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November 3, 2015

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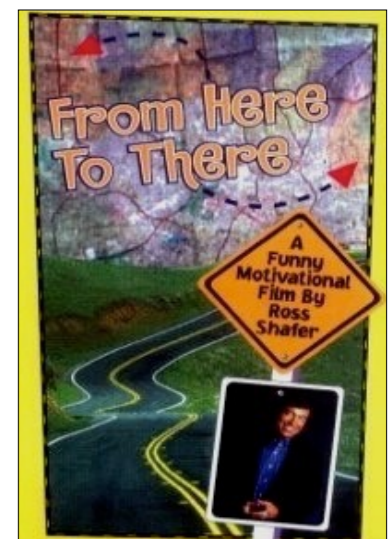
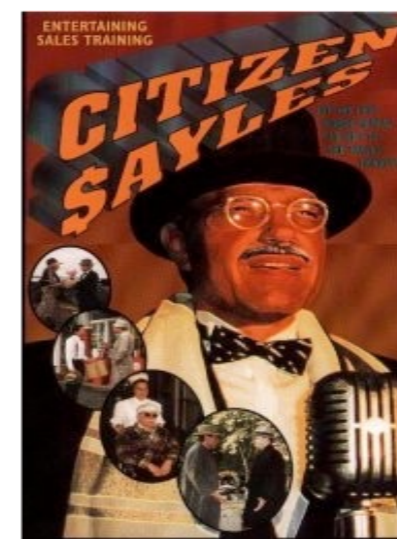
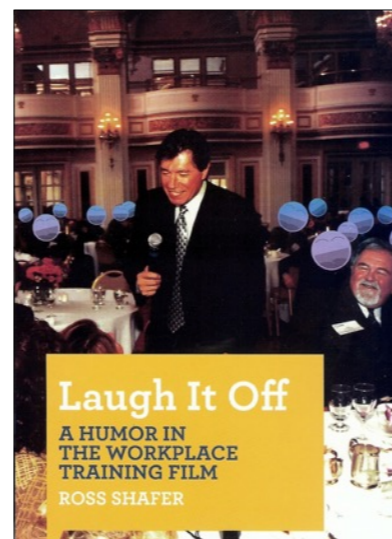
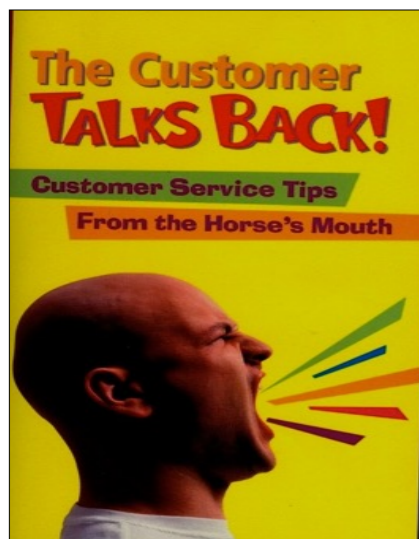
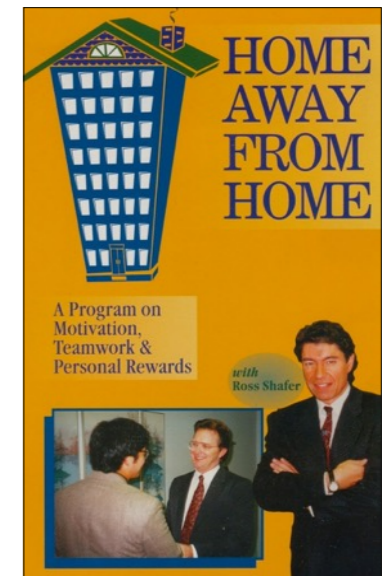
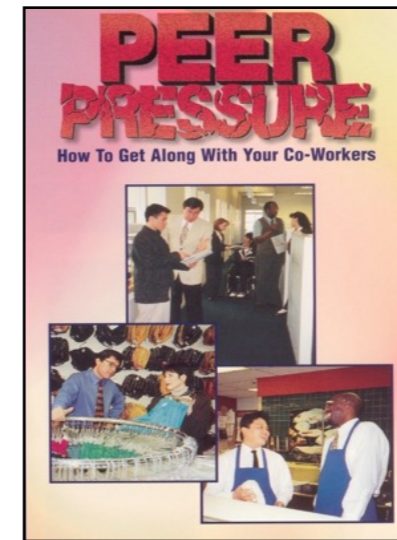
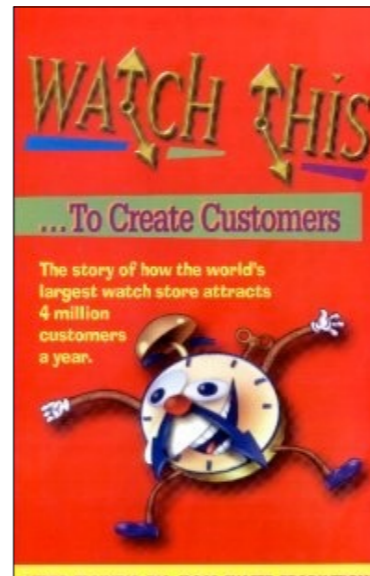
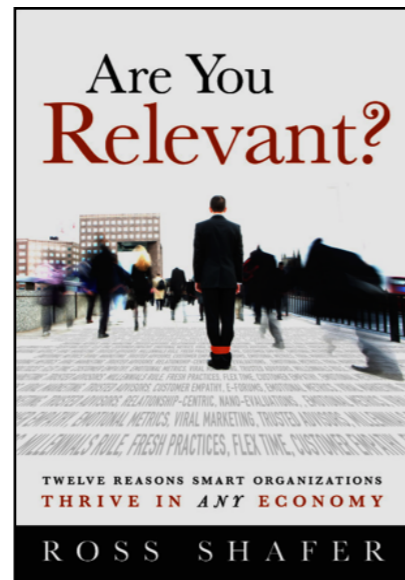
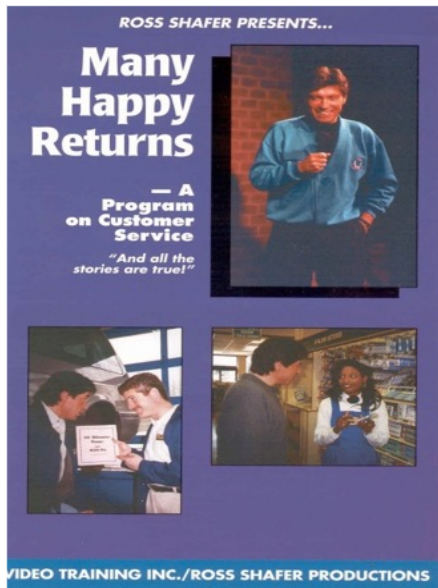
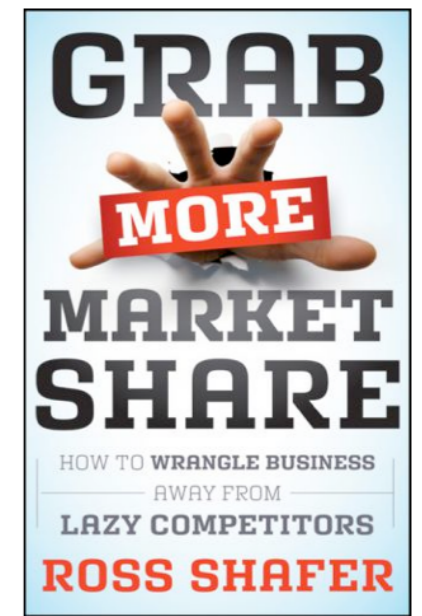
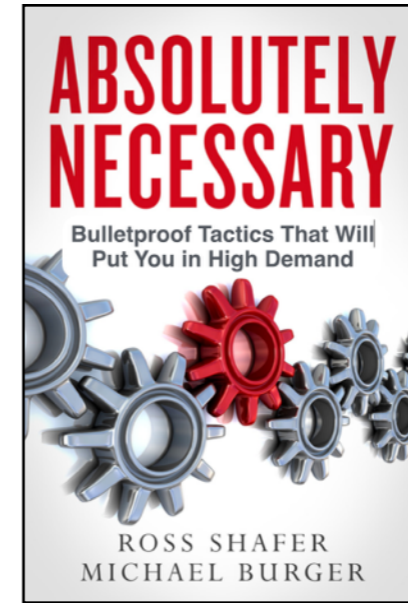
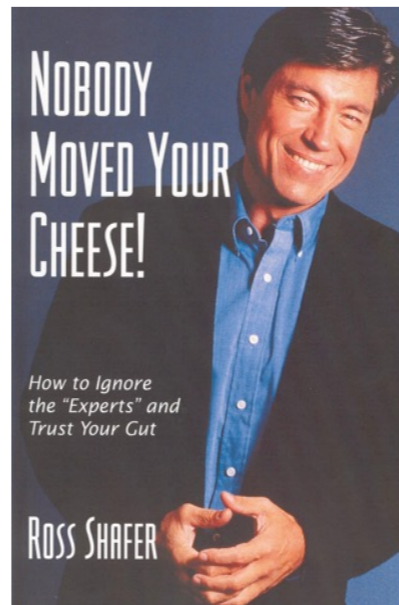
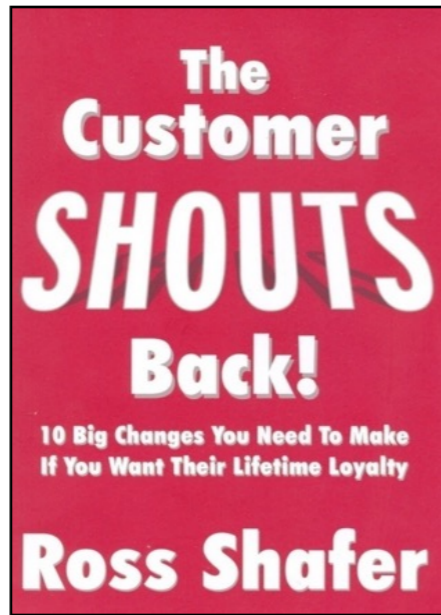
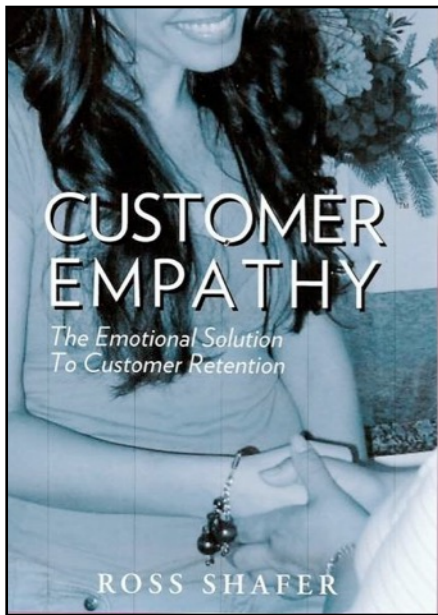
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Are You Still Relevant?

by Ross Shafer





Are You Relevant?



TWELVE REASONS SMART ORGANIZATIONS
THRIVE IN ANY ECONOMY

ROSS SHAFER

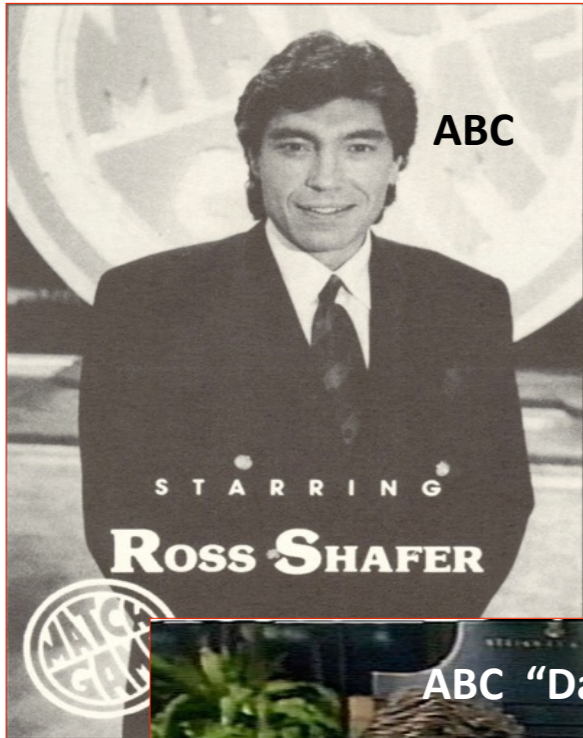
ABSOLUTELY NECESSARY

Bulletproof Tactics That Will
Put You in High Demand



ROSS SHAFER
MICHAEL BURGER





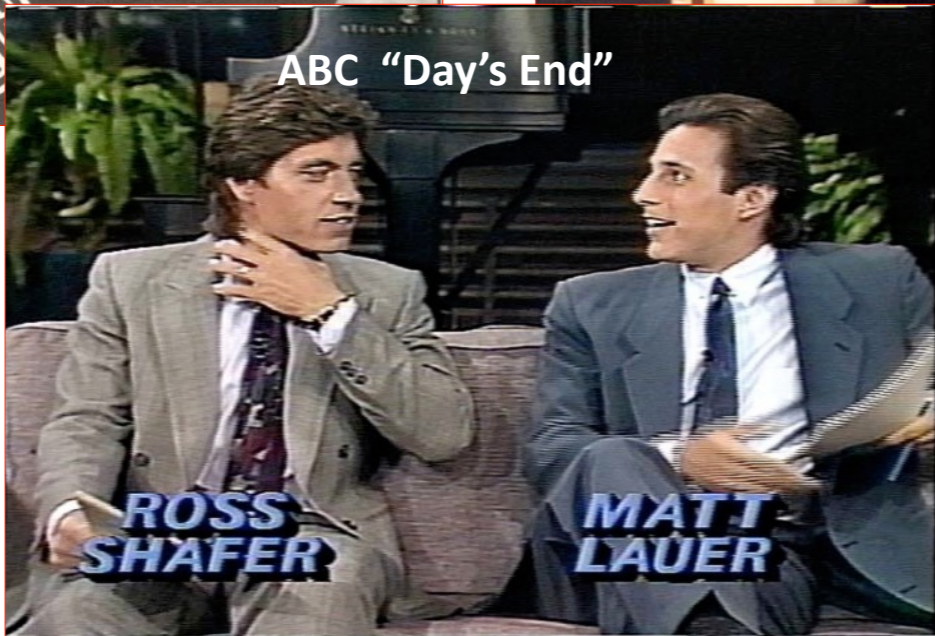
ABC

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.*

USA

TELEVISION



Curt Coffman
is Right!

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





How Well Are You Responding to ‘The Culture?’

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.”

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



How to Innovate Under Extreme Pressure

A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, with some darker blue and grey clouds scattered throughout. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall scene is serene yet powerful, suggesting a moment of reflection or a new beginning.

Go To the Wrong Meeting

Hotel Events


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

Events for November 3, 2015



Group/Event	Room	Start/End
GENERAL ELECTRIC		
BREAK OUT SESSION: GROUP A	Olympic 1	1:00 PM - 2:45 PM
BREAK OUT SESSION: GROUP B	Evergreen 3 & 4	3:25 PM - 5:00 PM
BREAK OUT SESSION: GROUP C	Cascade 7 & 8	3:25 PM - 5:00 PM
RAYTHEON		
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
Home Depot		
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



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A dramatic sunset over a body of water. The sky is filled with layers of clouds, some dark and some glowing with orange and yellow light from the setting sun. The sun is visible as a bright orange line on the horizon. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall mood is serene and contemplative.

Here's How IT Can be Indispensable Tomorrow

B.I. (Don't Overlook the Obvious)

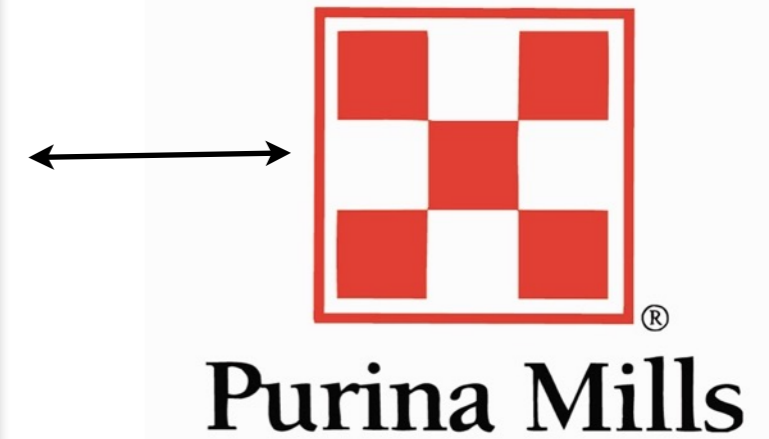
- Social Media
- RSS Feeds
- Push Notices
- Press Releases
- Google Alerts
- User Generated Video
- Basic Social Listening Tools



UNITED



“We inherited 5,000 narrow body aircraft with empty bellies.”



Next Level Engagement is “Humalogy”



&



***Big Data**

***Digital Marketing**

***Customer Journey Mapping**

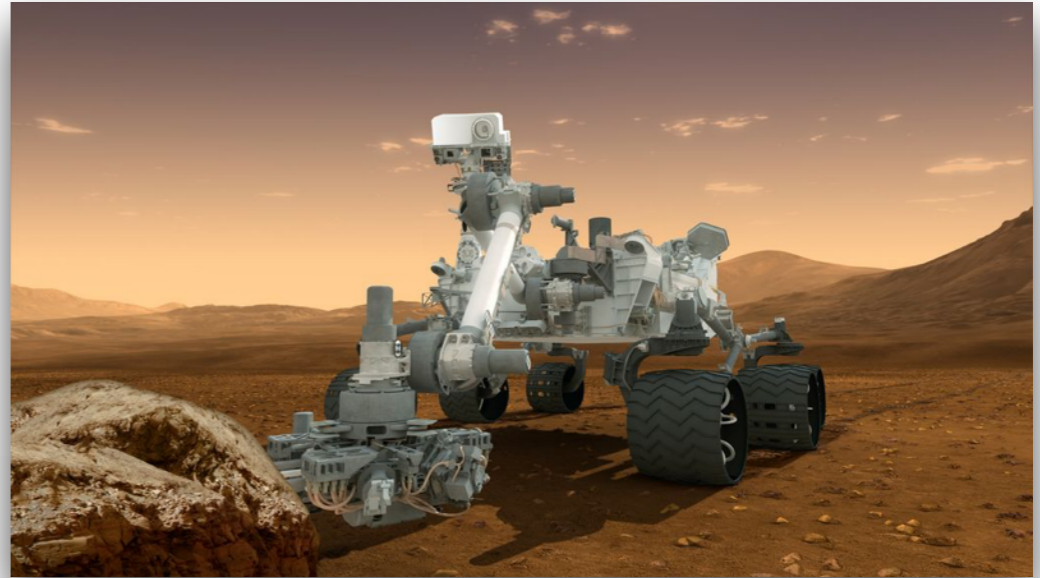
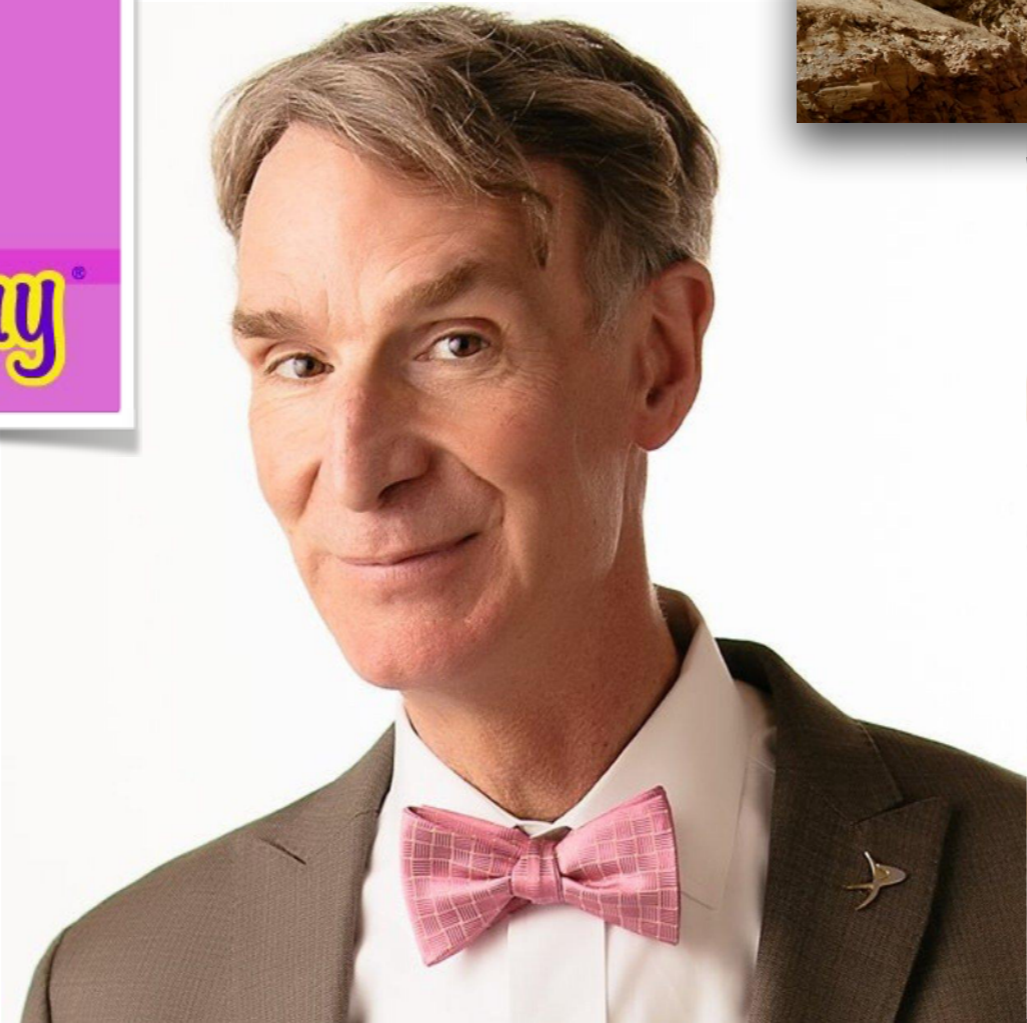
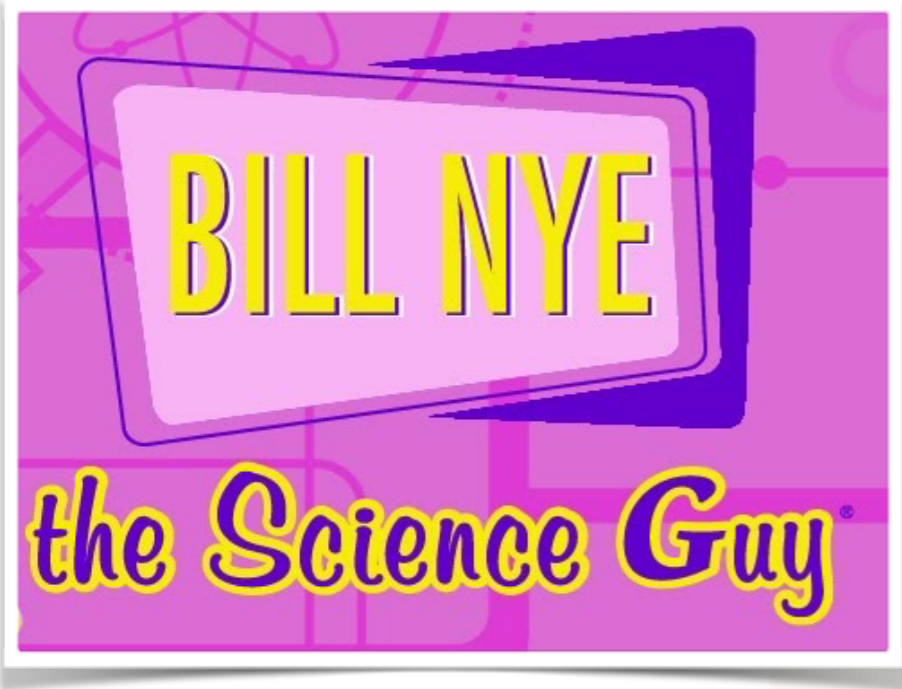
A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, with some darker blue and grey clouds scattered throughout. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall scene is serene and atmospheric.

**Demand 'World Class'
Performance...
(Every day)**

World's Greatest Shooter







Pretend to be Likable





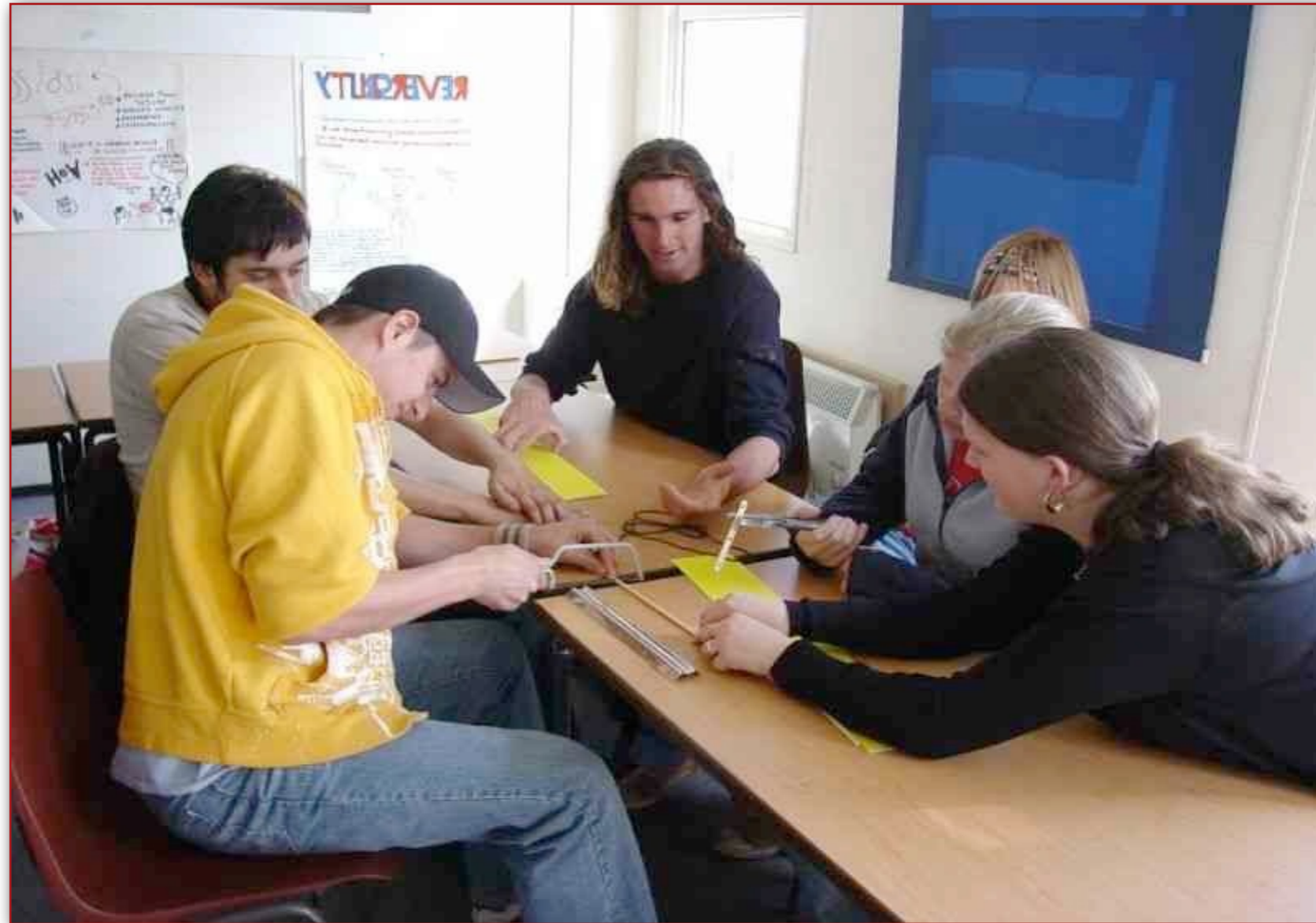
Talk Show Hosts Show Extreme Interest



The Intentional Genius of Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

facebook



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

‘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 (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-GCYIYQ7wl>
(Business Wire & Forrester Research)

A dramatic sunset over a body of water. The sky is filled with vibrant orange, yellow, and red clouds, with some darker blue and grey clouds scattered throughout. The sun is low on the horizon, creating a bright glow. In the foreground, there is a dark silhouette of a pier or dock extending into the water, and a line of trees on the right side. The overall mood is serene and inspiring.

Keeping Your Brightest People Motivated

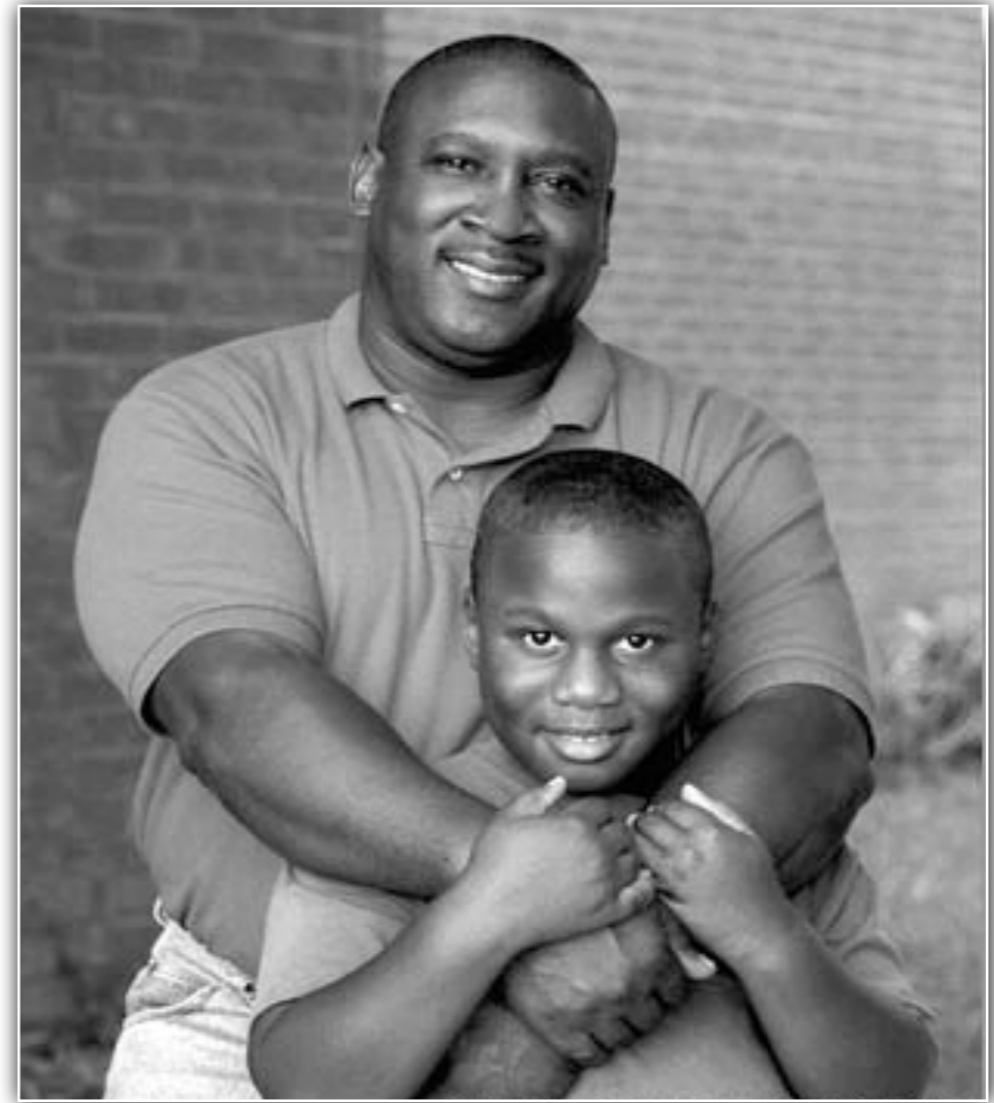
- *Clear Direction**
- *Execute 'the biz' Well**
- *Connect w/ People & Community**

XPRIZE FOUNDATION



How Do You Re-ignite Yourself?



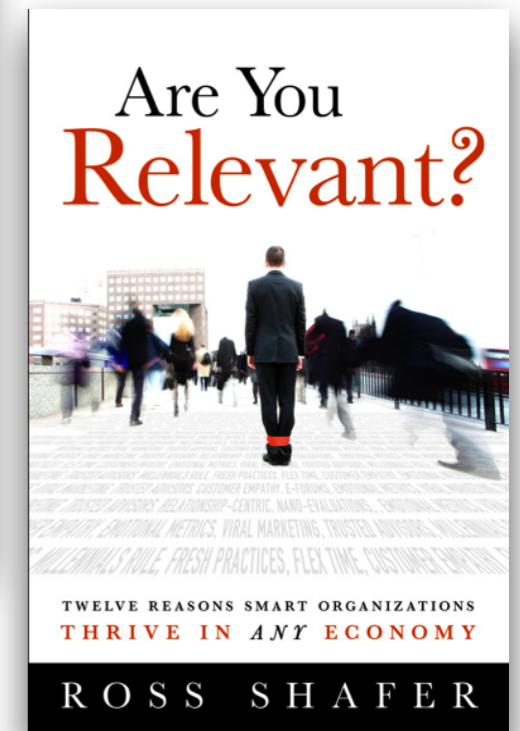
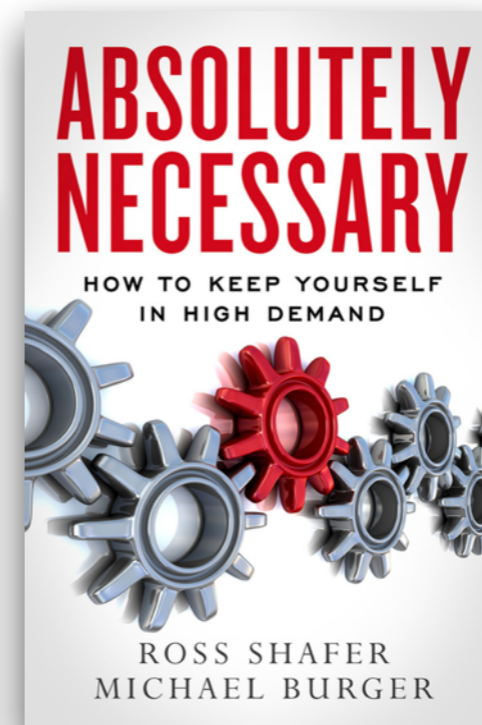
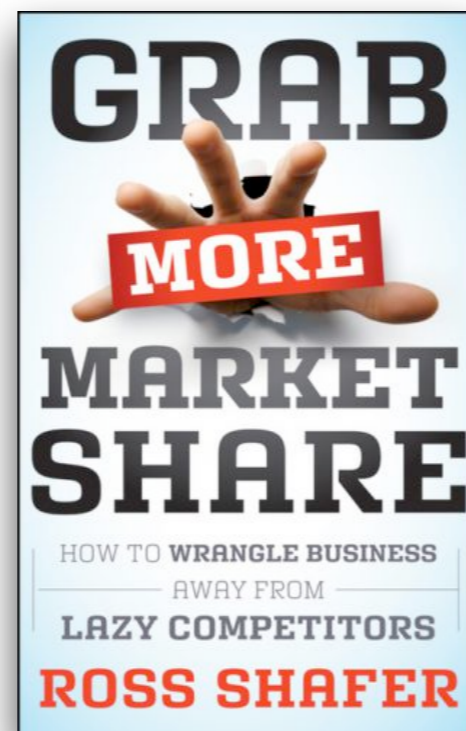
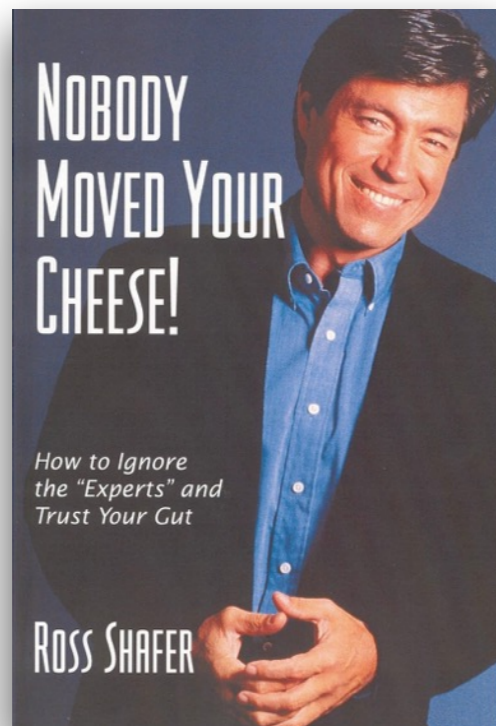
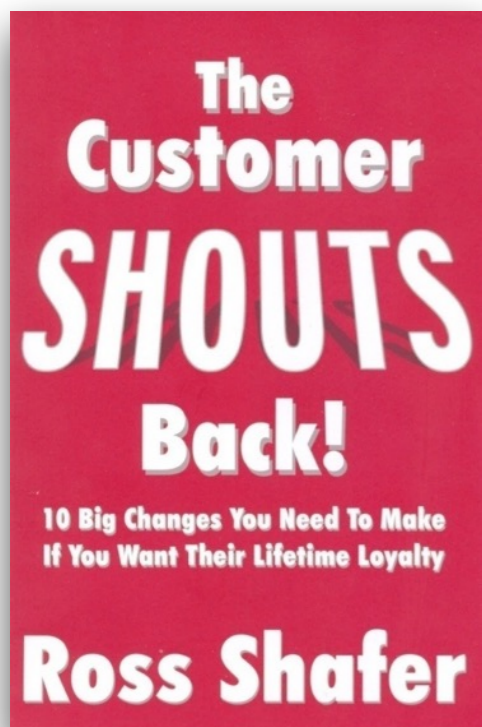


Your Legacy



Chuck Shafer 1927-2001

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