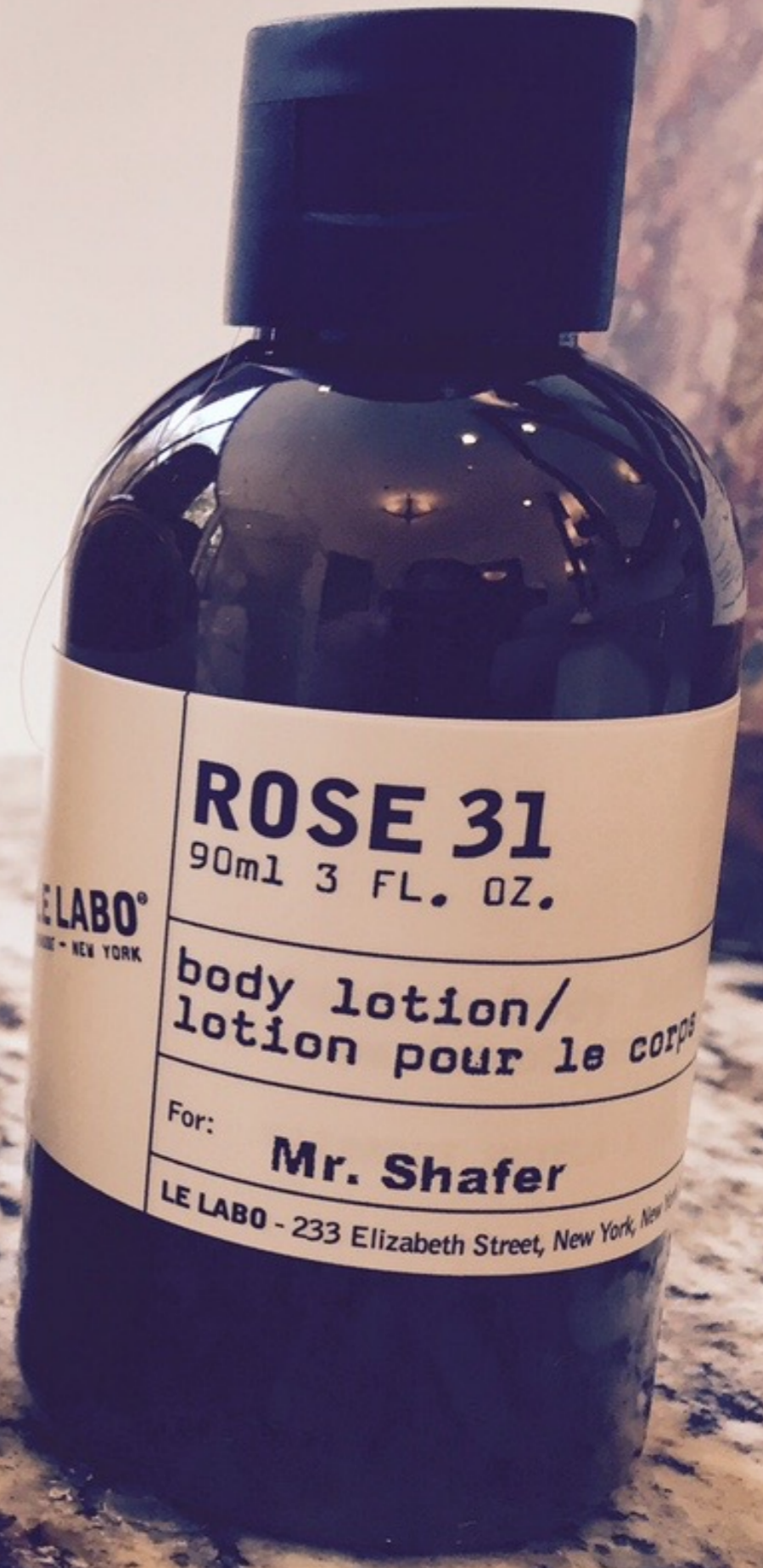
ROSE 31

90ml 3 FL. OZ.

shower gel/
gel douche

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

body lotion/
lotion pour le corps

For: **Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York

Let's Re-Think Customer Service



***Big Data**

***Digital Marketing**

***Customer Journey Mapping**



THE

POW!

WOW!

EFFECT

Ross Shafer



POW WOV

A celebration to heal old wounds and honor new alliances







We made a dumb mistake.

The customer got so upset they confronted us.

We broke our promises.

We assigned blame to the customer



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.

“I just thought of a
new place for
your flowers!”



Gentle®
Laser Hair Removal



RALPH



LAUREN



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

ELIMINATE THE



MOMENTS

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.”**

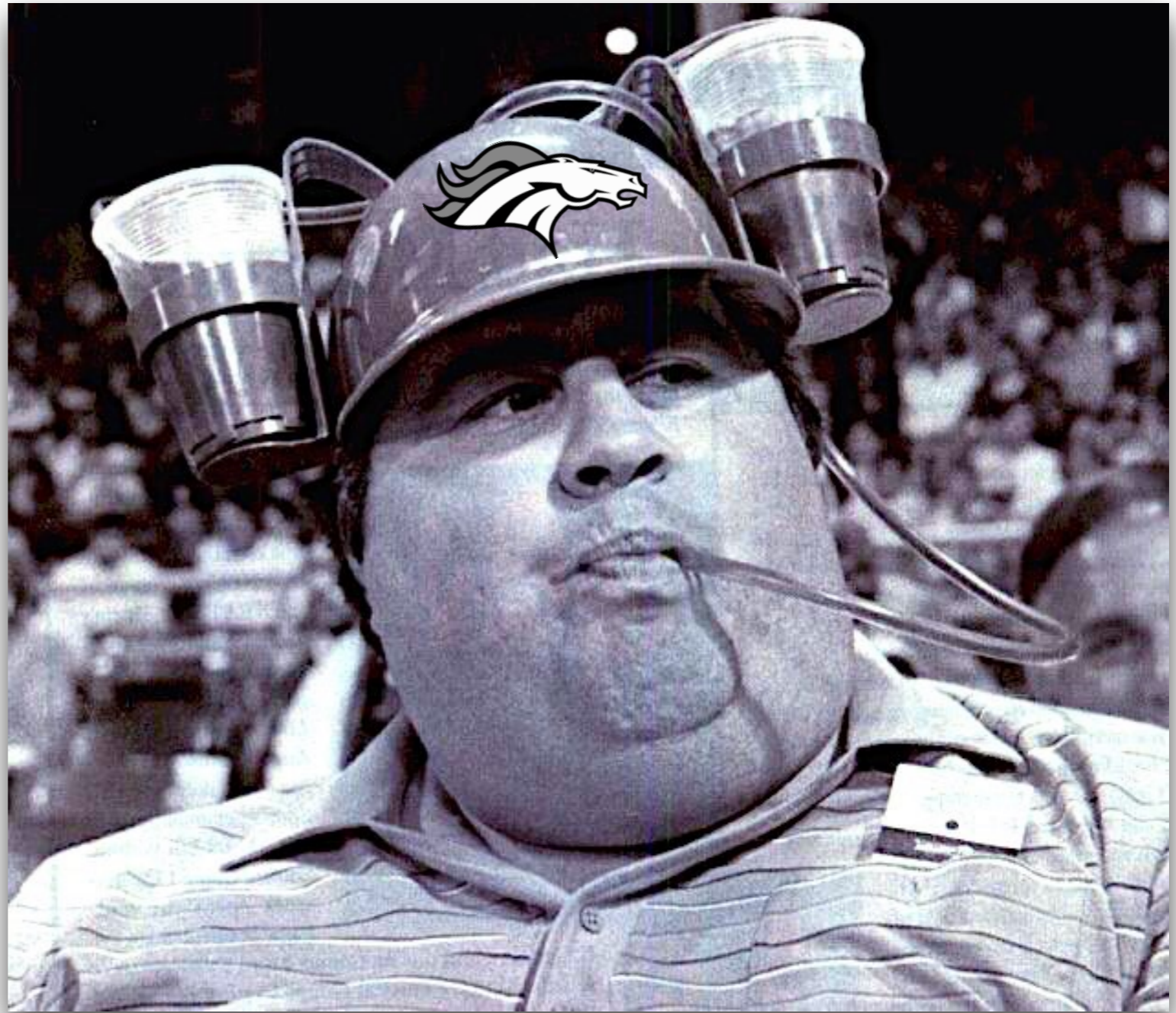
And Female Wealth is Growing...

“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)



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



Attracting & Retaining Talented Young People



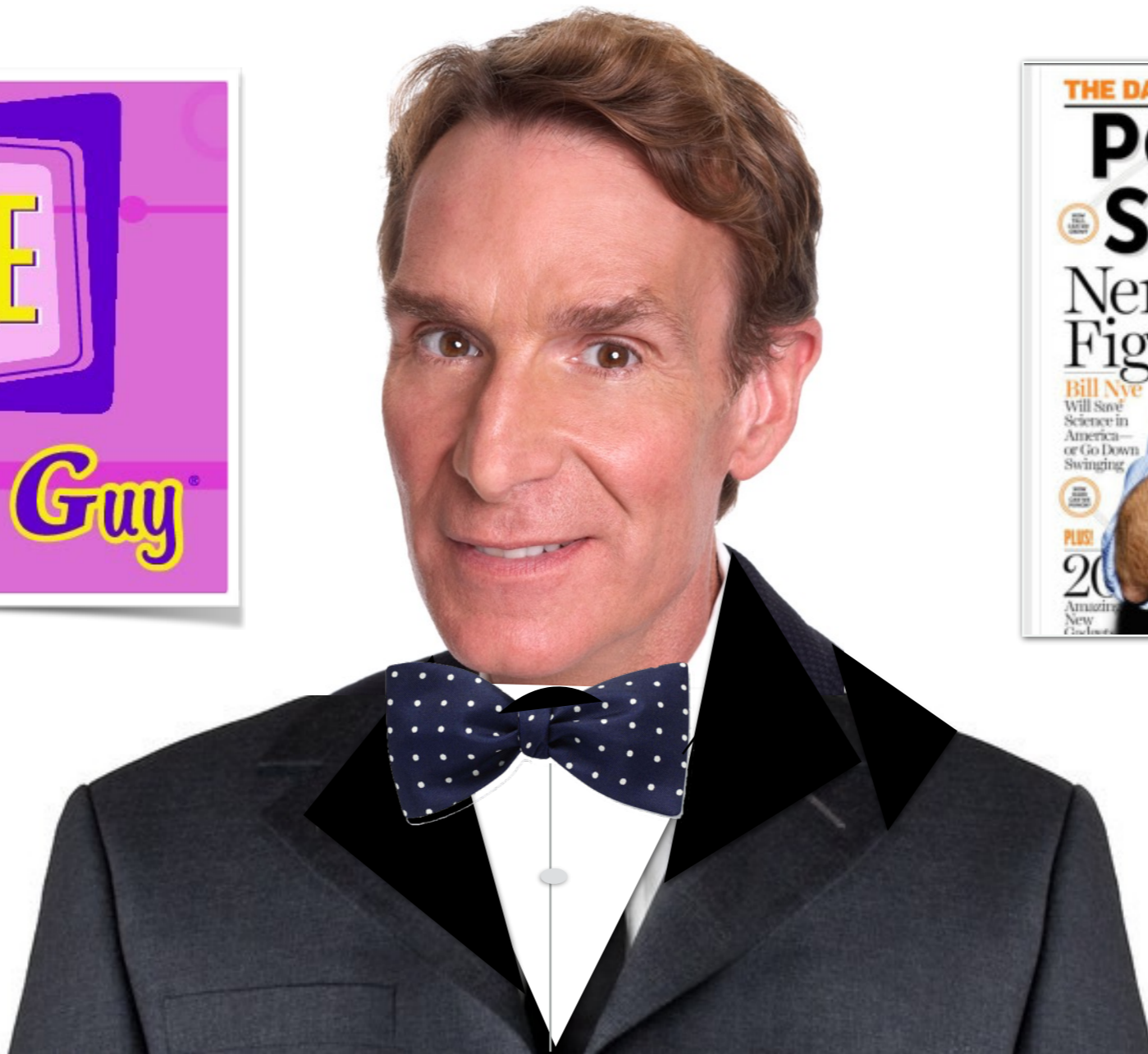
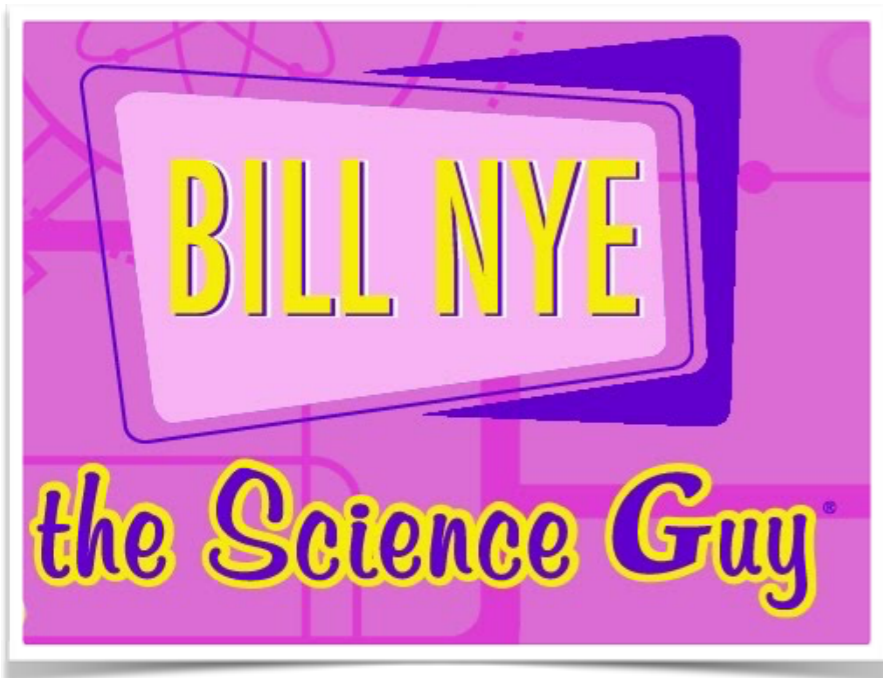
Millennials Look Like This now...



**Don't Mentor
Them!**

PROVIDE 'QUICK WINS'

300,000 attended GamesCom

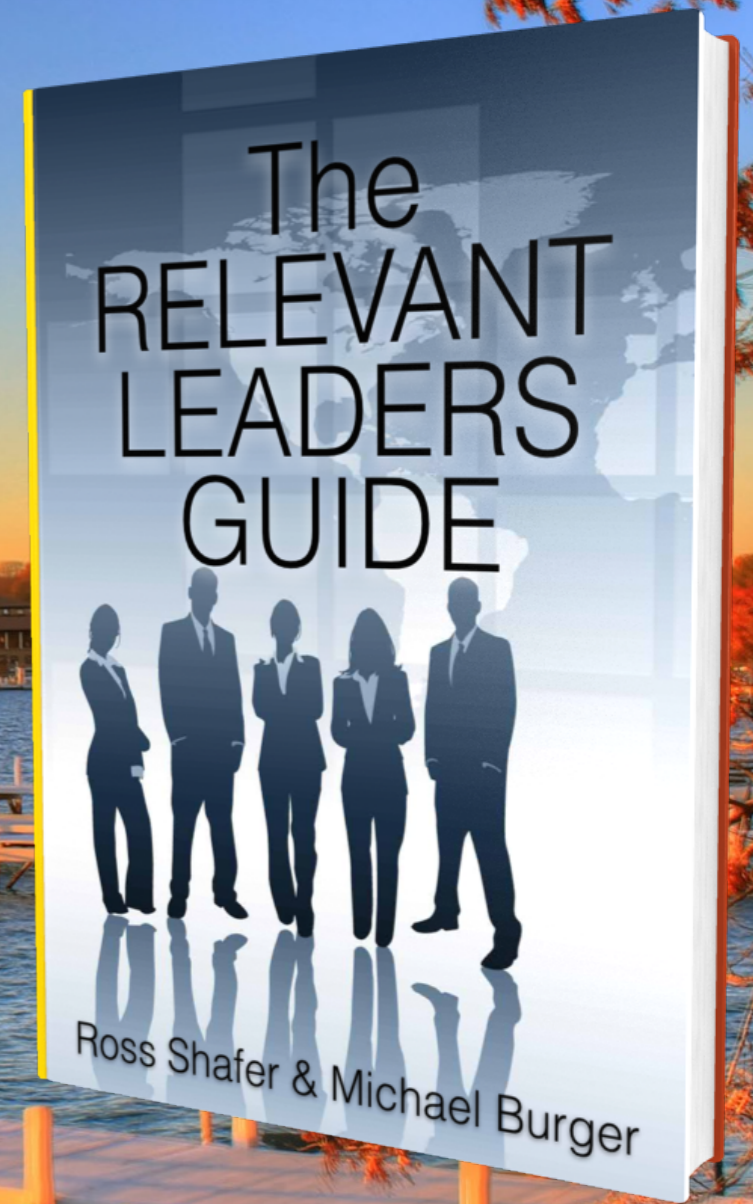




“48% of employers are dissatisfied with the oral communications skills of college students.”

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

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 work environment, and more.

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How to Sustain a Business for Over 15 Years?

4:09

Why is it that some companies only last for a few years? Leadership Speaker | Ross Shafer

by Ross Shafer
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Are You Driving Customers Away?

3:15

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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ARE YOU AWARE OF YOUR PERSONALITY?

4:29

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...

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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...

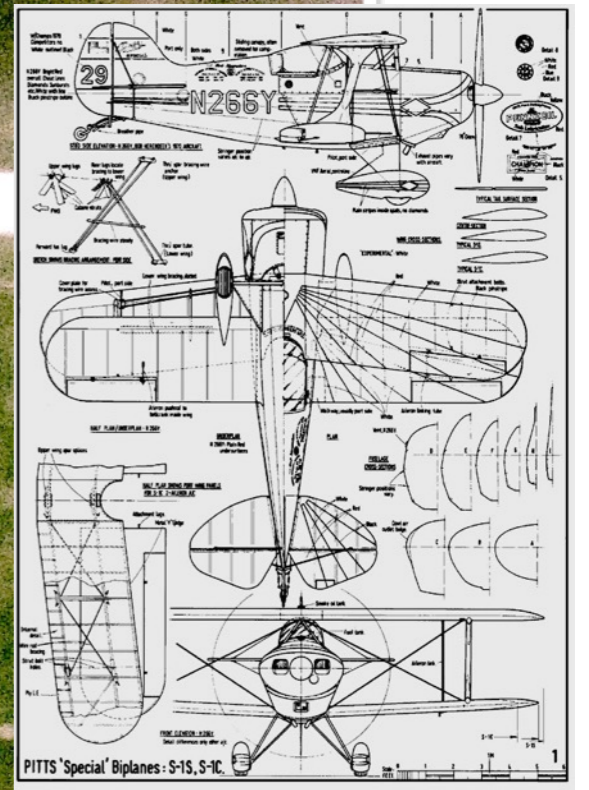
My Weekly Leadership Video Blog

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

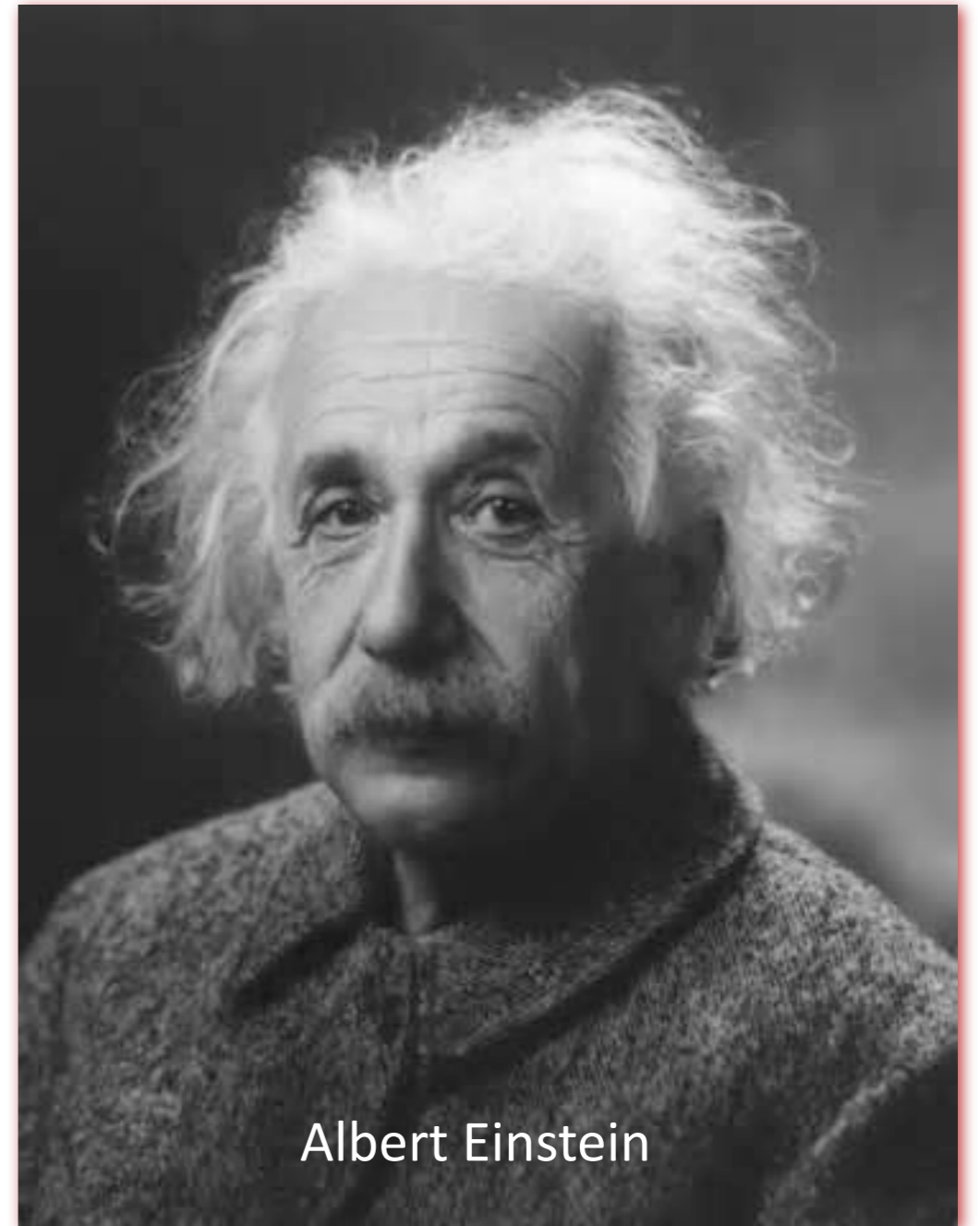




Daddy/Daughter date
10th birthday!

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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EEagles@EaglesTalent.com

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