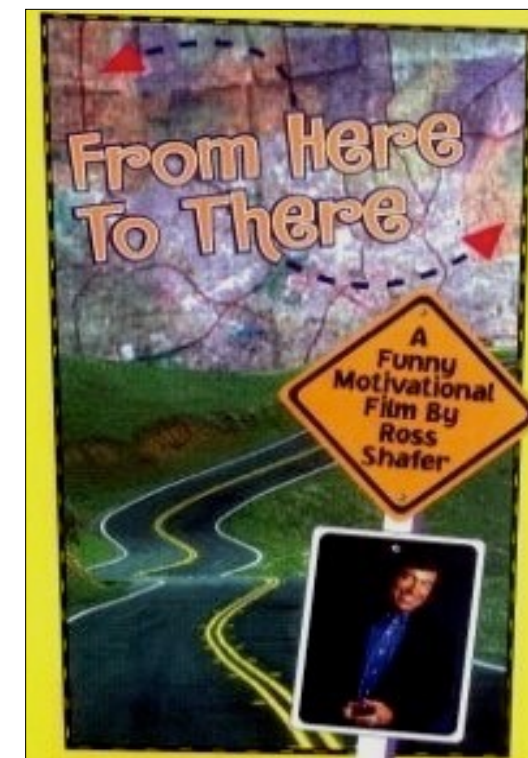
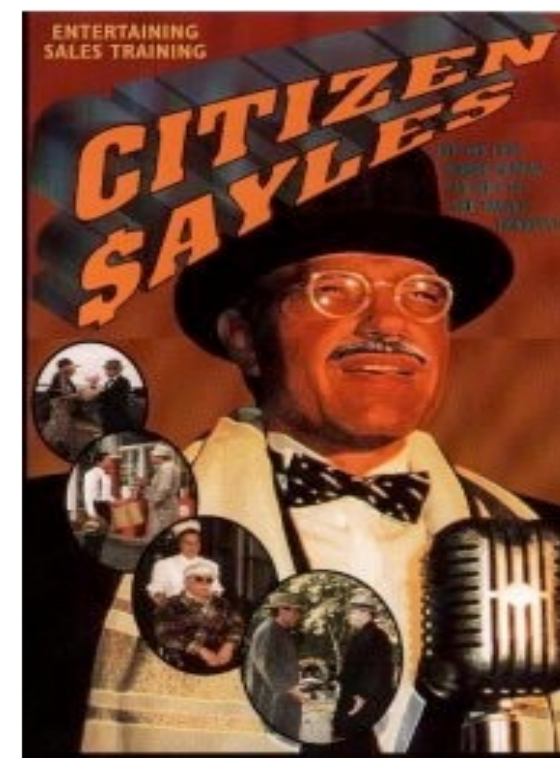
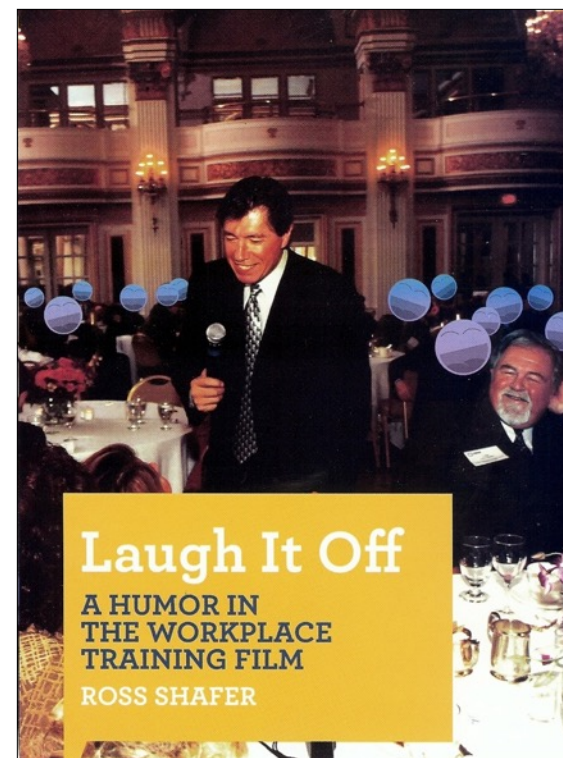
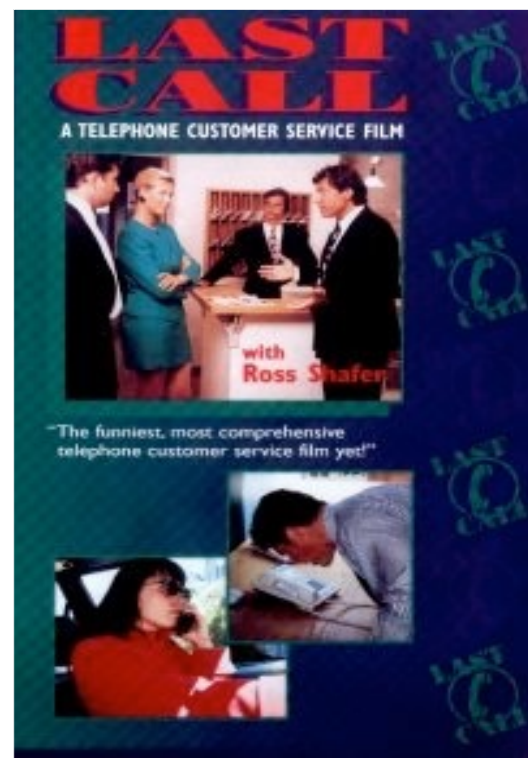
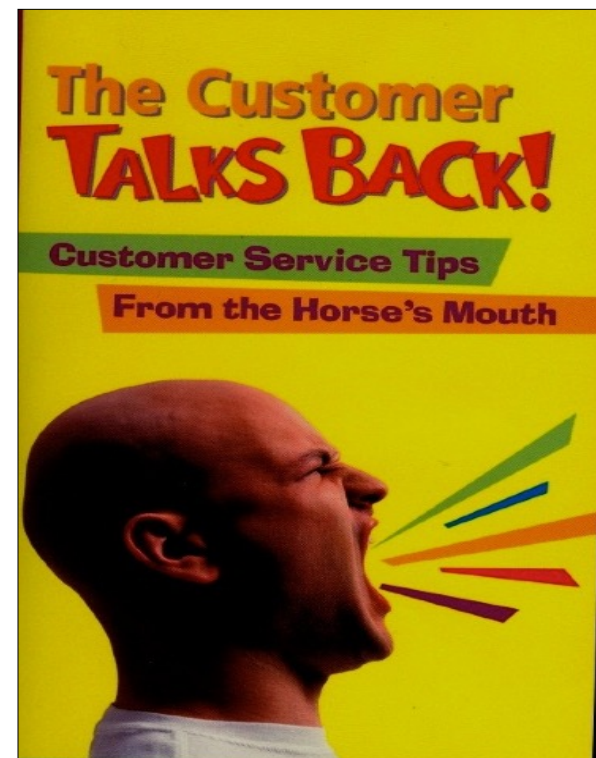
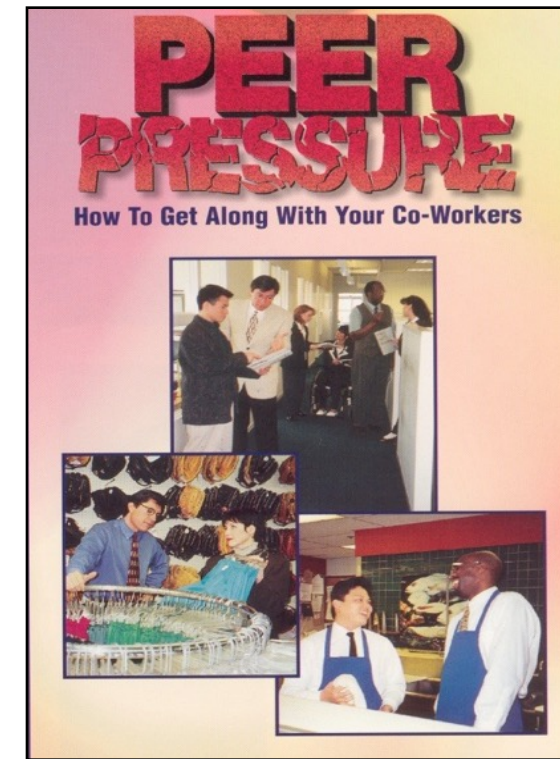
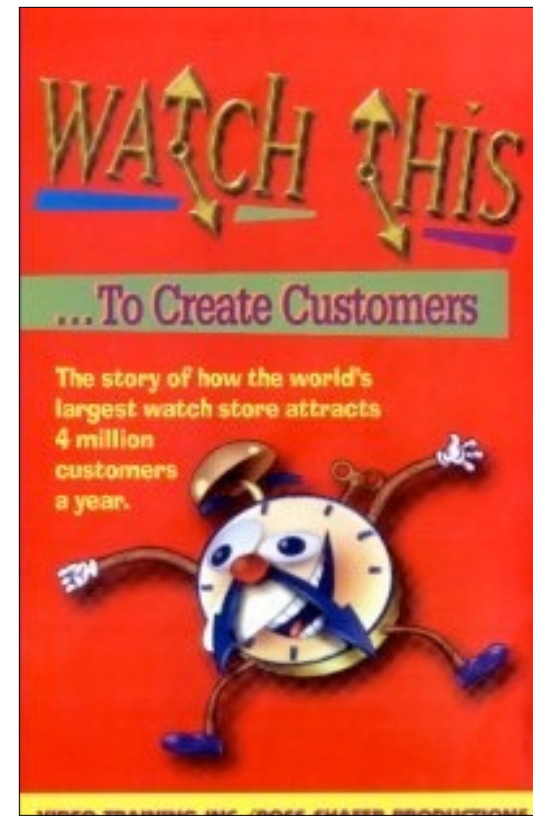
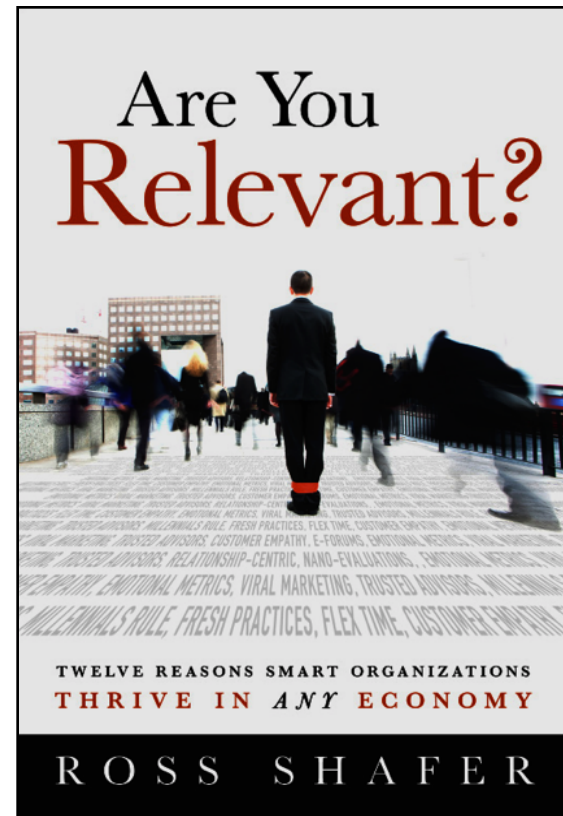
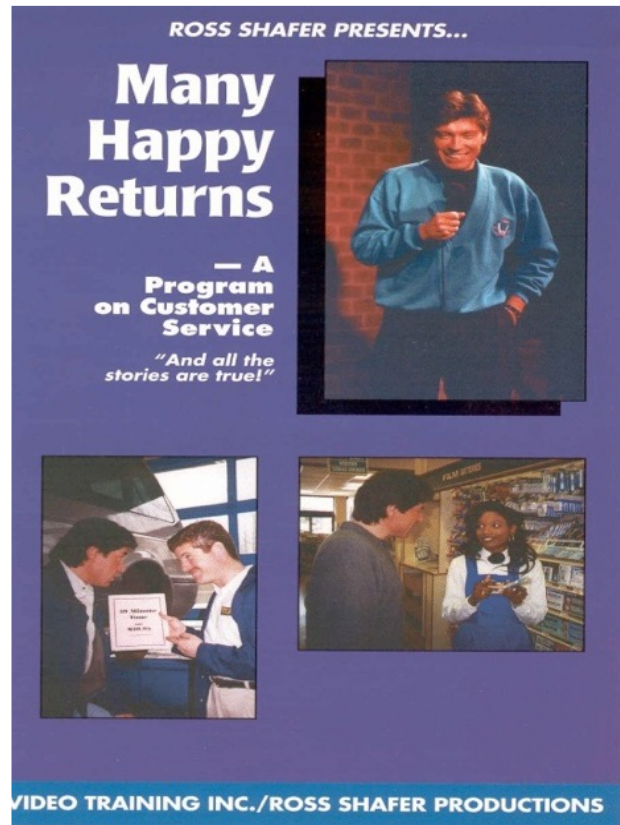
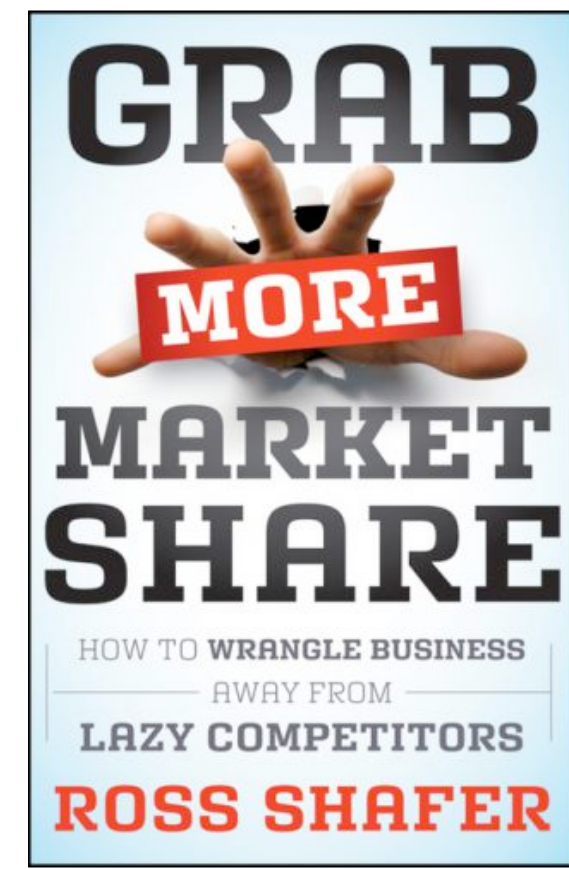
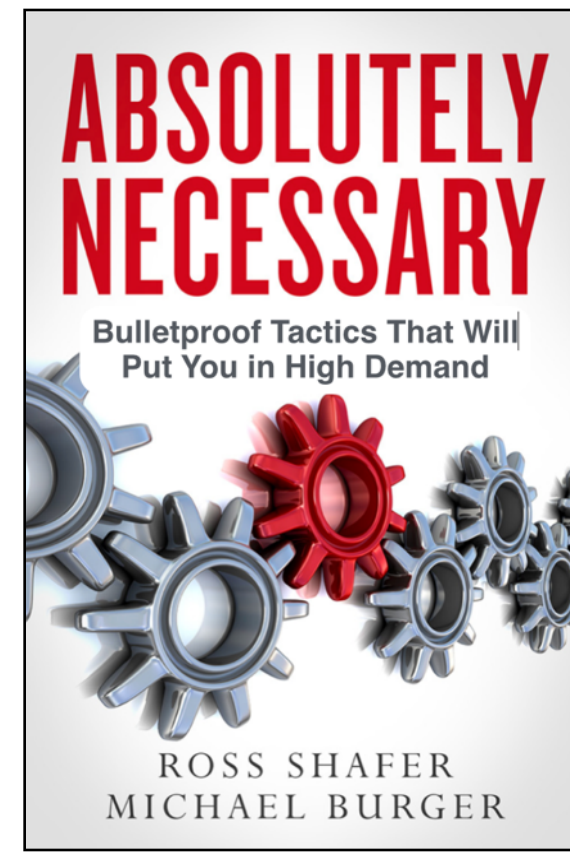
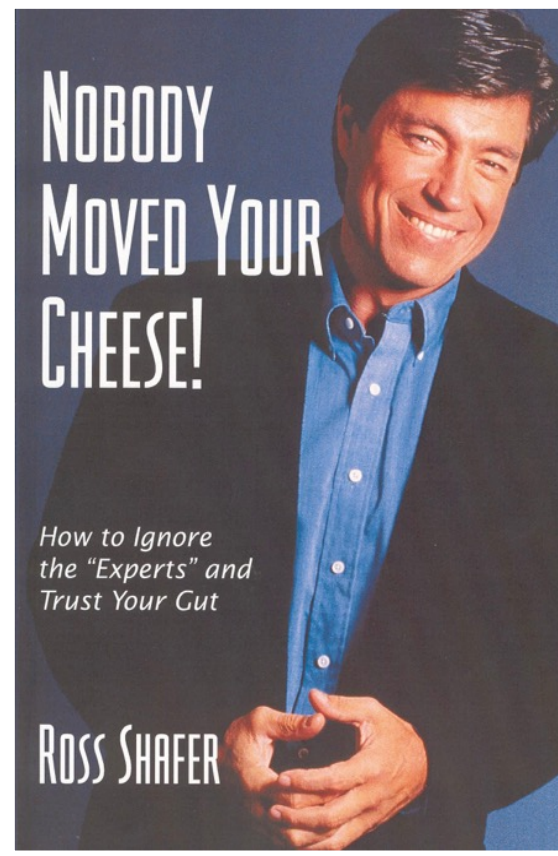
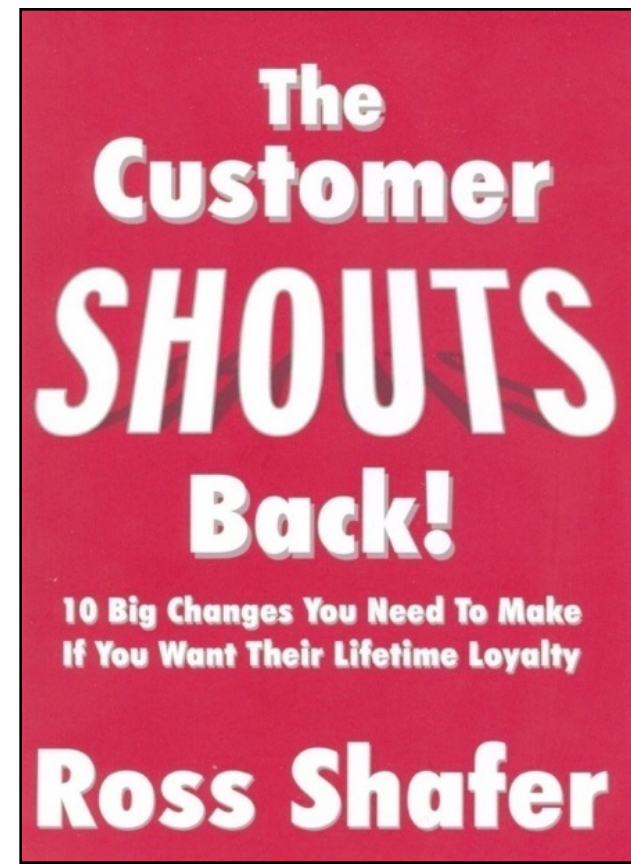
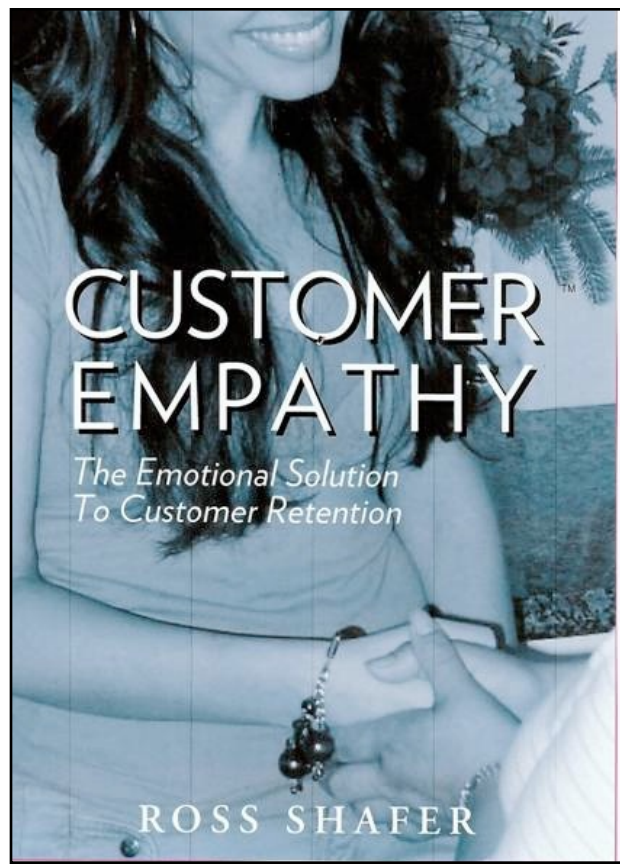
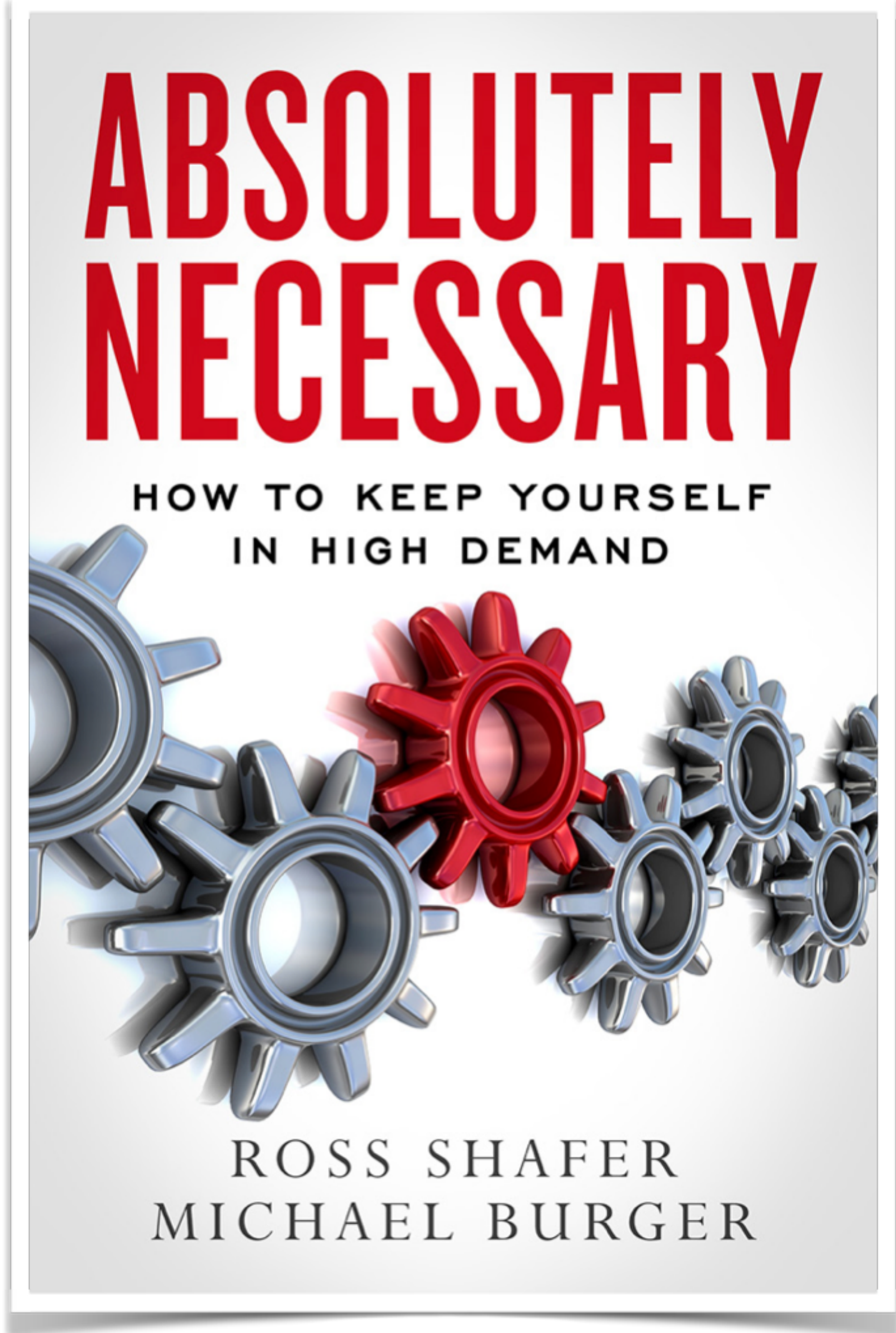
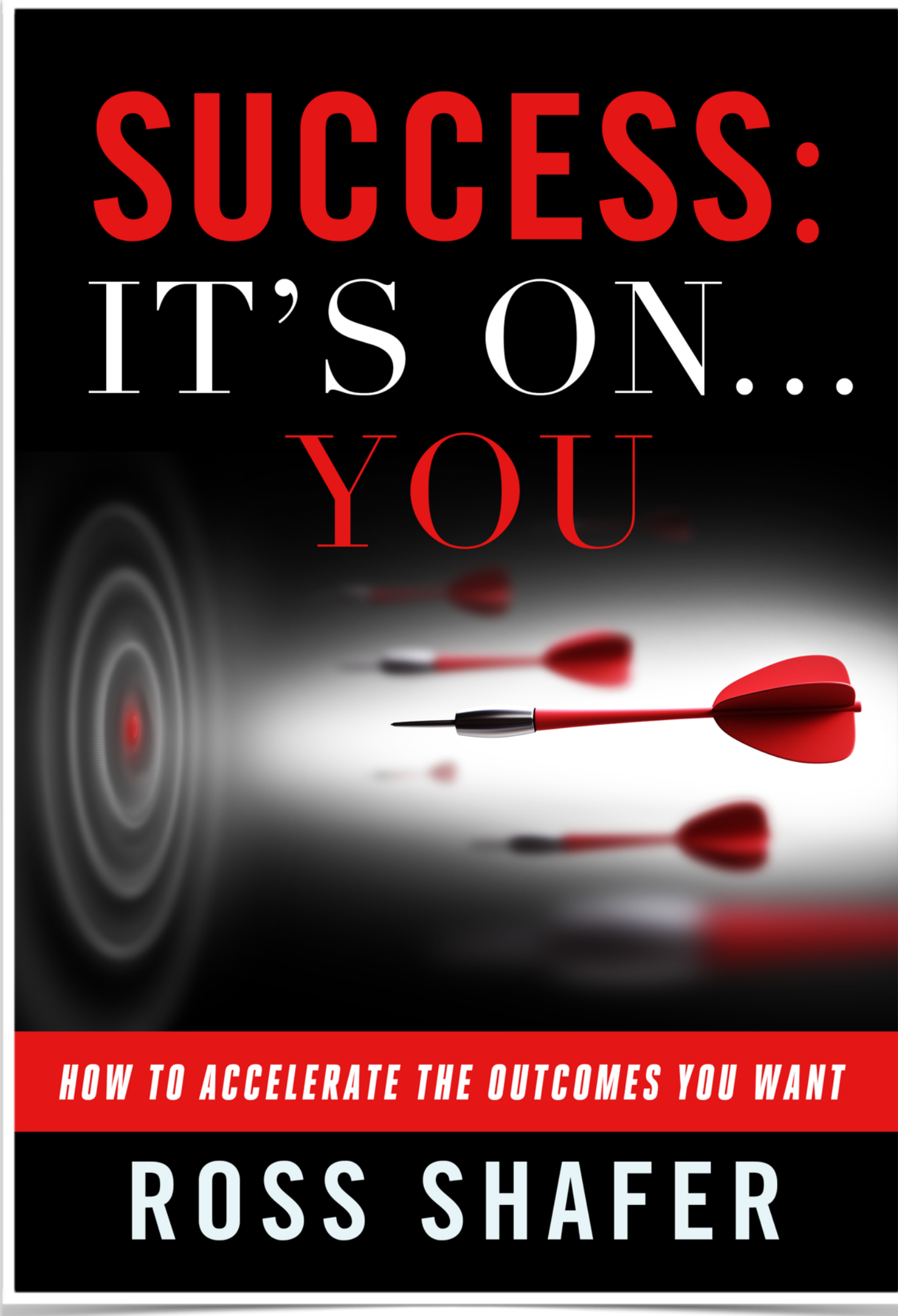




Be an Absolutely Necessary Leader

By Ross Shafer

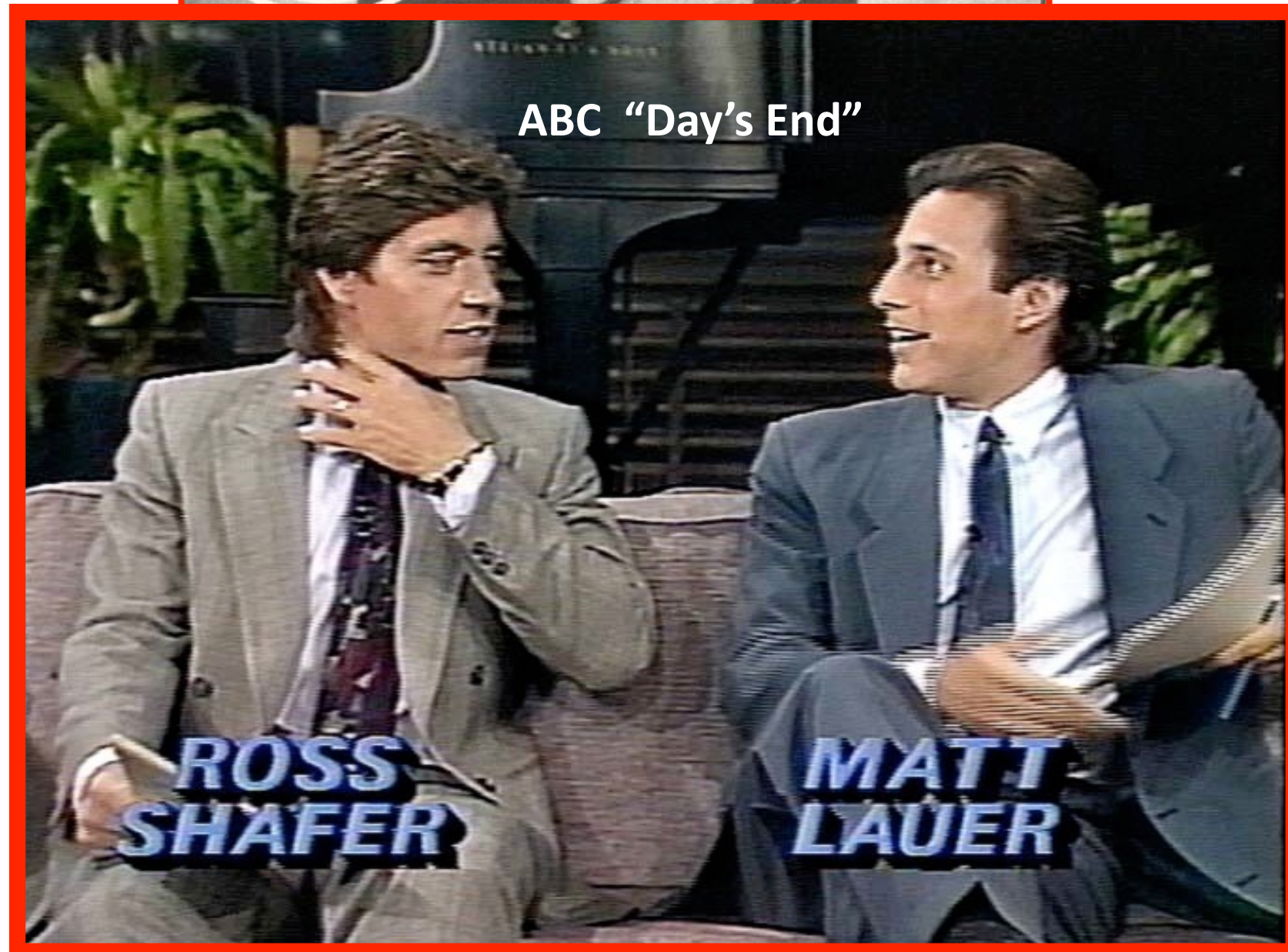
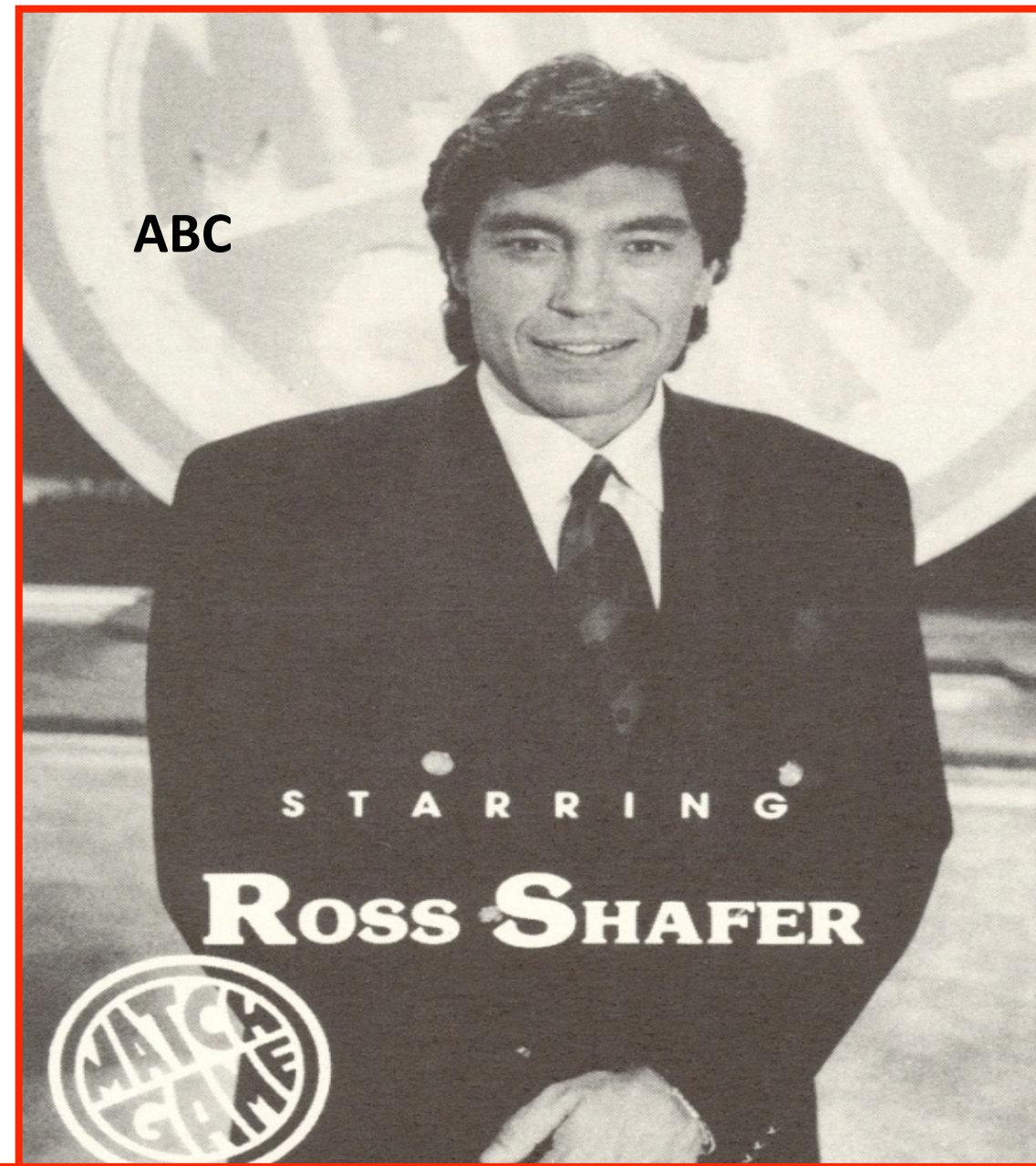




A blue-tinted landscape photograph showing a range of mountains with dense forests. A thick layer of fog or mist is settled in the valleys between the mountain ridges, creating a layered, ethereal effect. The sky is a clear, deep blue. The overall mood is serene and quiet.

Who Gets a Seat at 'The Table'







**Exploit Trends Before
Others Do**

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



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 Family Apparel (74% of men's clothing)

90% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Investment Services, Insurance & 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)





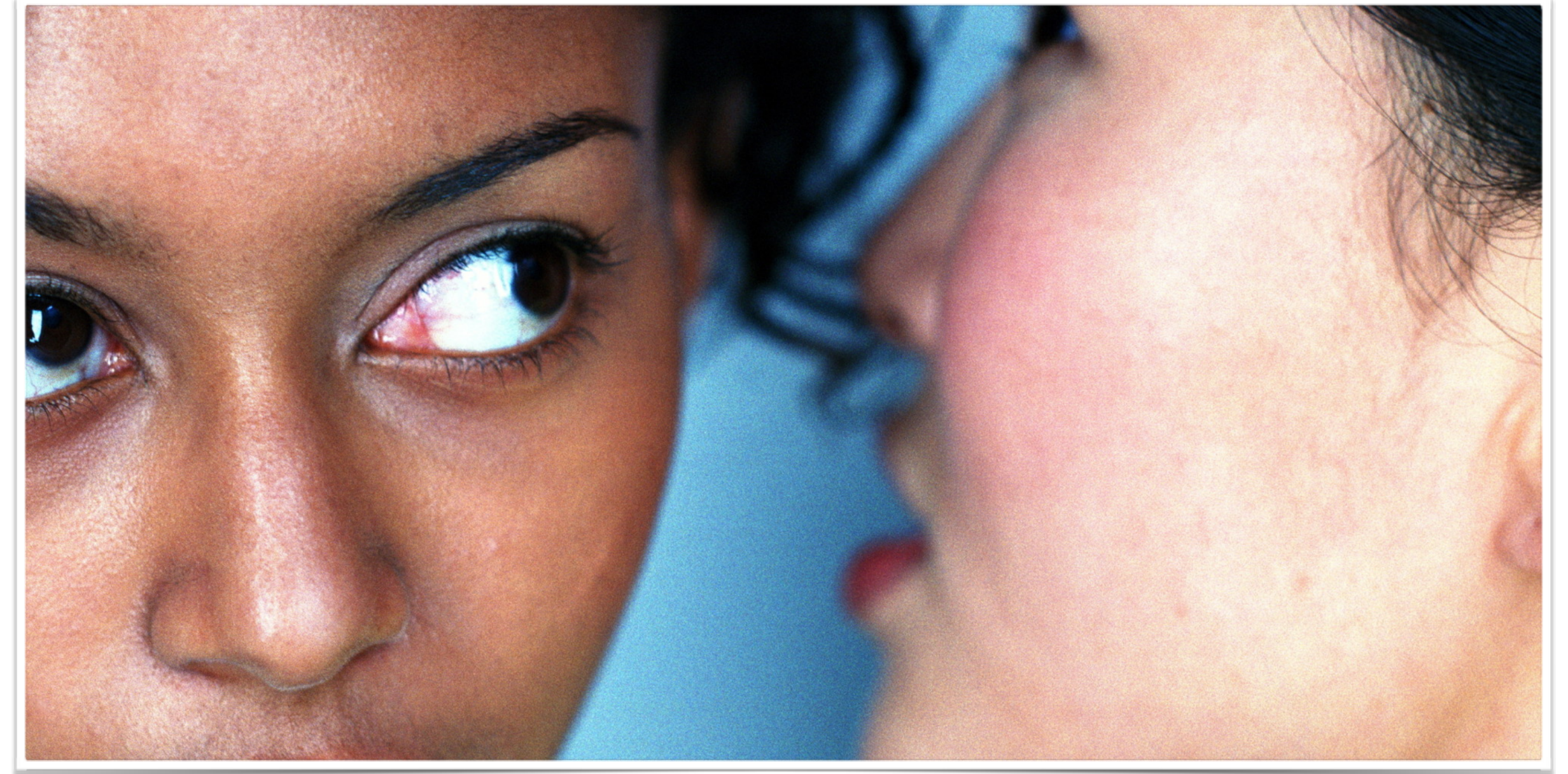
She-Commerce

“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 will share information re: quality and value to an average of 21 other people.”



(not counting social media)

“Men only
recommend to
2.6 other
people.”



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/>

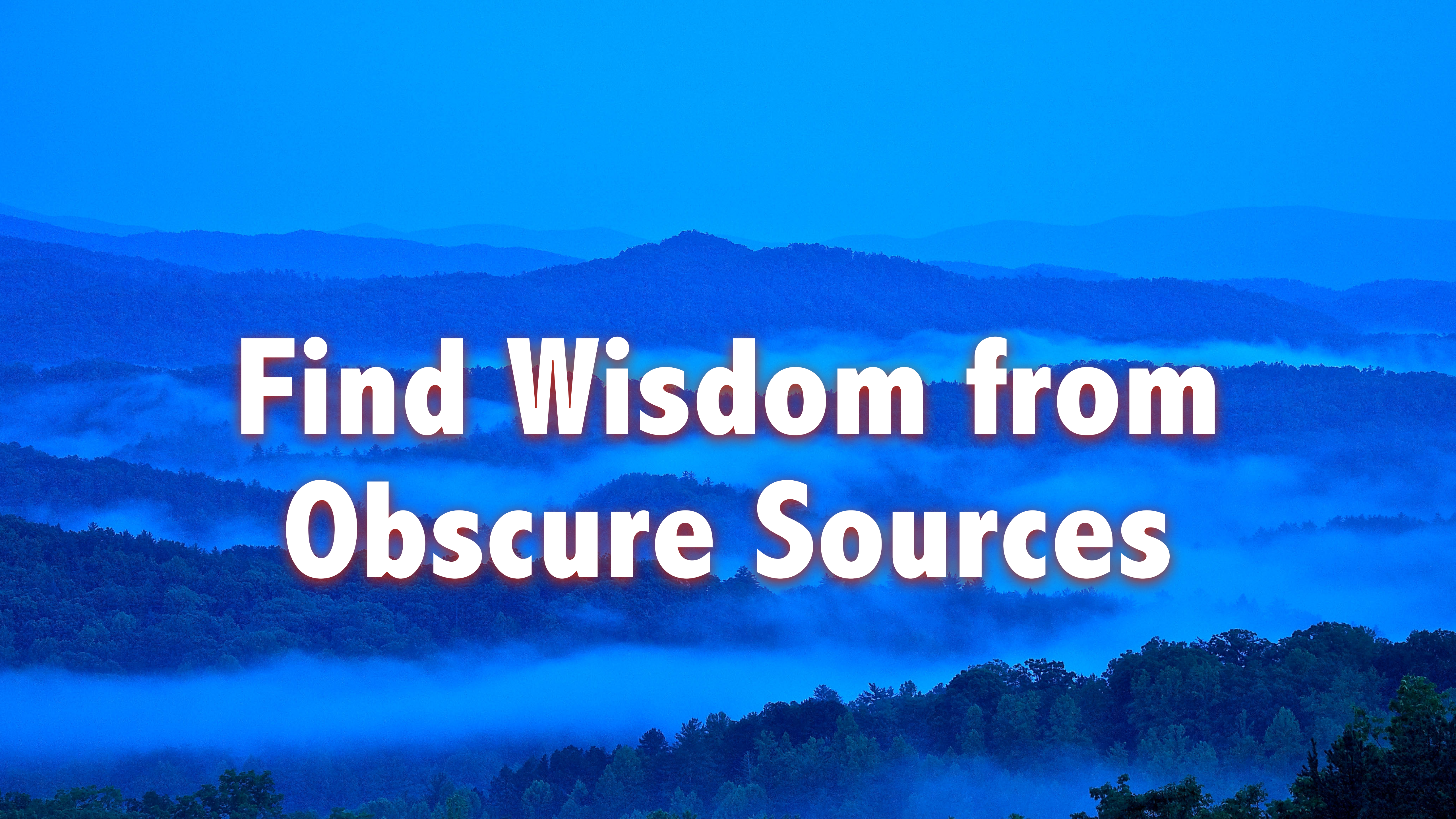
(Deloitte University)

<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-GCYIYQ7wI>

(Business Wire & Forrester Research)

A blue-tinted landscape featuring rolling mountains and a valley filled with fog. The text is overlaid in the center.

Find Wisdom from Obscure Sources

Hotel Events



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

9:34

Events for March 2, 2016

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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Friends & Family[®]

The Who, What,
Where, When
and How



WhatsApp



grey?
 gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  | *Dove*



Fairmont Mayakoba - Cancun, MX
“Where Our Brand is You”



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



We don't sell houses.

We sell warm spaces where love can grow.

In 1953, Harry and Evelyn Carney bought this Home for \$3,900. Harry put in a rose garden while their two boys Donald and Lawrence built a tree fort on the side yard. Their daughter, Cynthia was married in the back yard.

Now, after 55 years, Harry and Evelyn have decided to simplify their lives and move to a beautiful assisted-living community just 2 miles away.

Last week, John and Heather Wallace bought *The Carney Home* at 378 Crestwood. They love the quaint sidewalks, the nearby park, and the short walk to what will eventually be 2-year old Ella's elementary school. We're proud to be a part of helping another generation create new memories in this lovingly cared-for home.





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Lake Lawn
Metairie

Celebrating Claudine G. Bowers 1922 - 2010



“We have a better story...so it follows that we can charge more money.”





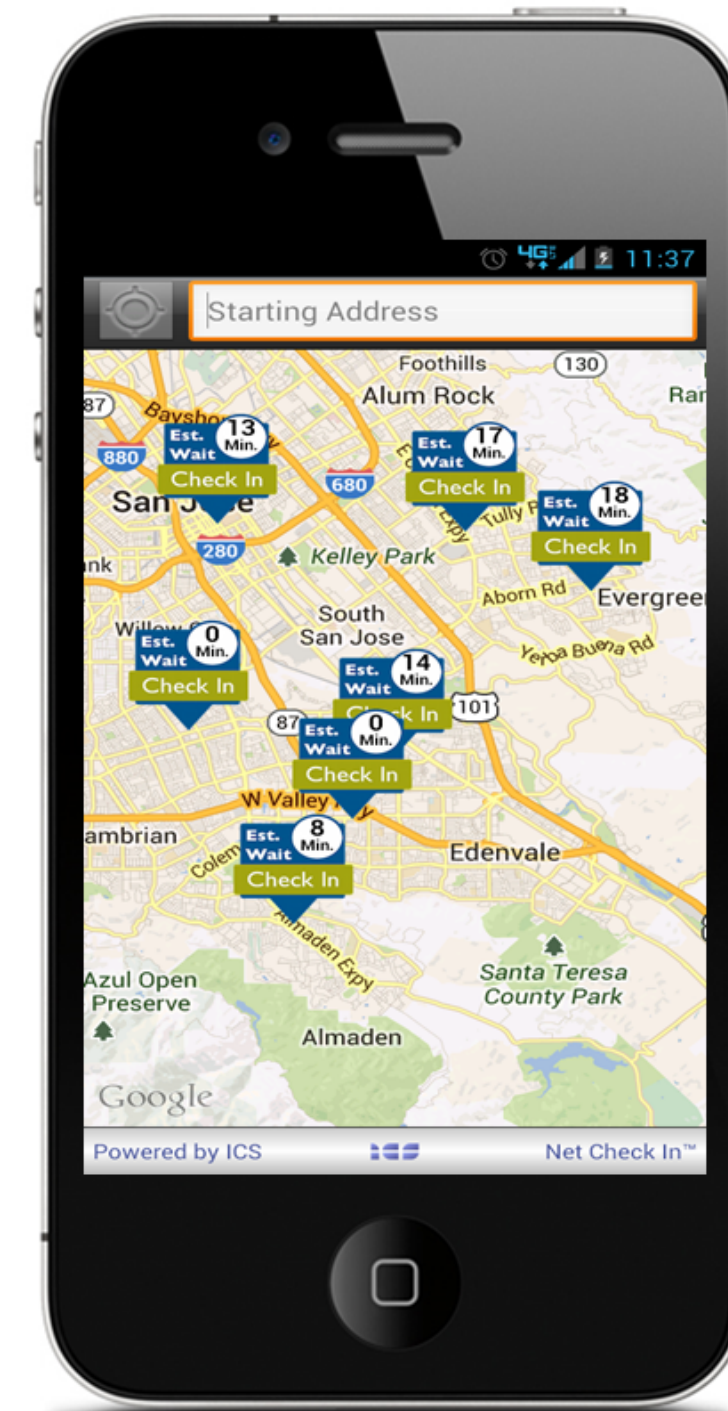
**Design & Engineer
Engaging 'Journeys'**

***Big Data**
***Digital Marketing**
***Customer Journey Mapping**

Hard Rock

HOTEL & CASINO







Solving the Recruiting Nightmare

**“I want to do
something I love.”**

“What can you love?”



Joy Mangano







Dale Chihuly



They didn't love their choices...



The love came from



“Mastering Their Craft”

**What will your
workforce
expect in 2020?**



So, for today...

Recognize their need to connect



Instagram



Linked 



The image features a serene landscape with rolling mountains and a body of water, all rendered in a monochromatic blue color scheme. The text "The Final Moment of Engagement" is prominently displayed in the center in a bold, white, sans-serif font with a subtle glow effect. The background shows a misty or foggy atmosphere, with the mountains receding into the distance. The overall mood is calm and contemplative.

The Final Moment of Engagement



The "Kicker Story"

Which is why
we must be
careful re:
Customer/
Client
Evaluations



If you would like to be contacted by [redacted] regarding your comments, please include the following information:

Name _____
Street _____ Apt.# _____
City _____
State _____ Province _____
Country _____ Zip _____
Telephone # _____
Email _____
Dates of Stay: From _____ To _____
Room No.: _____

Please rate your satisfaction with each of the following:

	▼ VERY SATISFIED ▼ SOMEWHAT SATISFIED ▼ NEUTRAL ▼ SOMEWHAT DISSATISFIED ▼ VERY DISSATISFIED
Overall satisfaction with this experience	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a warm and sincere greeting upon arrival	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff greeting you by name	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff remembering you as a regular guest	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Timeliness of check-in	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving the room you expected.....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Ability of the staff to anticipate your needs	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the guest room	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the guest room furnishings.....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the hotel.....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the hotel furnishings	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Quality of the food	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a fond farewell when you checked out	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

How likely are you to recommend this [redacted] to friends or associates..

If you travel back to the area, how likely are you to return to this [redacted]

Did you experience any problems during your stay?
 Yes No

If you reported any problems, how satisfied are you with the resolution.....

▼ VERY SATISFIED
 ▼ SOMEWHAT SATISFIED
 ▼ NEUTRAL
 ▼ SOMEWHAT DISSATISFIED
 ▼ VERY DISSATISFIED

Comments:

Please suggest any service, product or amenity you would like added, or please let us know which exceptional ladies and gentlemen have made your stay more memorable.

Hotel Code: 0037

6-6635C (06/04)

**Please rate your satisfaction
with each of the following:**

Overall satisfaction with this
experience

Receiving a warm and sincere
greeting upon arrival

Staff greeting you by name

Staff remembering you as a
regular guest

▼ VERY SATISFIED

▼ SOMEWHAT SATISFIED

▼ NEUTRAL

▼ SOMEWHAT DISSATISFIED

▼ VERY DISSATISFIED

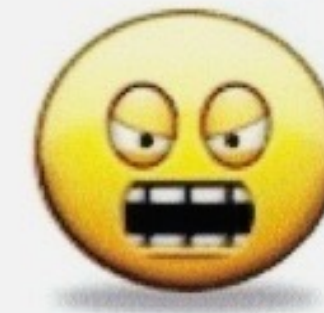
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about YOU.



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Ross Shafer

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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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 by Ross Shafer
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How will you stay motivated?



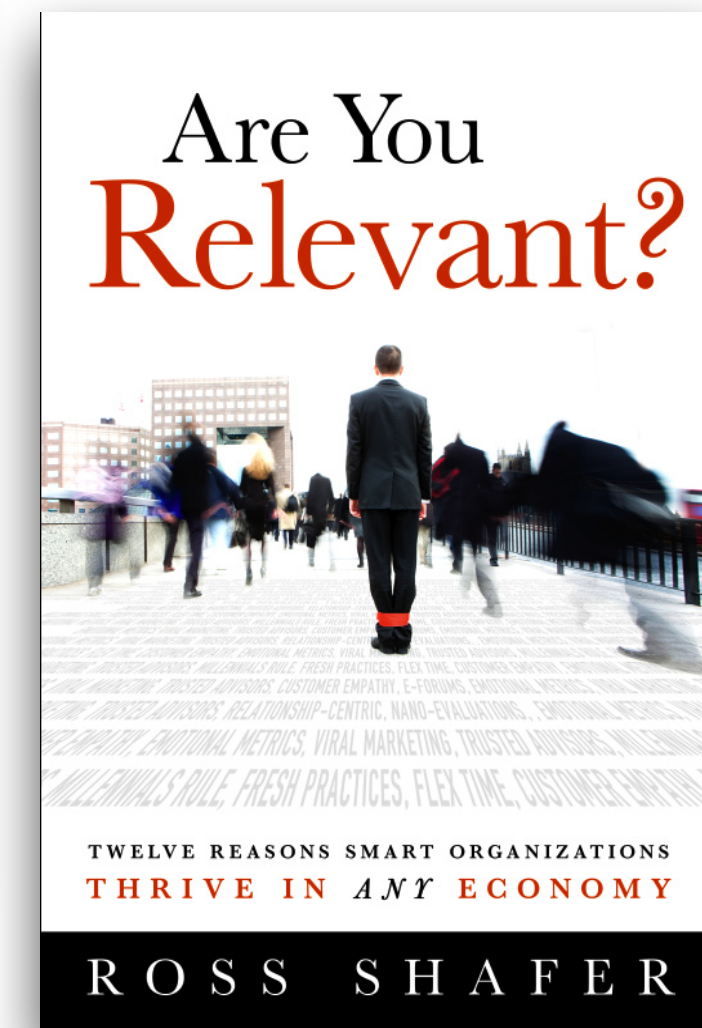
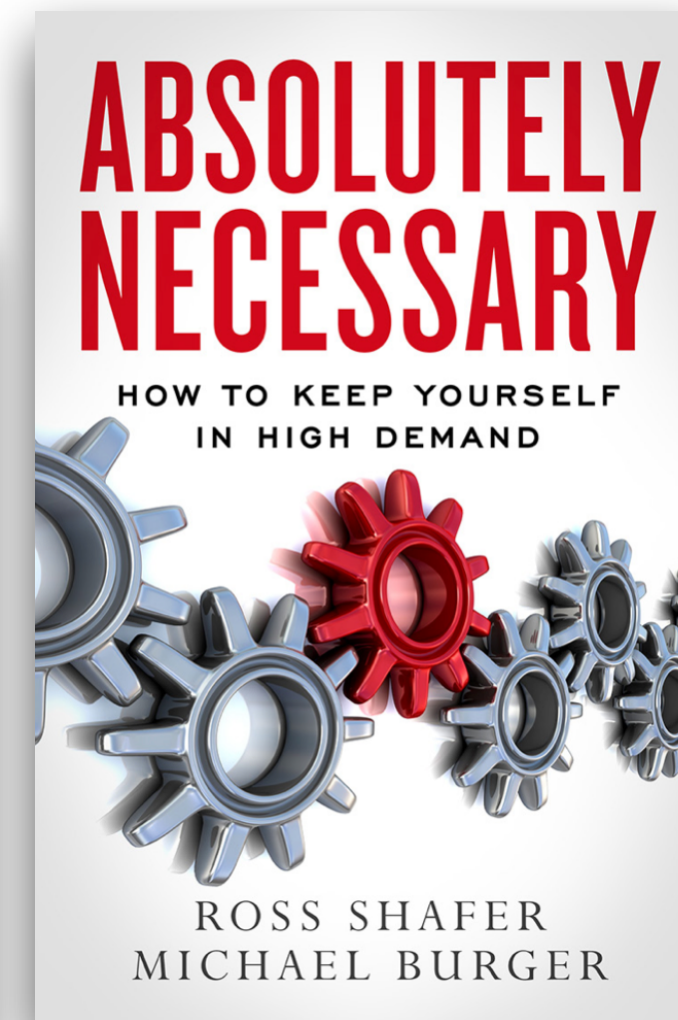
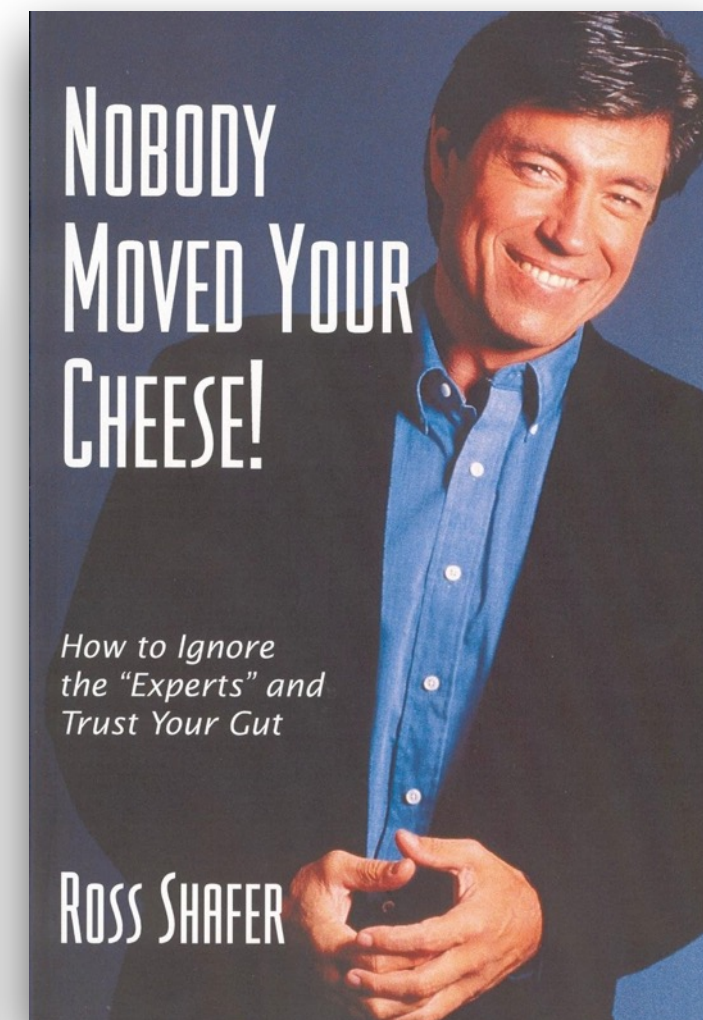
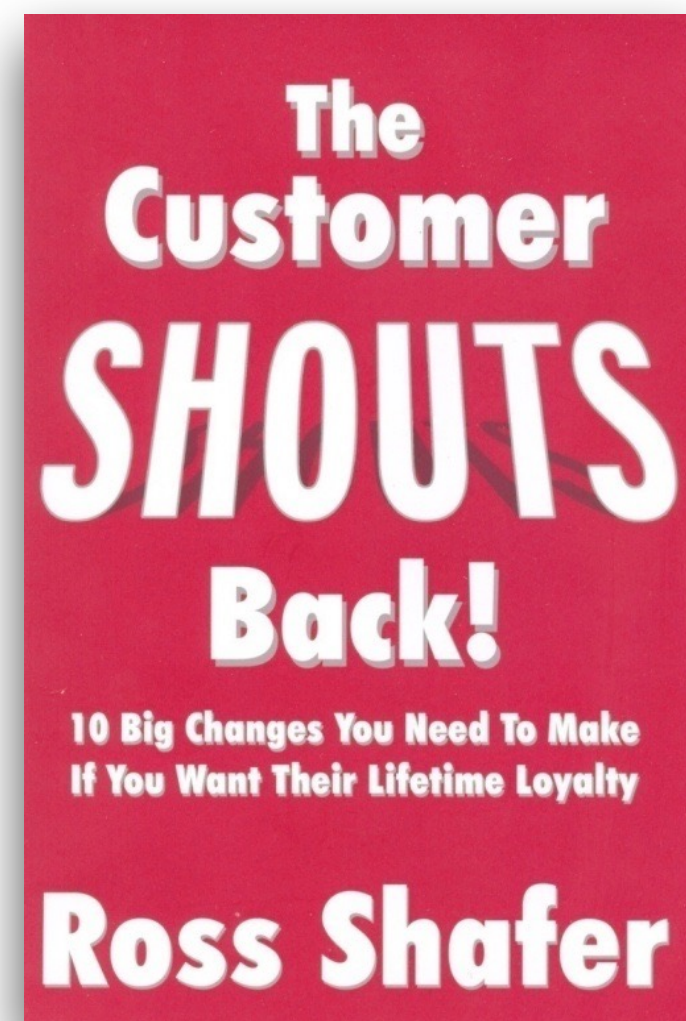


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