



Ross
Shafer

For more info:

CONTACT:

Kelly Skibbie

kskibbie@kepplerspeakers.com

1 (703) 516-4000



THE CURE FOR CREEPING COMPLACENCY

BEHAVE
LIKE A
STARTUP



ROSS SHAFER

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. The text 'What I'm Not...' is centered in a bold, dark blue font.

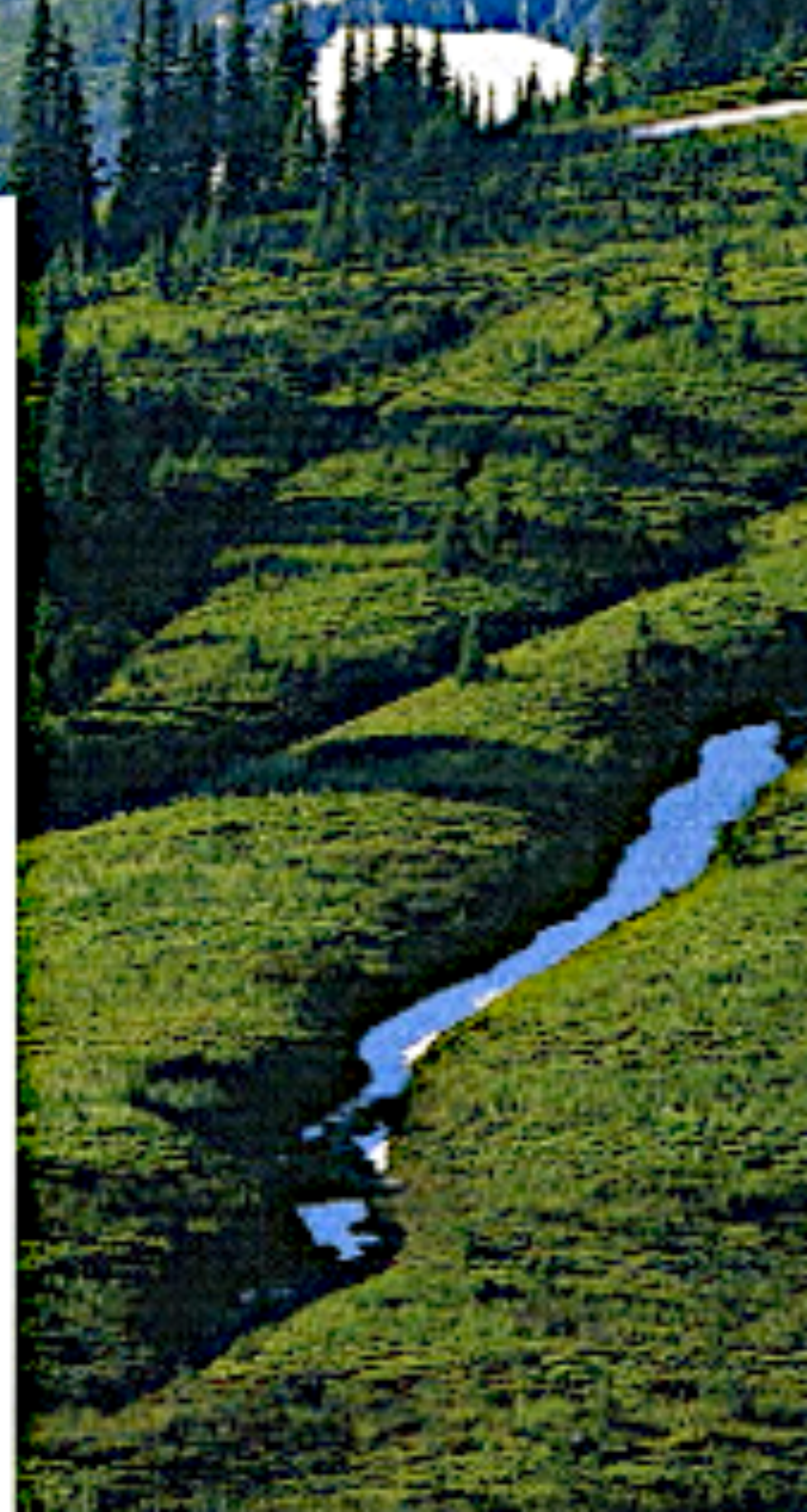
What I'm Not...



Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)





Follow the Tracks of the Herd

“Trust the Instruments”



COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

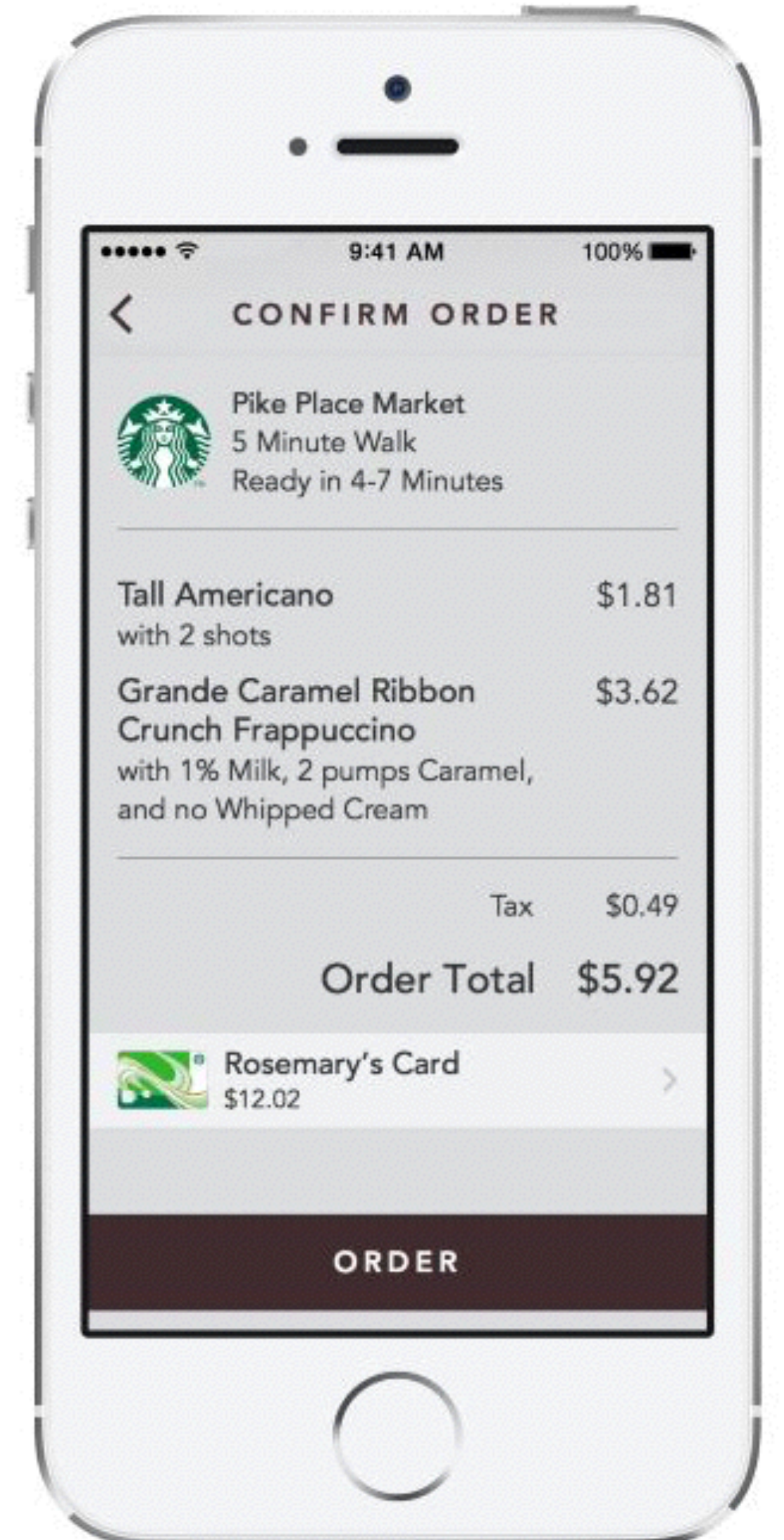
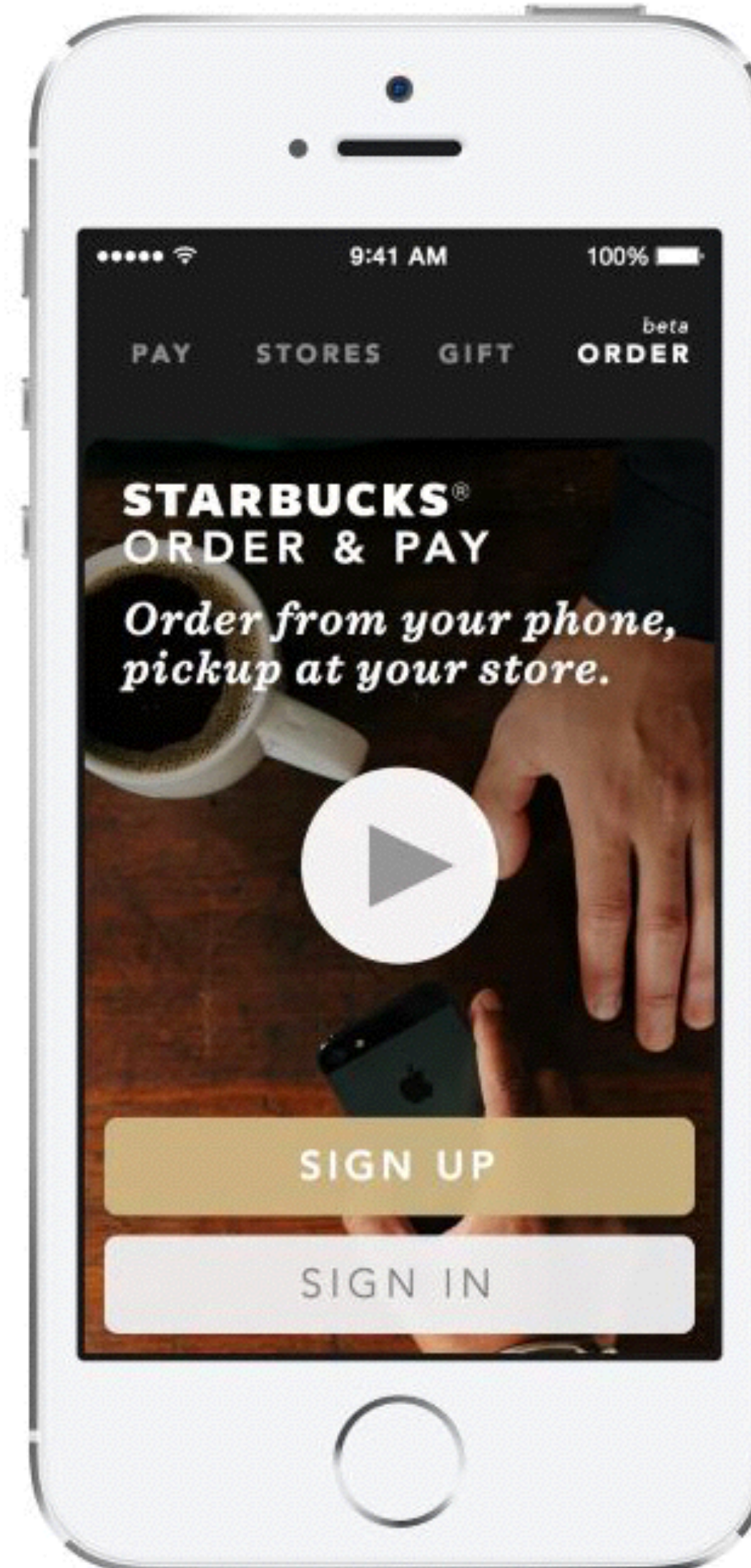
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Order in Advance for Coffee Pick Up



OTC Shake Up

(personal sound amplifiers)



BOSE



beats. by dr. dre.

SAMSUNG



CITIM

BAY CRES PARTNERS, L.L.C.

CNBC REAL-TIME

(M)	MACY'S	25.61	-0.71	[-2.68%]
(JCP)	J.C. PENNEY	3.54	+0.04	[+1.14%]
(JWN)	NORDSTROM	48.87	-0.25	[-0.51%]
(DDS)	DILLARD'S	59.09	-1.54	[-2.53%]

U.S. RETAIL STORE CLOSINGS TO SURGE 33% THIS YEAR: RPT

QUAWKON
HE STREET

S&P 500	2,706.72
CHANGE	+10.91
%CHANGE	+0.40%

SPDR S&P 500 ETF (SPY)	269.85	▲ 1.08	Scotts Miracle (C)
(CRIX)	58.53	▲ 0.90	Carlyle Group (C)

CNBC 7:55A PACIFIC

amazon.com

The Amazon logo, consisting of a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

**Amazon is a transactional company.
You can beat them with...”**



High Touch



Adding Value

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

**So, How do You
Provide More Value?**

Hotel Events

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

Events for January 4, 2018

GO TO THE WRONG MEETINGS

Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
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

Association of Human Nature Convention



[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

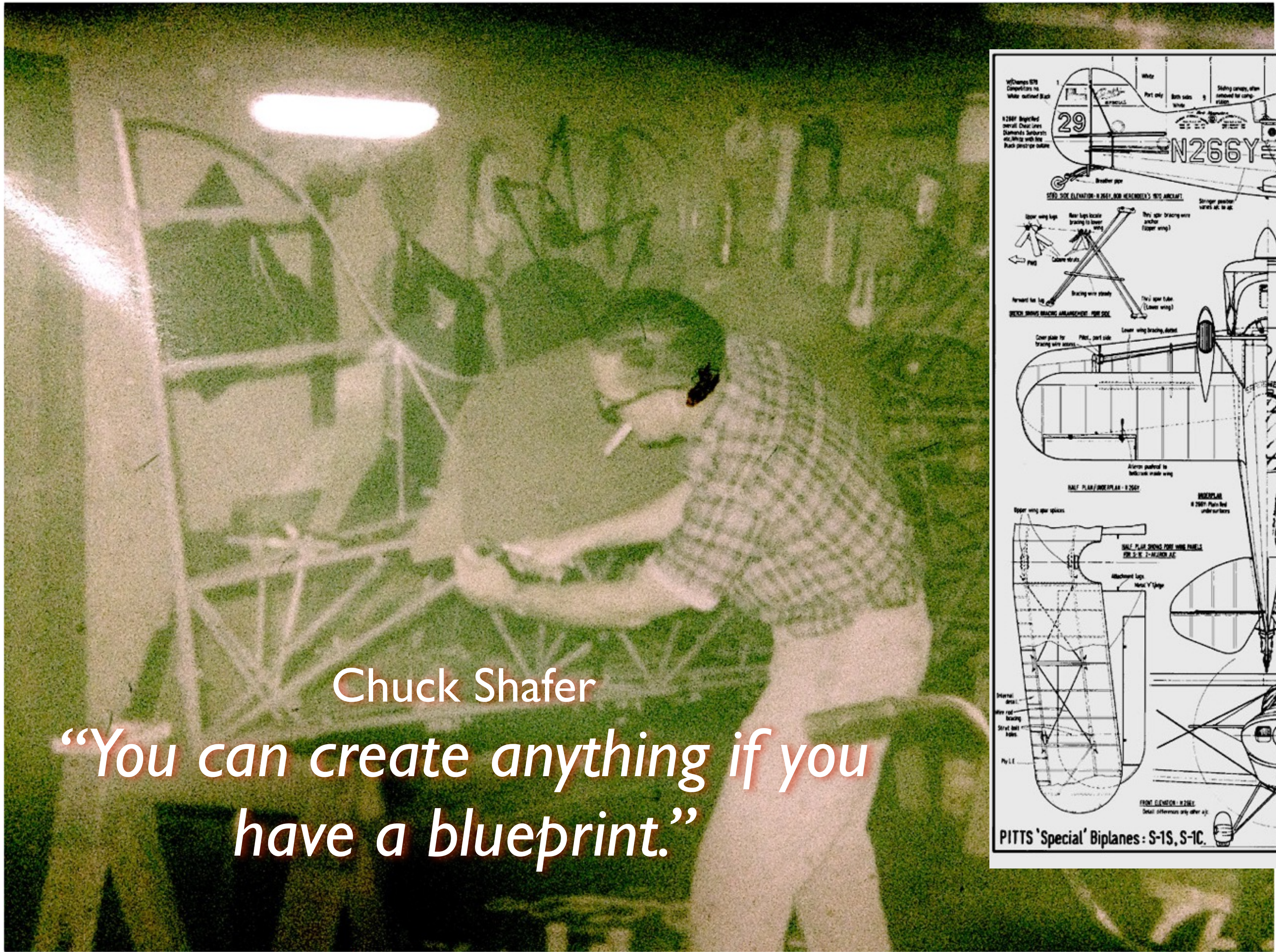
55,000 UNITS



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 aesthetic.

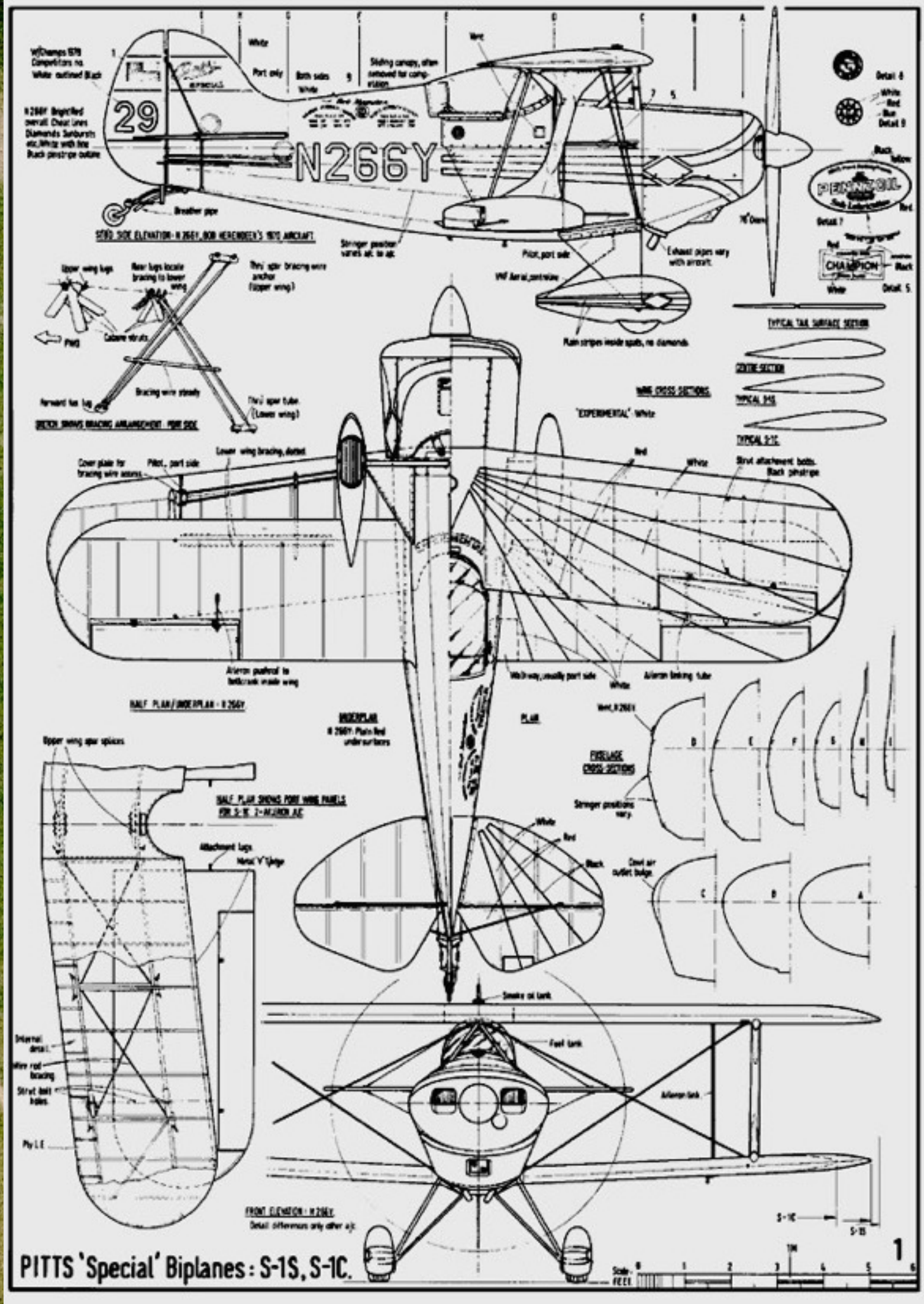
**Being Bold is...
Being Fearless**

(& Appropriately Paranoid)



Chuck Shafer

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





Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER





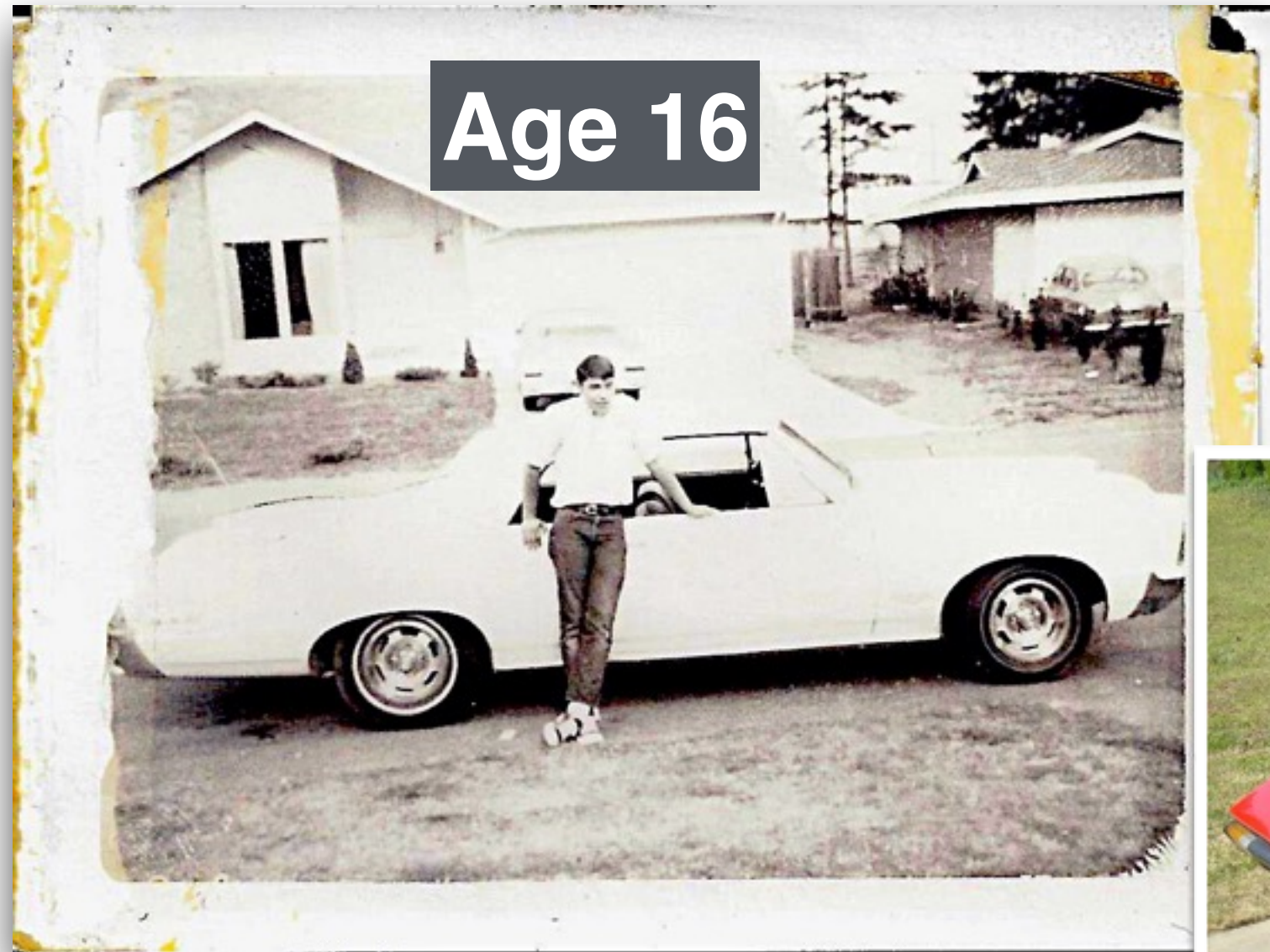
Age 13



Age 14



Age 17



Age 16



Age 29



Age 19





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



Sam & Enrico

2018 © Enrico

Restaurants/Food Service



Retail Clothing

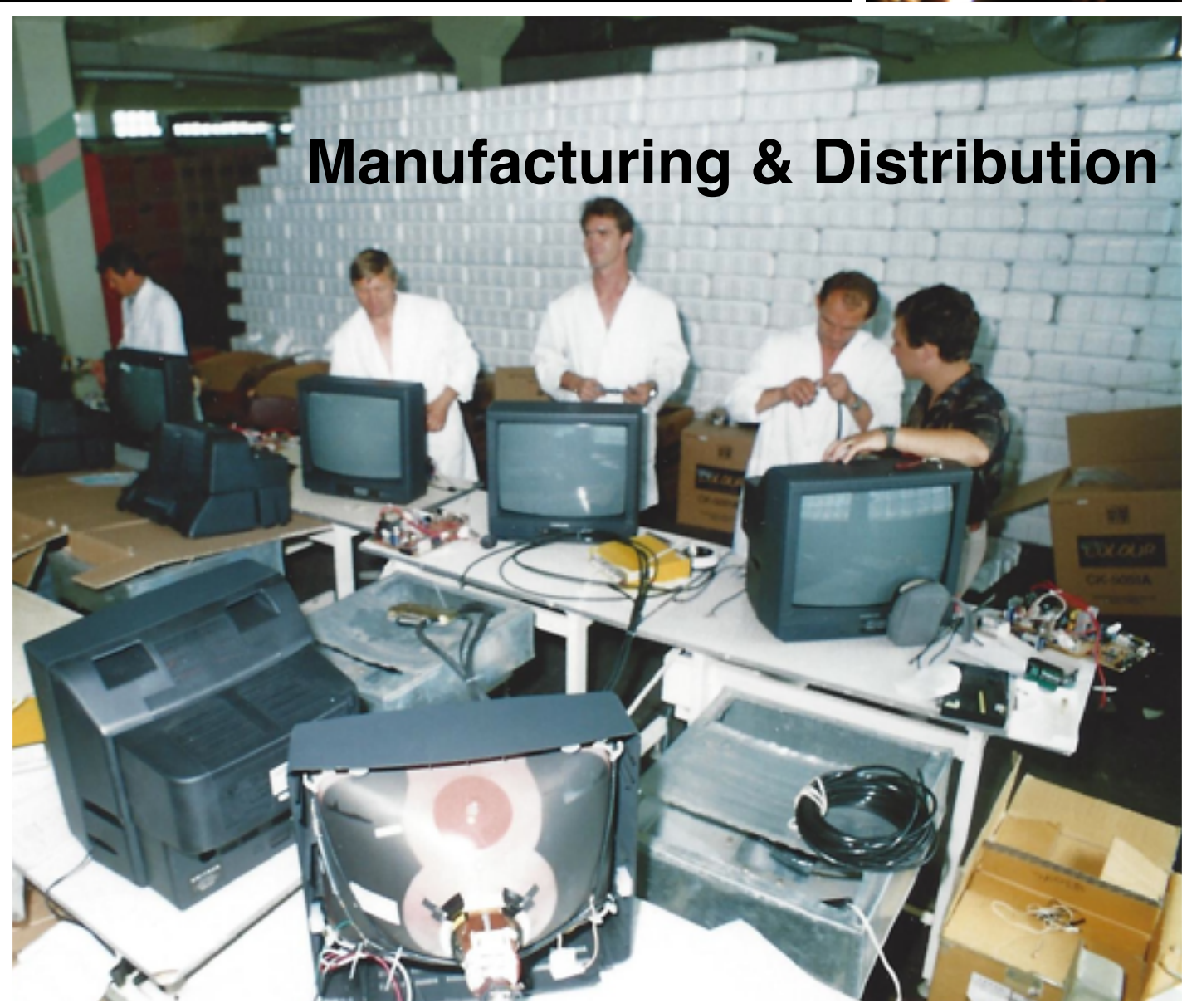
Photography & Product Marketing



Building Industry



Manufacturing & Distribution

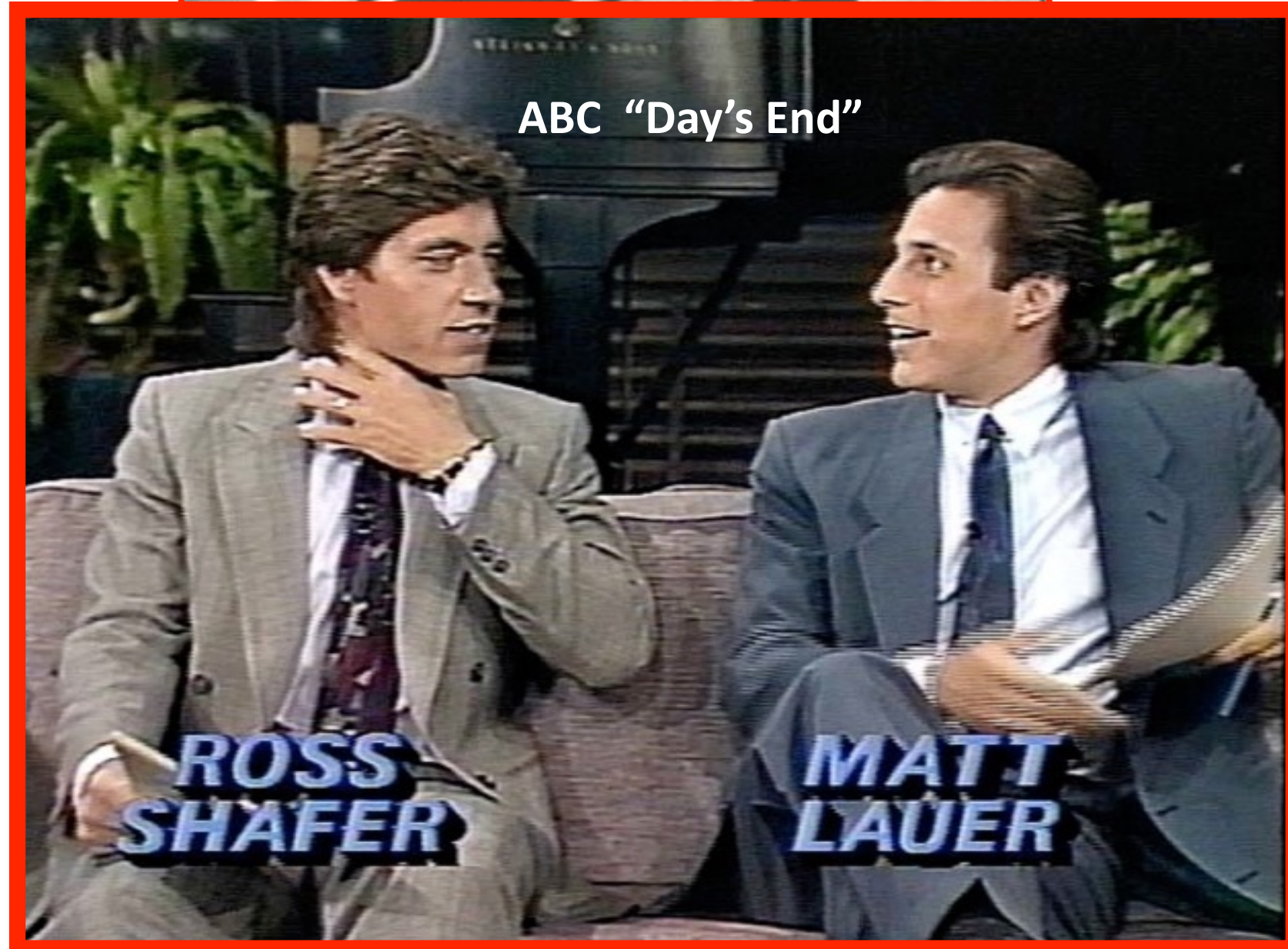
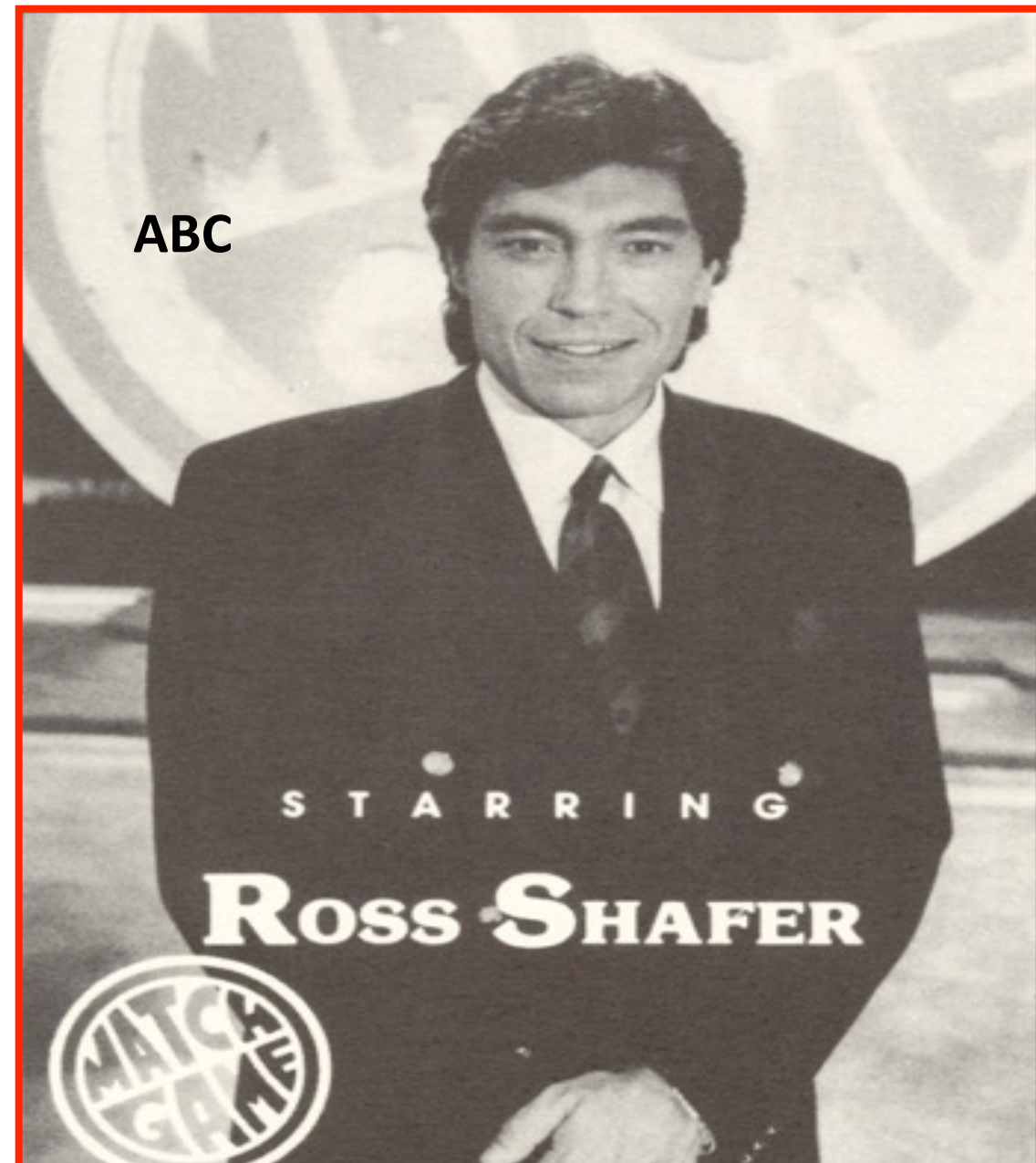


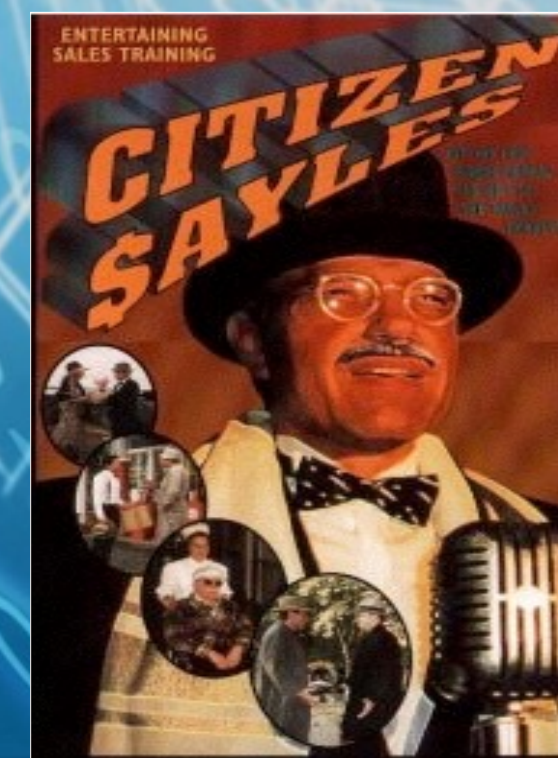
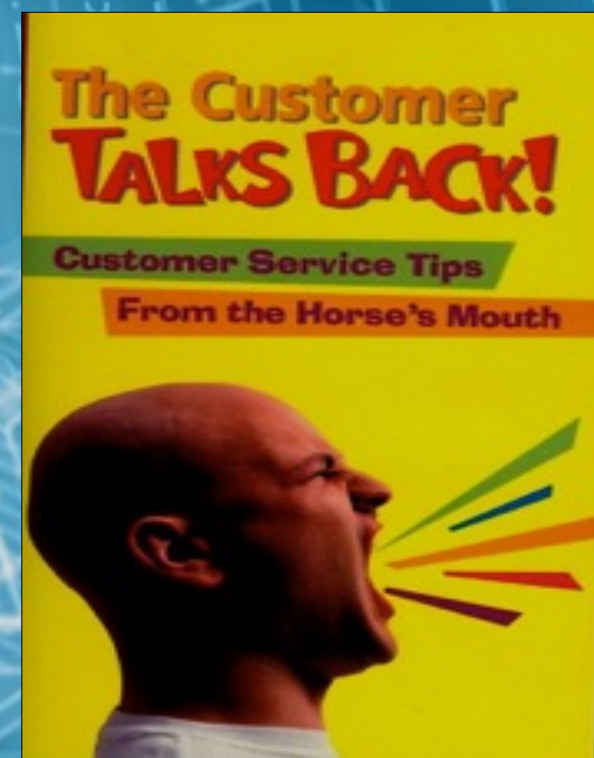
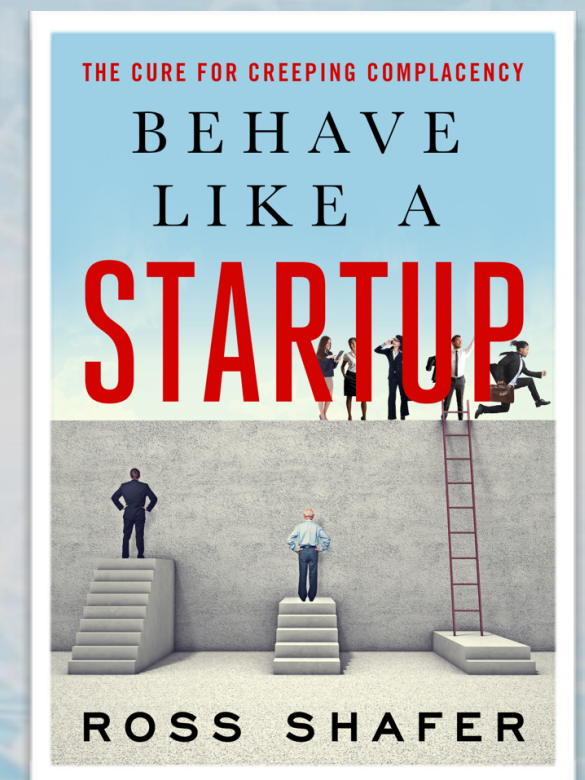
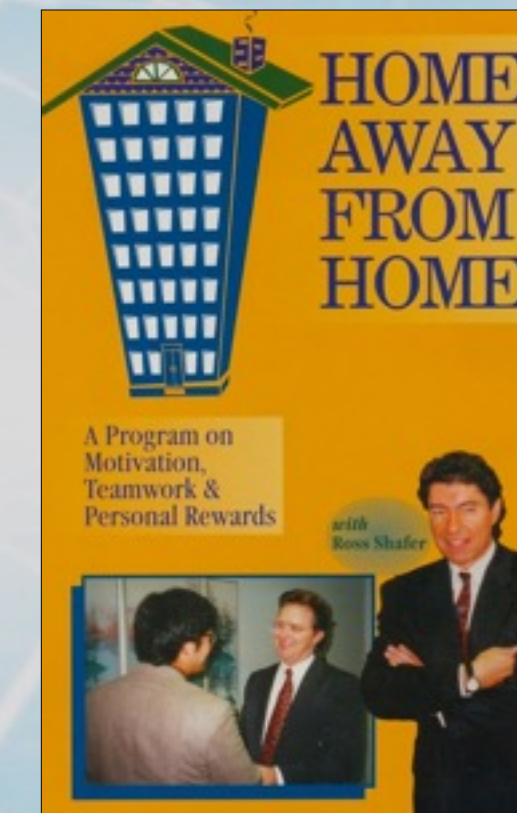
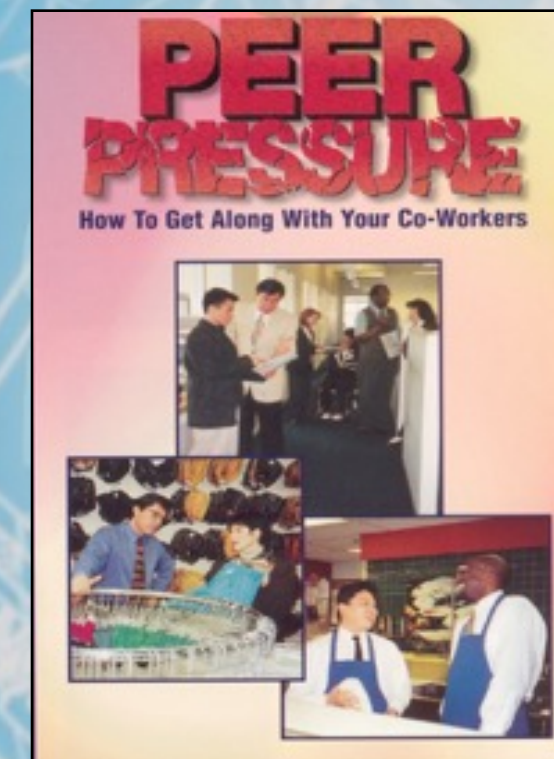
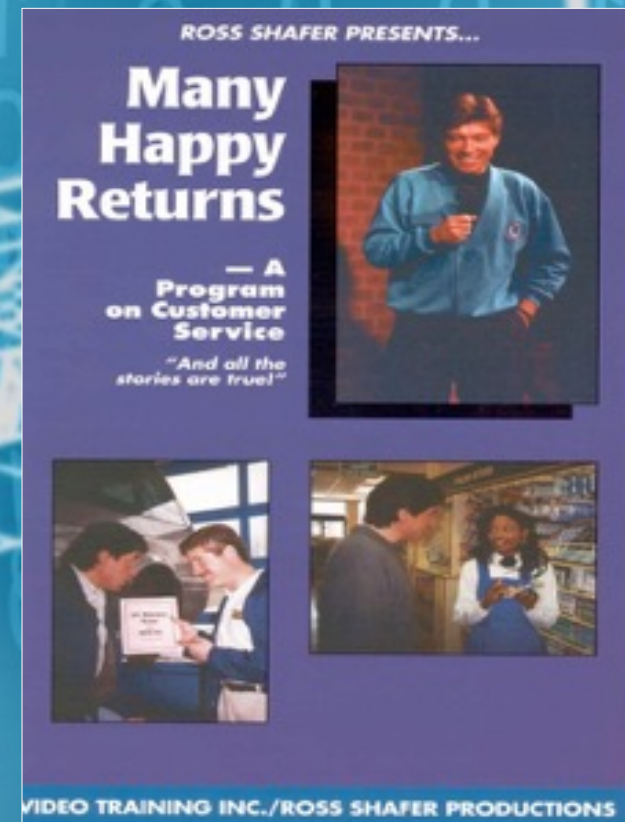
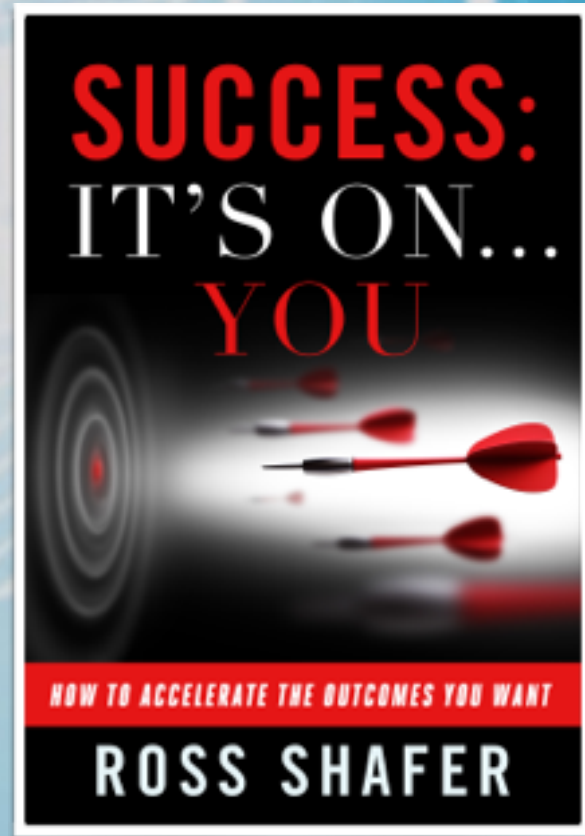
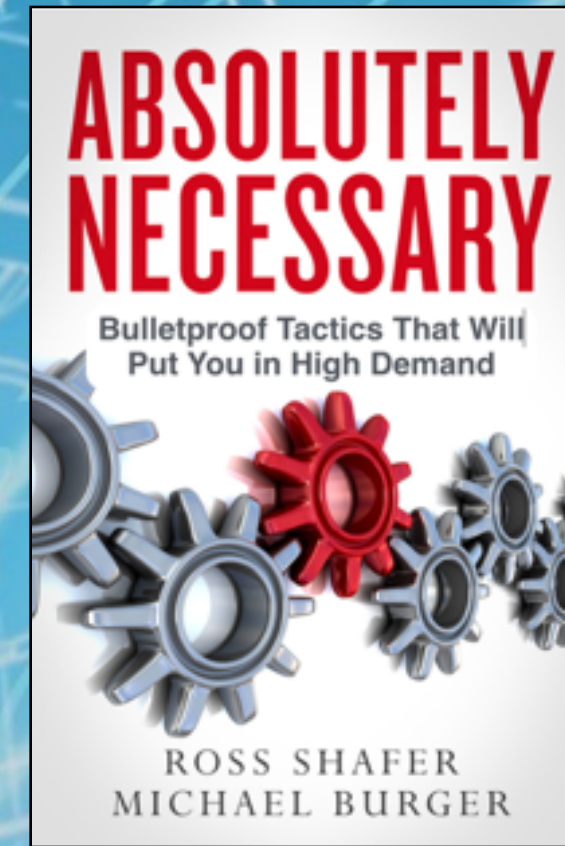
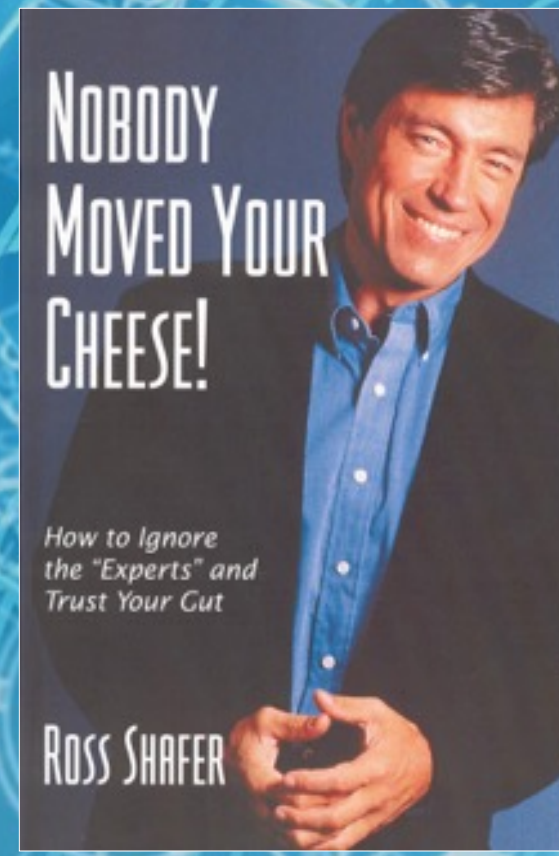
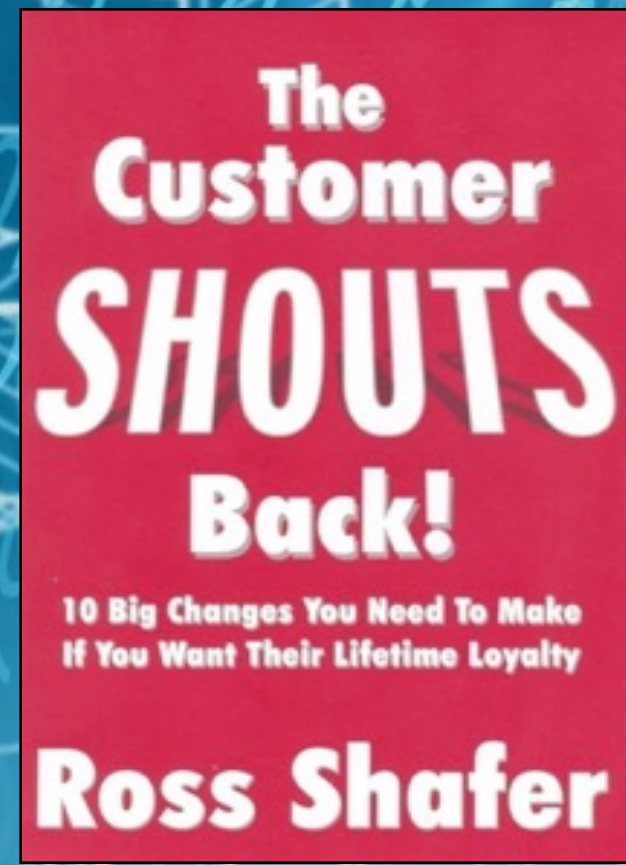
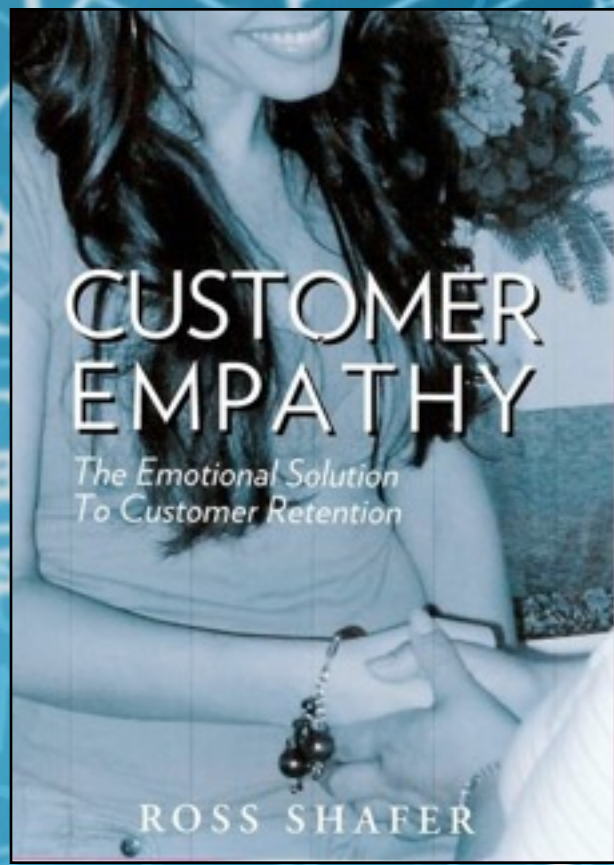
TV & Film Production



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 and engineering aesthetic.

Startups Constantly Refresh Their Dreams





The background is a vibrant blue gradient. It is filled with a complex pattern of white and light blue technical drawings, including architectural blueprints, mechanical parts, and circuit diagrams. Overlaid on these drawings is a stream of binary code (0s and 1s) in a light blue color, creating a sense of digital data and technology.

What Do Your Customers Expect from Startups?

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and cross-sections. Overlaid on this are patterns of binary code (0s and 1s) and glowing light trails, suggesting a digital or high-tech theme.

A Friction-Free Experience



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



1,500,000+
patients love
“Virtual” Doctors

PREVENTS
MISCOMMUNICATION

AVAILABLE 24/7

ADDS URGENCY



**DO VIDEO
CONSULTATIONS**

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 curves from the bottom of the letter 'a' to the bottom of the letter 'z'. To the right of the arrow is the word "go" in the same lowercase, sans-serif font. In the background, a person wearing a bright orange shirt is visible, standing in the aisle. The shelves are filled with various products, but they are out of focus.

amazon go

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



WOW!

Customer Service

WOW! Service!

THE WOW FACTOR®



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



let's
WOW
your customers



whatever • wherever

THE WOW! awards®

for outstanding customer service...

POW!

A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white background with a black halftone dot pattern.

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.**”



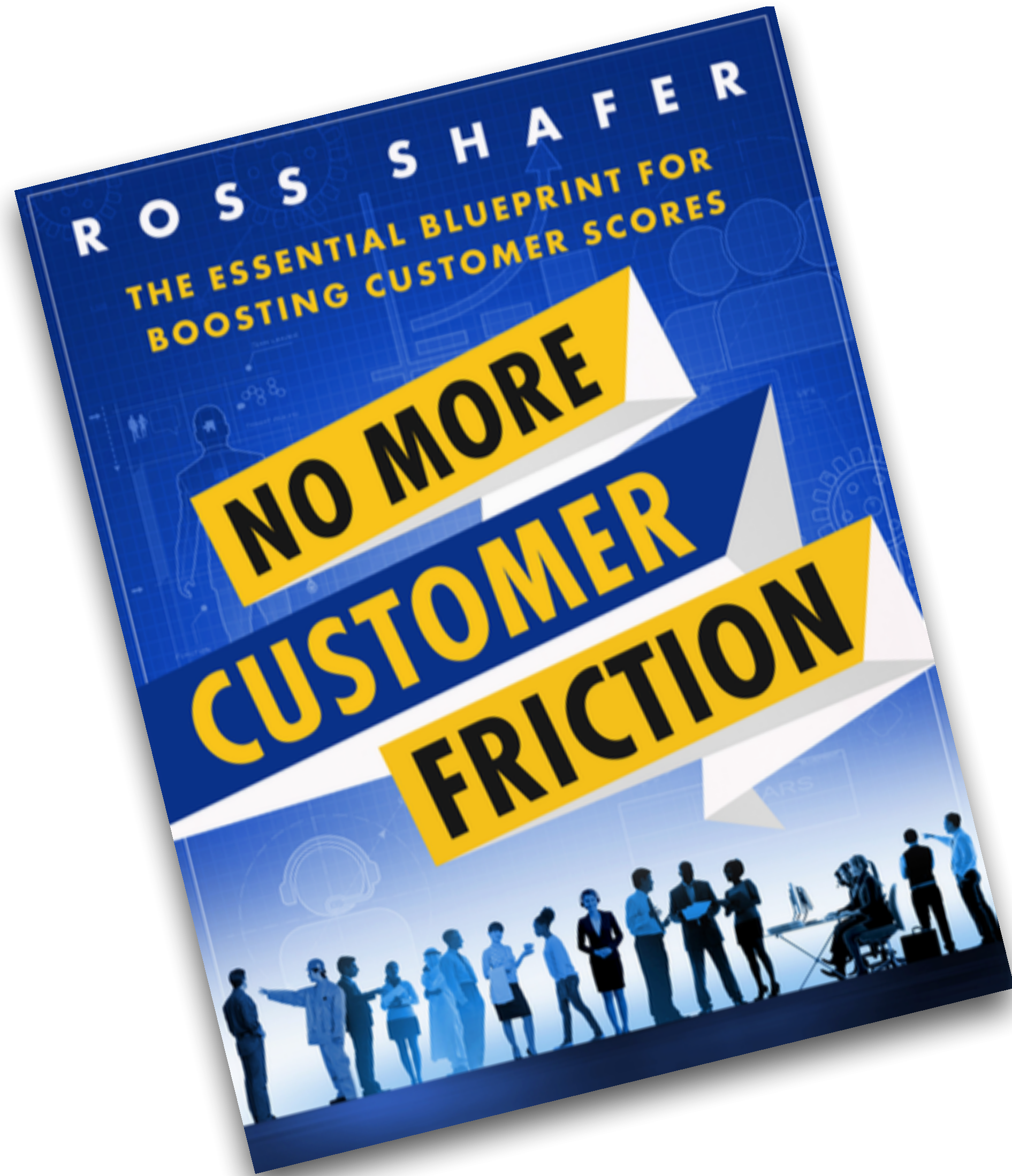
erases



sources: The Customer Shouts Back - 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.



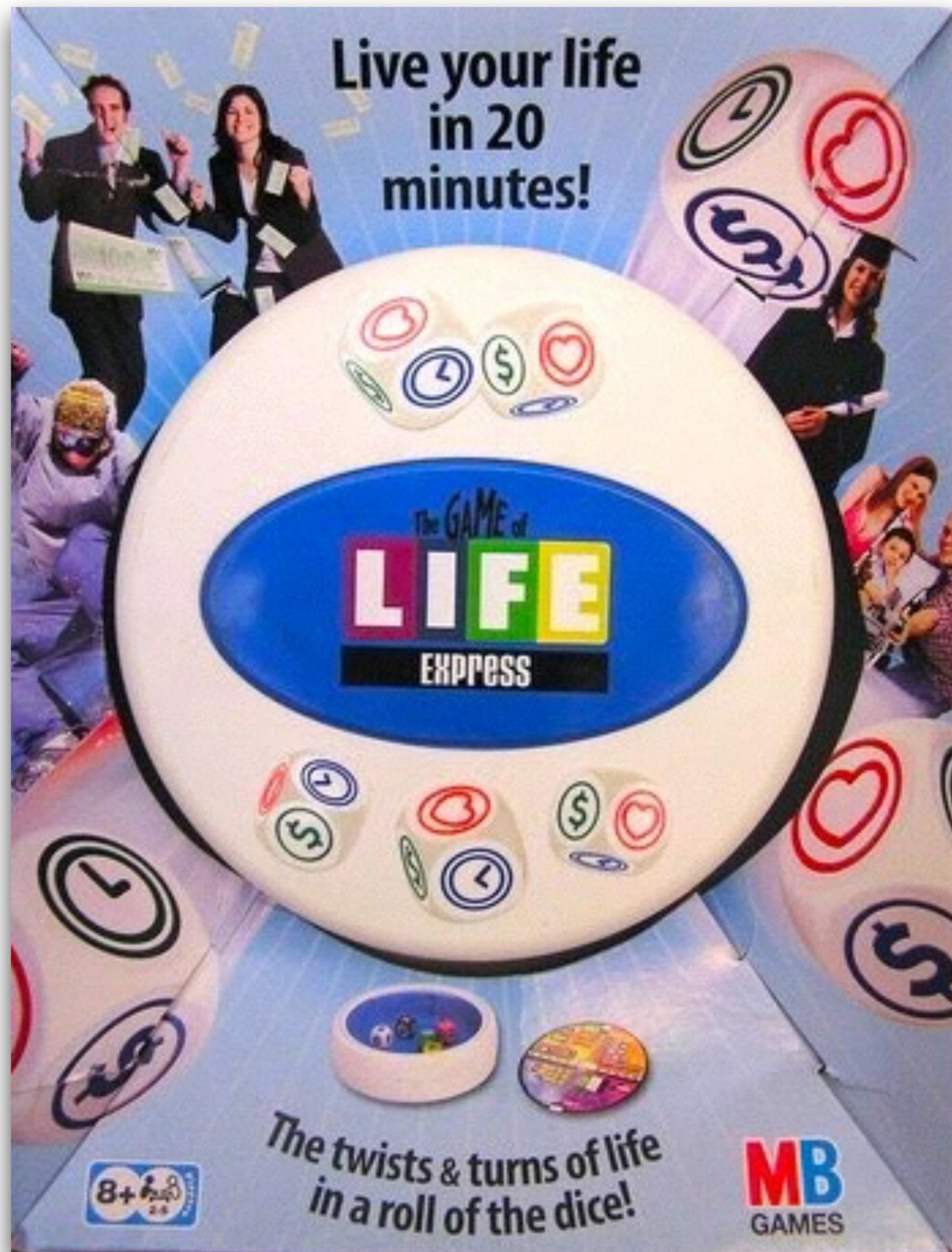
**Does This
System
Work?**



**10 yrs ago, on the verge of bankruptcy,
customers complained
“the toys take long to assemble.”**







Play These games
in 20 minutes!





Complaints led to losing 1,000,000m subscribers in just one quarter.



**Highest # of complaints meant they were
Last Place in their industry
re: Customer Experience**



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.

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 and engineering aesthetic.

Startups Accelerate Their Curiosity









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





 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...

 **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.”

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 aesthetic.

Attract & Retain Young People

Millennials Will be 40yrs old in 2 years!



#1?

**How Do They Want
to be Managed?**

DON'T

MENTOR THEM

Let Them Disagree



#2:

**How do You Motivate
Them?**

“LEVELING UP” Motivates Achievement



300,000 attended GamesCom

#3:

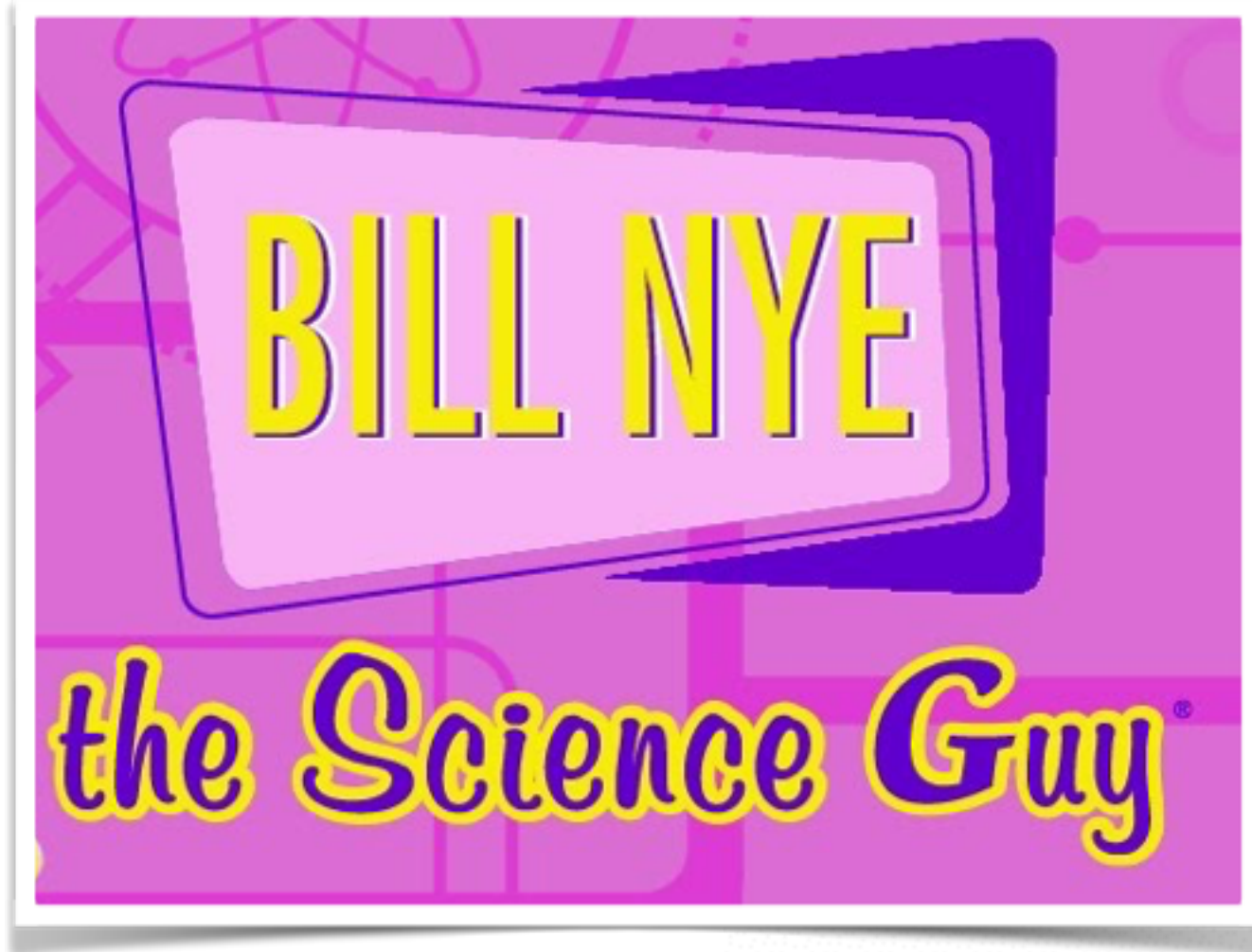
**What Attracts Them
to Work for You?**

FUN

Started 2011.
In 2016, Unilever buys company for \$1 billion



**When You Find
Young
Superstars...
Exploit Them**



AFTER TODAY'S MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

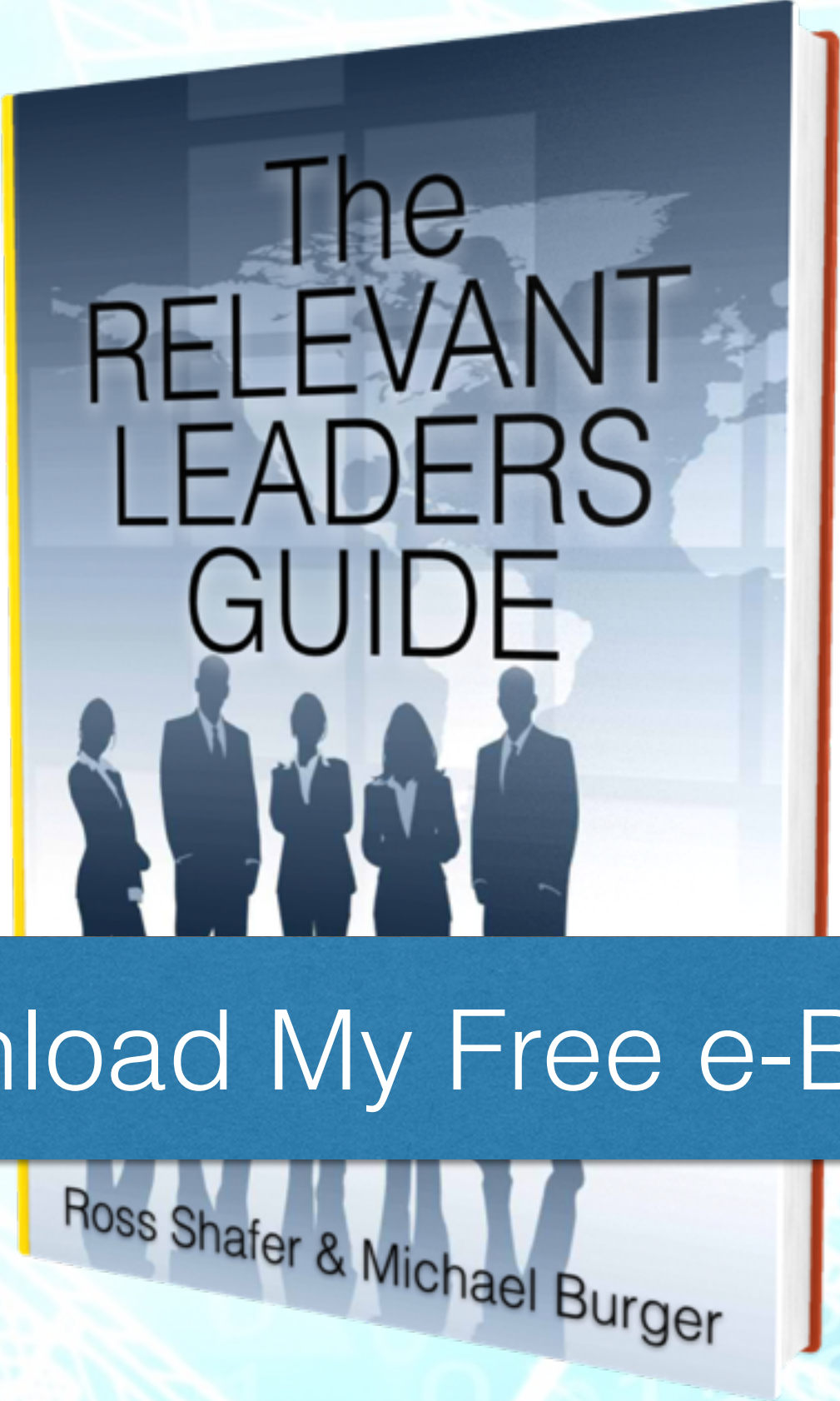
Relevant Leaders Club Download All

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
by Ross Shafer
4 days ago • 24 views
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
by Ross Shafer
1 week ago • 31 views
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- 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...
- 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 repeatab...
- 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...

Leadership Video Blog

Download My Free e-Book



www.RossShafer.com

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.

Organizations with
CHARACTER
last 63% Longer



Chuck Shafer 1927-2001



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



Daddy/Daughter date
11th birthday!

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Ongoing Encouragement



Ross
Shafer

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