



**If you would like Ross to  
create a custom program  
for you,  
CONTACT:**

**Helen Broder**

**[helen@SpeakerManagementllc.com](mailto:helen@SpeakerManagementllc.com)**

**1-910-256-3495**

**ROSSHAFER**  
**CONSULTANTS, INC.**



The background is a light blue gradient with a complex pattern of white technical drawings, including cross-sections of mechanical parts, gears, and various lines and arrows. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering aesthetic.

# **How to Keep Top Leaders RELEVANT**

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

**What I'm Not...**



**STAY RELEVANT:**

**‘The Herd’ will  
Always Tell You  
Where They are  
Going Next**



# 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



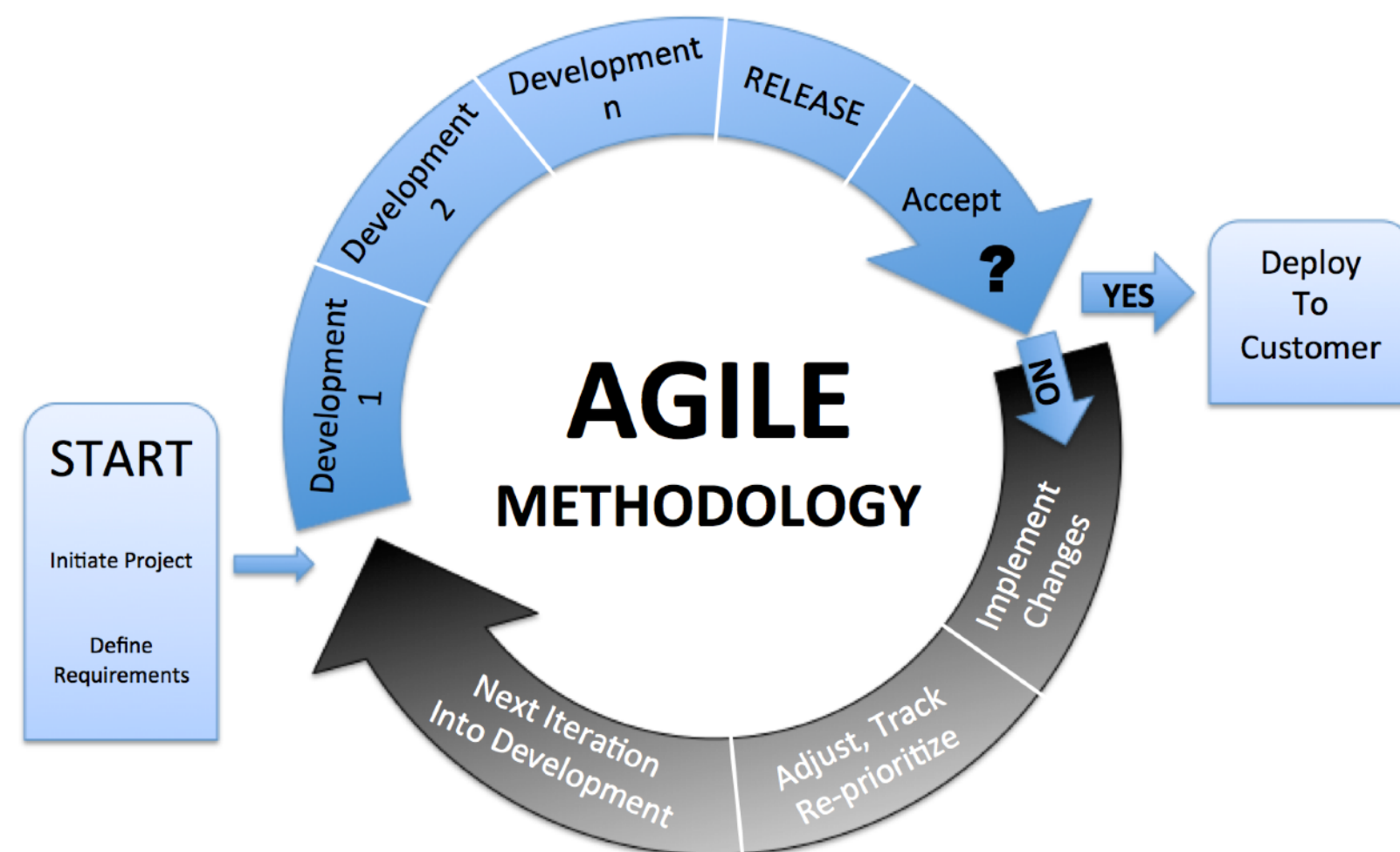








Ryan Shafer





# FOCUS ON THE FAMILY<sup>®</sup>

*They look at Memberships as  
“**Friend Raising**”*



FOCUS  
ON THE FAMILY<sup>®</sup>  
BROADCAST



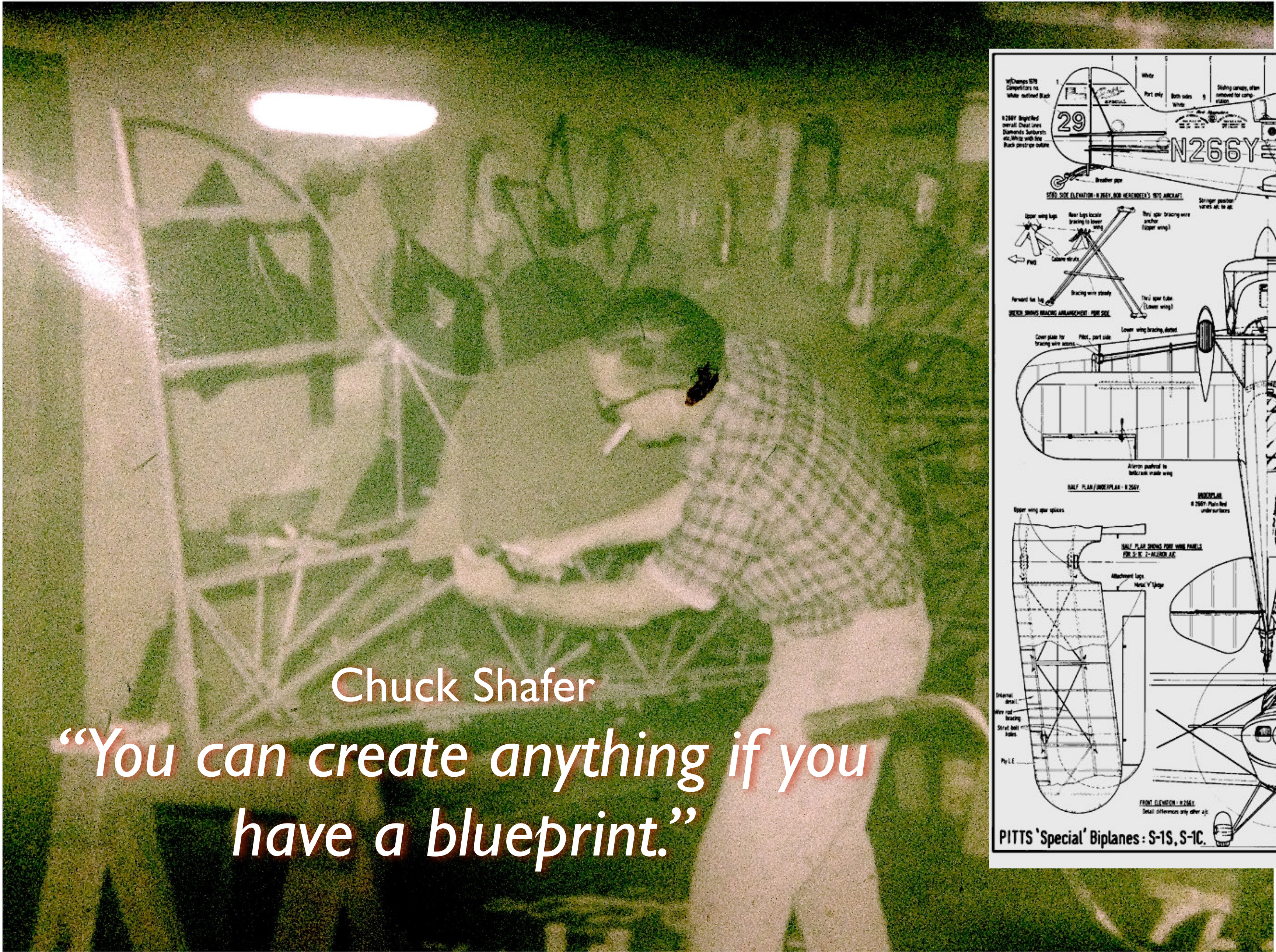
**STAY RELEVANT:**

**Great Pilots**

**“Trust the**

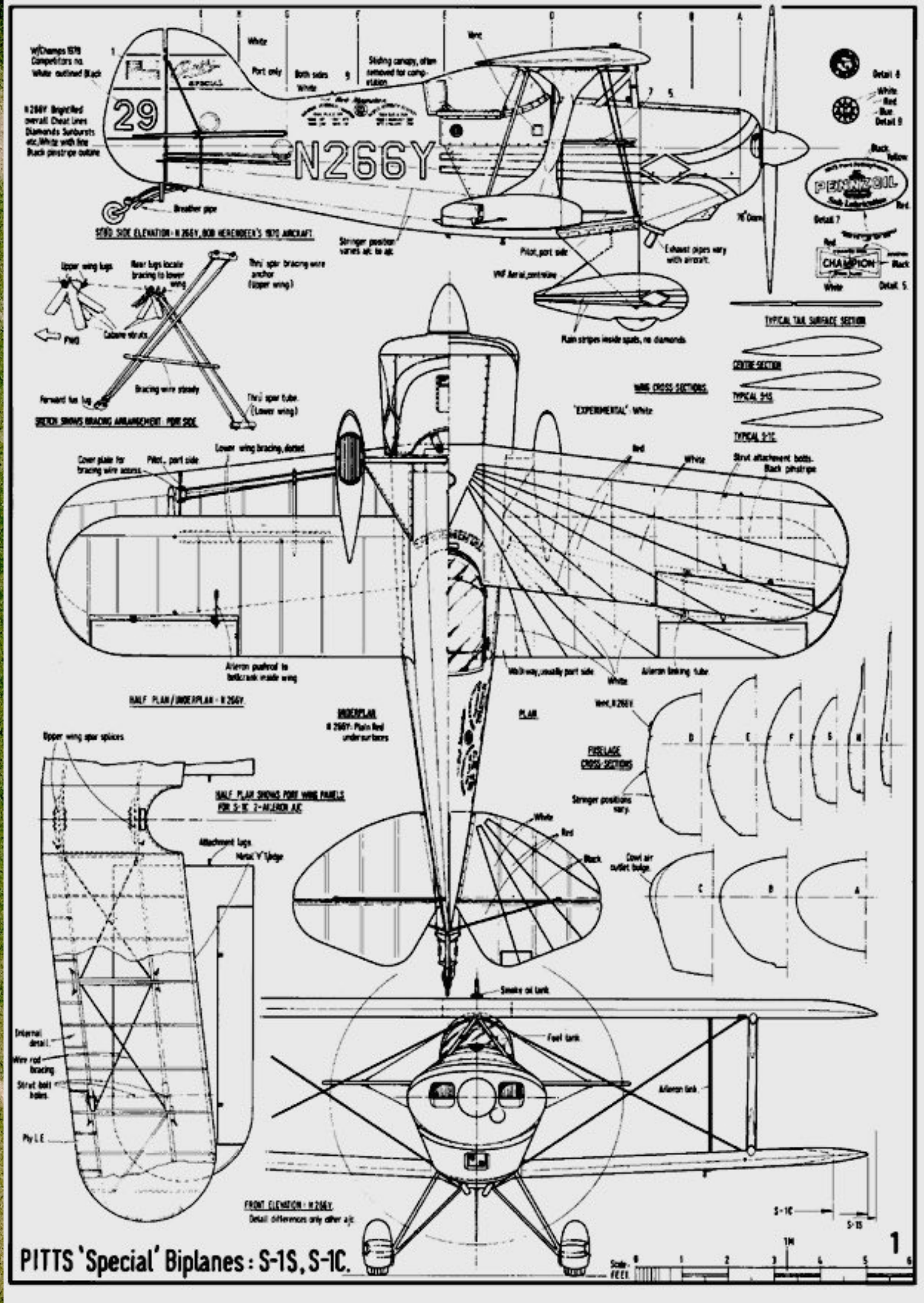
**Interments”**





Chuck Shafer

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





Maiden flight - May 1971





**“Fear is the enemy of success”**

**CHUCK SHAFER**







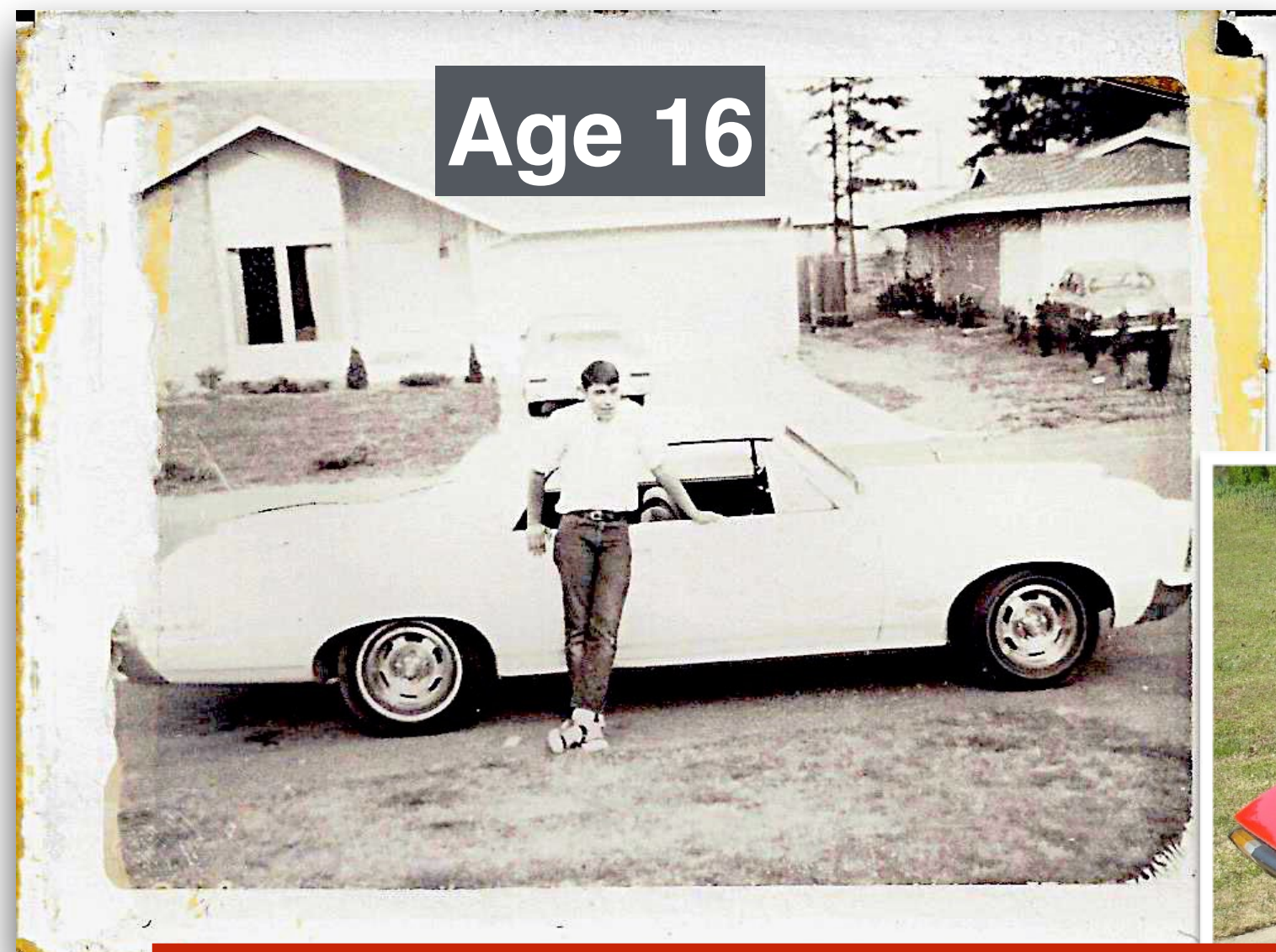
Age 13



Age 14



Age 17



Age 16



Age 29



# Flipping Homes



Age 19

# Flipping Vehicles



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



# Flipping Broken Companies

**SHAFER® PROJECTION TV**



Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

**AS LOW AS \$997**

**SOUNDS O.K.**

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119 Hi Ho Shopping Center  
Puyallup, Wash. 98371

STUDIO in Puyallup

**SHAFER**  
PROJECTION TELEVISION

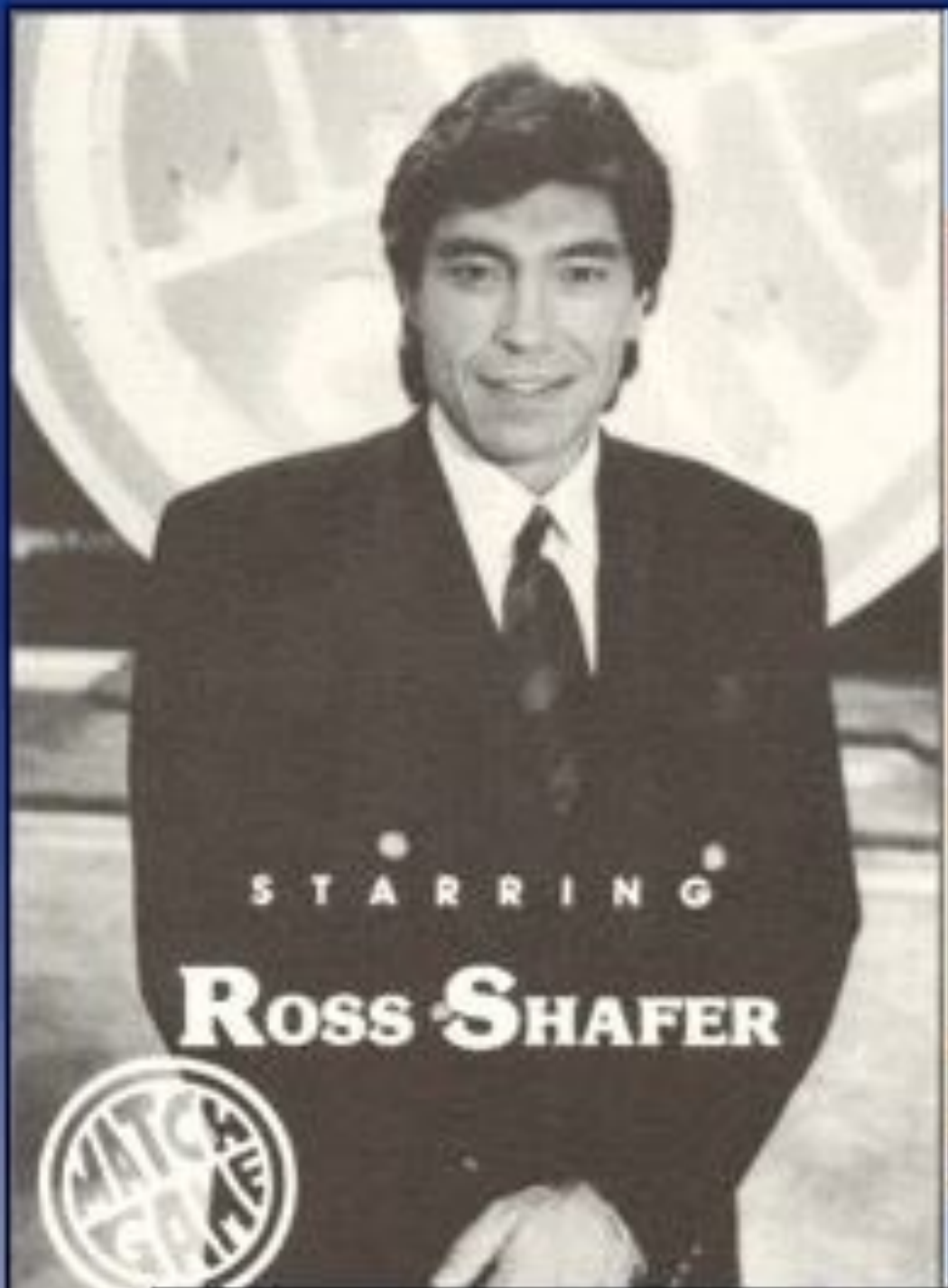
TV & Film Production



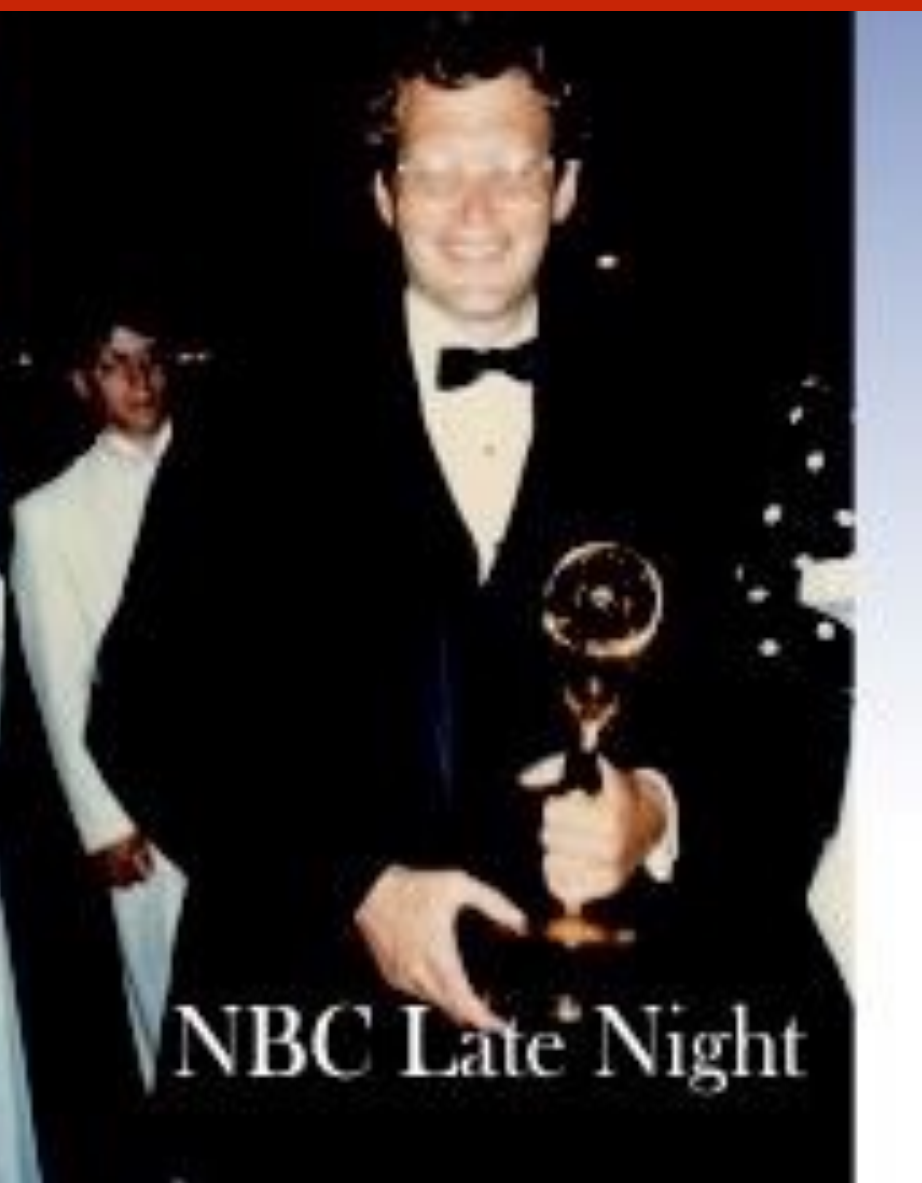
THE ICE CREAM SHOP







# Talk & Game Host





**STAY RELEVANT:**

**Innovate by  
Looking Outside of  
Your Kroc Center**



# Hotel Events

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

January 9, 2019



Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION A		
Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

**CRASH THE WRONG MEETINGS**



# Association of Human Nature Convention





[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

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[Menus](#)

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[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)





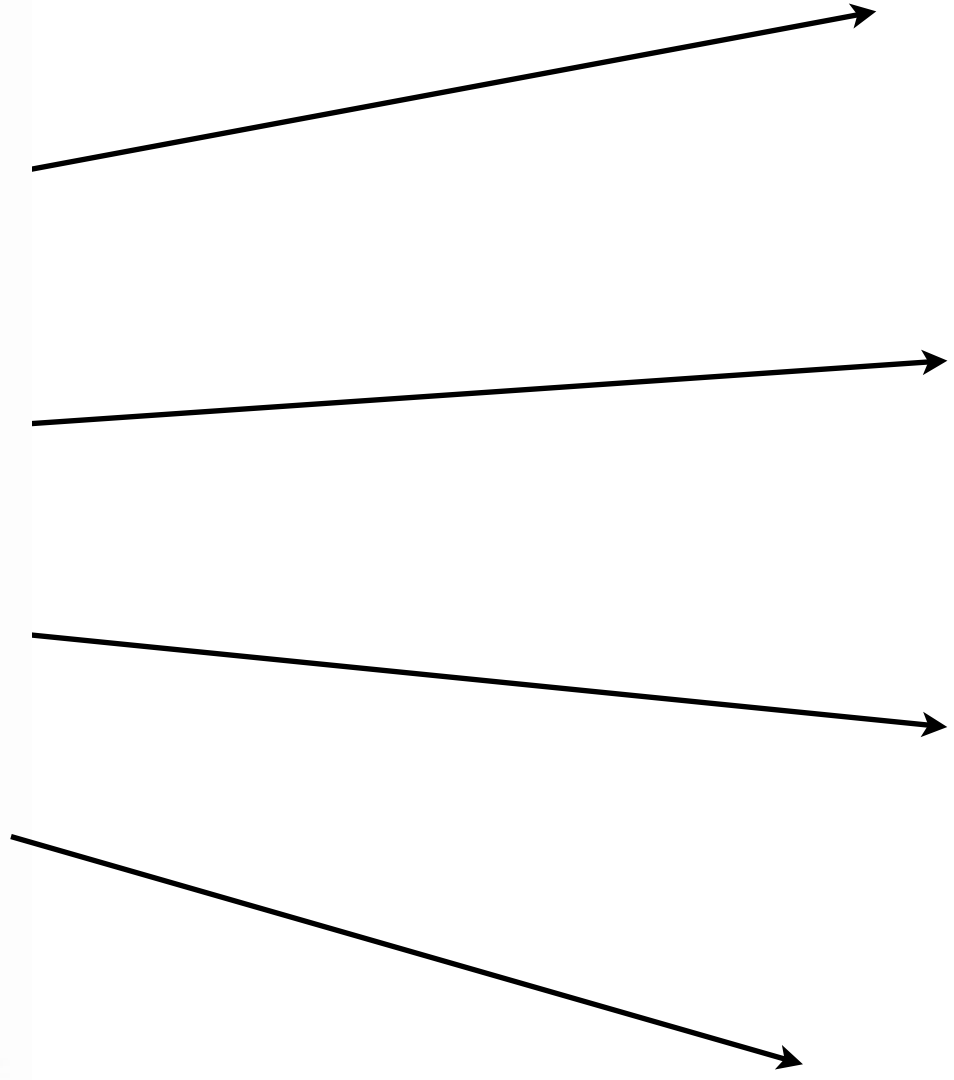




# The “Empty Bag” Issue











LARAMAR

55,000 UNITS





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

**STAY RELEVANT:**

**Listen to  
Everybody's Ideas**







# GRAND HYATT









# Sheraton


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**S** Sink into  
**plendor.**

Submerge yourself in comfort. The Sweet Sleeper Bed™ with its plush top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit [sheraton.com](http://sheraton.com) for Best Rates, Guaranteed.

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 **Sheraton**  
HOTELS & RESORTS



**STAY RELEVANT:**

**Eliminate ALL**

**Personal &**

**Professional**

**Friction**



Comcast  
xfinity

amazon

hulu

NETFLIX

Google





**R O S S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**









**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



**2,500,000+**  
**patients love**  
**“Virtual” Doctor**  
**Visits**



**STAYING RELEVANT:**  
**Don't Focus on The**





# CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. 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; **NOT by delighting them in service interactions.**”



**INSTEAD...**



**Eliminate the**



**Moments**





**“Thanks for calling.  
My name is Jason.  
How can I  
provide you with  
outstanding  
customer care?”**





# TOYOTA

## OF PUYALLUP



*customer first.*



Freshly baked Otis-Spunkmeyer cookies.



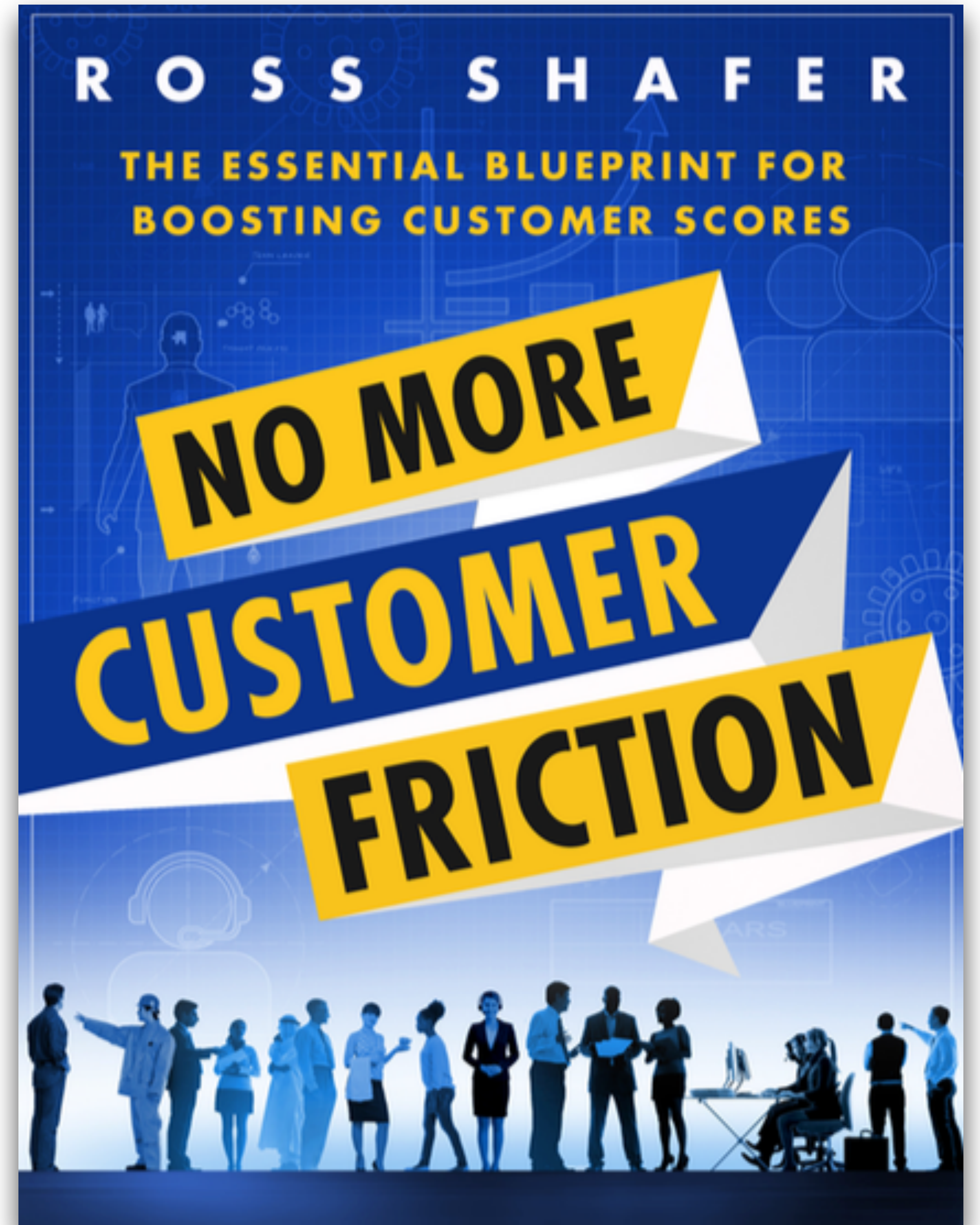
# Does



vs.



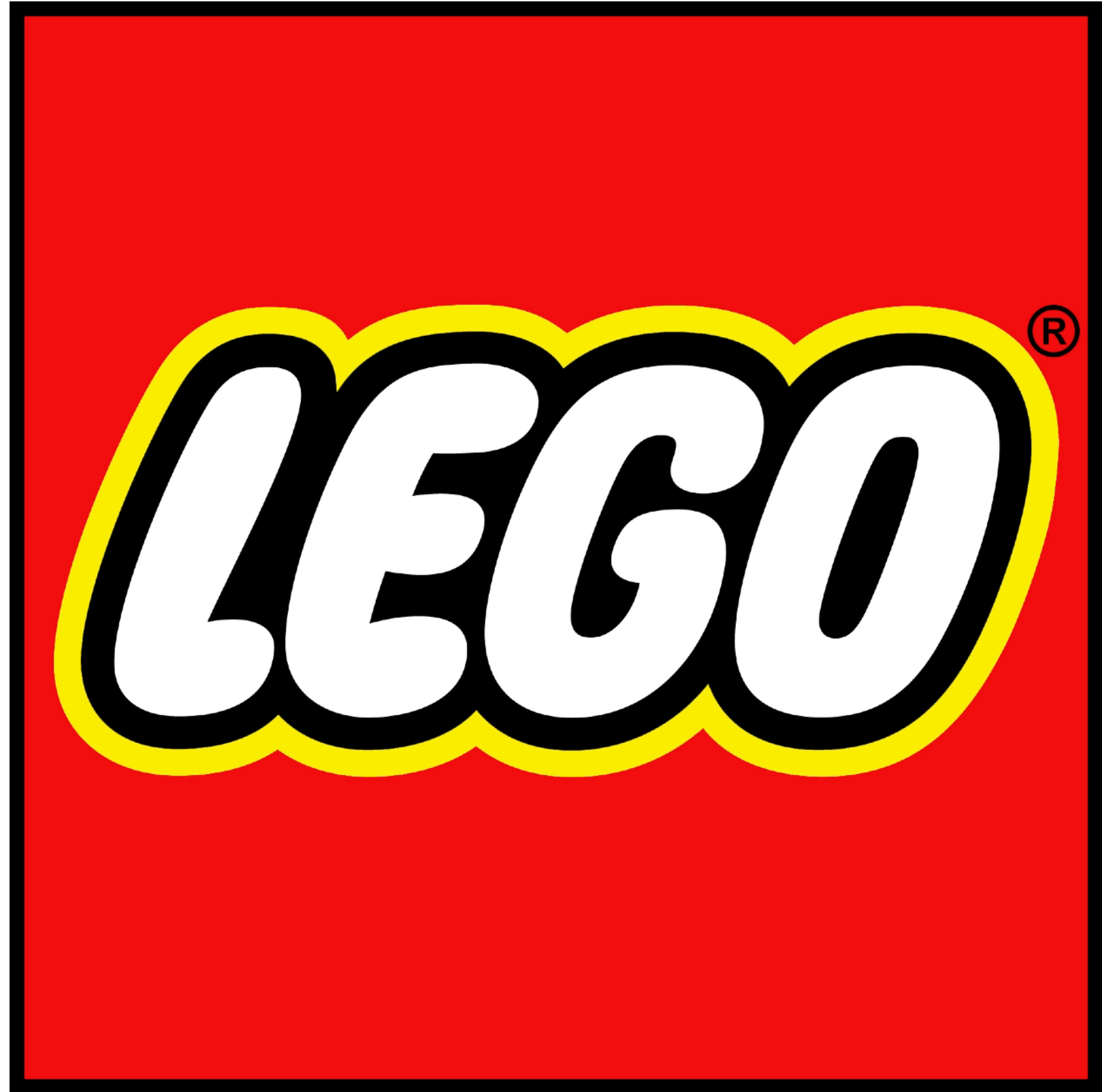
# Work?





**comcast**<sup>®</sup>  
**xfinity**<sup>™</sup>









**Scores UP 21 points  
in 90 days**

# Westar Energy®





A woman with long brown hair, wearing a blue and white striped shirt, is shown from the chest up. She has a wide-eyed, shocked expression, with her hands covering her mouth as if she is gasping or trying to hold back a scream. The background is a plain, light-colored wall.

**What is the Most Dangerous  
Threat to Non-Profits?**






**facebook**



**You Tube**



**Linked in**

 **snapchat**

**FOMO**





🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne  
Ph.D.

Fulfillment at Any Age



# Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

[f SHARE](#) [🐦 TWEET](#) [✉ EMAIL](#) [🔗 MORE](#)

That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,



The background features a complex, layered design. It includes white technical drawings and blueprints on a light blue background, overlaid with a pattern of binary code (0s and 1s) in various shades of blue. The overall aesthetic is futuristic and technological.

**FUTURE PROOF:**  
**Who Should You  
be Recruiting?**

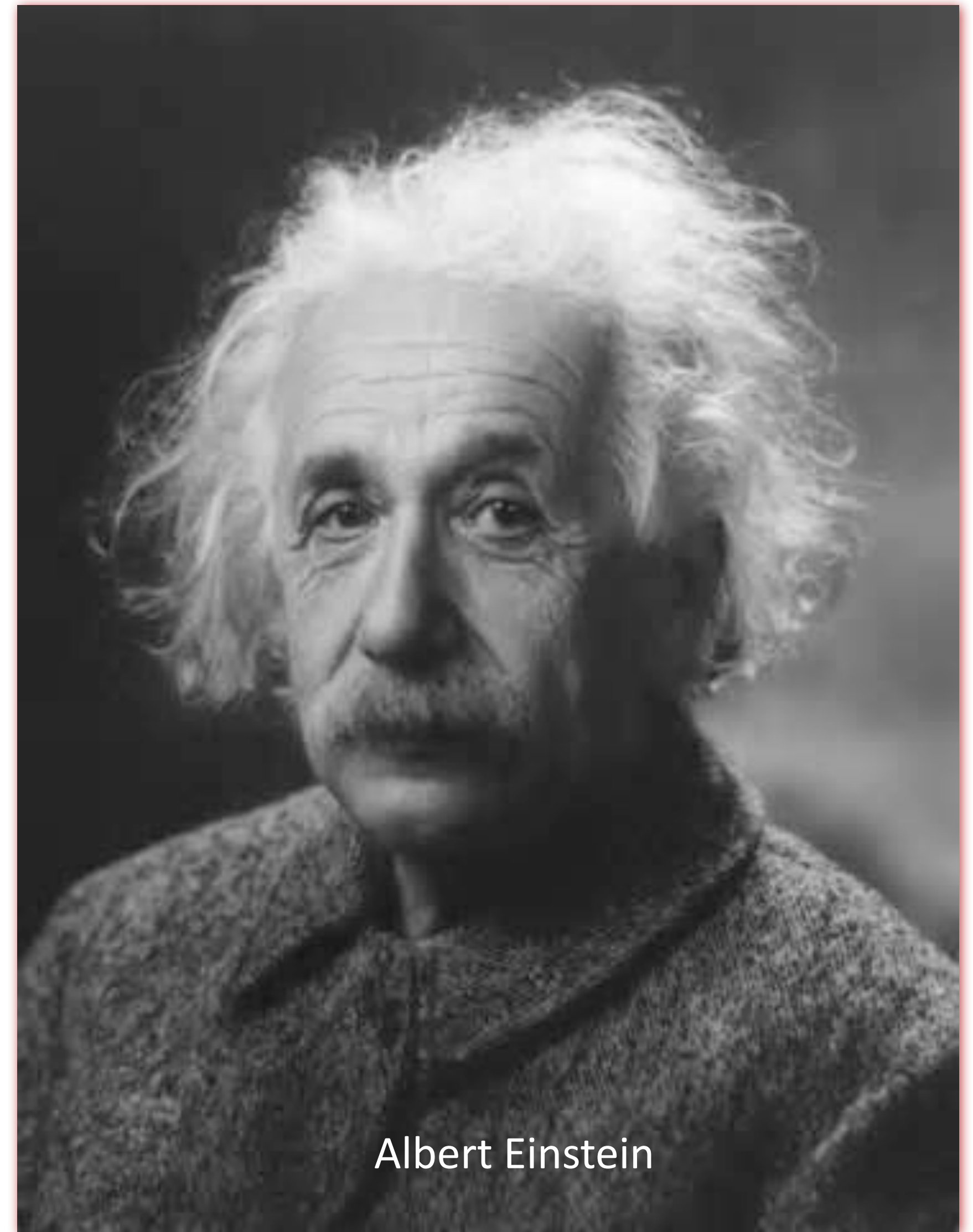


The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**This Work will be  
Exhausting, Most  
Times.**



**“The world’s greatest achievements were accomplished by tired, discouraged people who just kept on working.”**



Albert Einstein

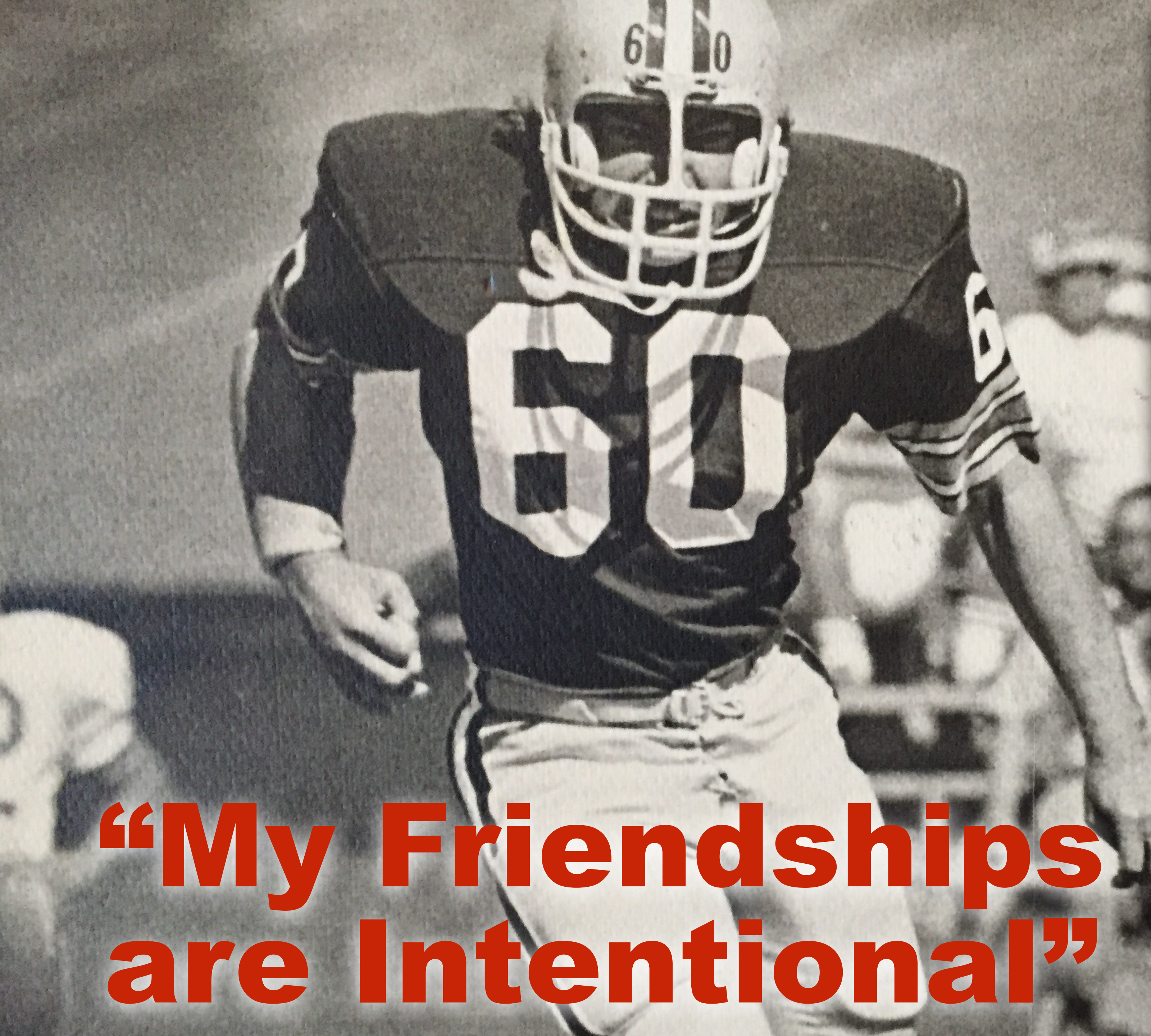


The background is a complex technical drawing or blueprint in white lines on a blue gradient. It features various geometric shapes, circles, and lines, typical of an engineering or architectural plan. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven theme.

**STAY RELEVANT:**

**Disciplined  
Relationships**





**“My Friendships  
are Intentional”**



**100%**





***Intentional Friendships: 100% CURIOSITY***











**“73% of managers are discouraged by the communication skills of college-age 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 streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Disciplined Focus**  
**Disciplined People**





"The Speed of Krooc"



# World's Greatest Shooter





# 1,127 Free Throws in a Row





# ALL SWISHES





A silver microphone on a black stand is positioned on the left side of the frame. The background is a vibrant red curtain with vertical folds. The text 'STAND UP COMEDY' is written in large, white, serif capital letters across the center-right of the image.

# STAND UP COMEDY

(I followed a BLUEPRINT for  
getting on TV)



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

**STAY RELEVANT**  
**Trigger Emotions**  
**in Your Members**



**‘We don’t sell motorcycles. What we sell...**





# Celebrating Claudine G. Bowers 1922 - 2010







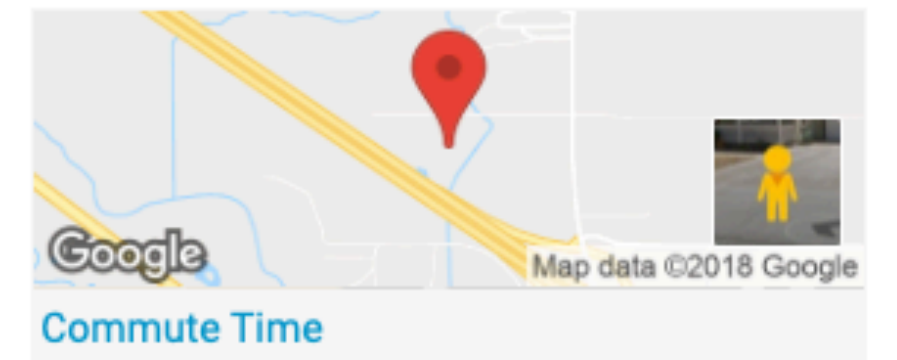
Chuck & Lois Shafer



**\$549,900**  Est. Payment [\\$2,349/mo](#)

455 W Butler Ln, Ashland, OR 97520

3 beds 2 baths 1,620 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop Did you find this useful?  

Ask a question

Share this home



Open Houses



Property Details





**In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 455 W. Butler Lane as what they called their “retirement villa.” The 1,620 sq. ft home is located within minutes of Southern Oregon University, the Ashland Golf Club, the Shakespearian theaters, and the Ashland fixed based airport; where Chuck’s two airplanes were only four minutes from home.**

**Lois, on the other hand, was crazy about golf and gardening. Each year, their neighbors eagerly awaited the fresh fruits and vegetables Lois pulled from her expansive 1/4 acre irrigated garden.**

**Chuck not only loved his planes but anything with a motor. So, in addition to their two car garage, he built a 1,000 sf matching shop where he could tinker on his cars, boats, and motorcycles. Of course, he installed a hidden microwave for his *Hot Pocket Pizzas*.**

**These days, Chuck undoubtedly tells his probably-exaggerated 'fish stories' in Heaven; while Lois recently celebrated her 91st birthday (with 74 friends) at a beautiful retirement community just two miles away.**

**Are you ready to create your own indelible-memory-life here, too?**

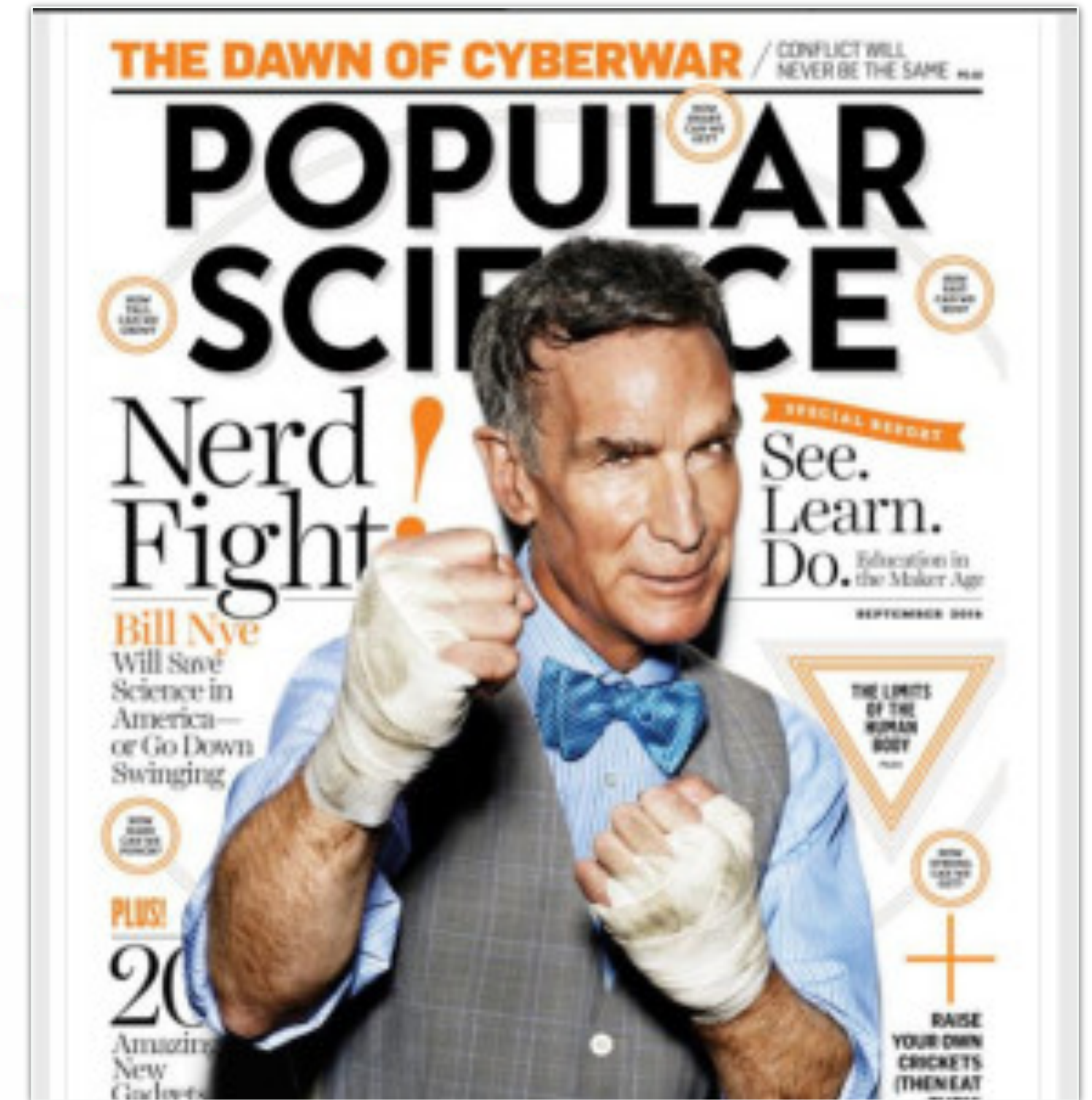
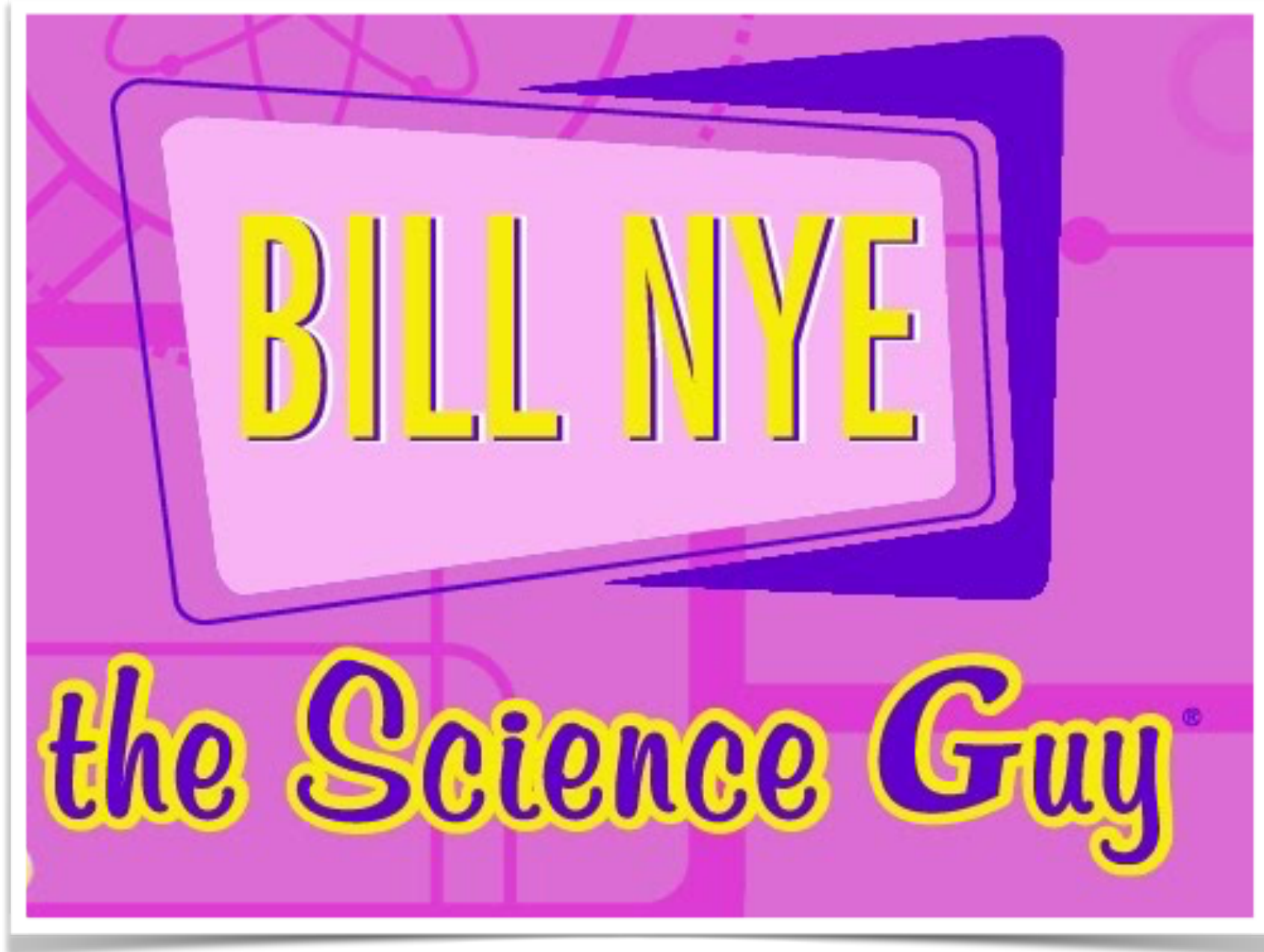


The background is a vibrant blue gradient. It is overlaid with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of binary code (0s and 1s) in a lighter blue color, some appearing to flow or be scattered across the scene. The overall aesthetic is that of a high-tech, digital, or engineering environment.

**STAY RELEVANT:**

**Elevate Your  
Superstars  
Quickly**







# GIVING BACK: FREE RESOURCES

You



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Funniest Expert on *CHANGE*

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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...

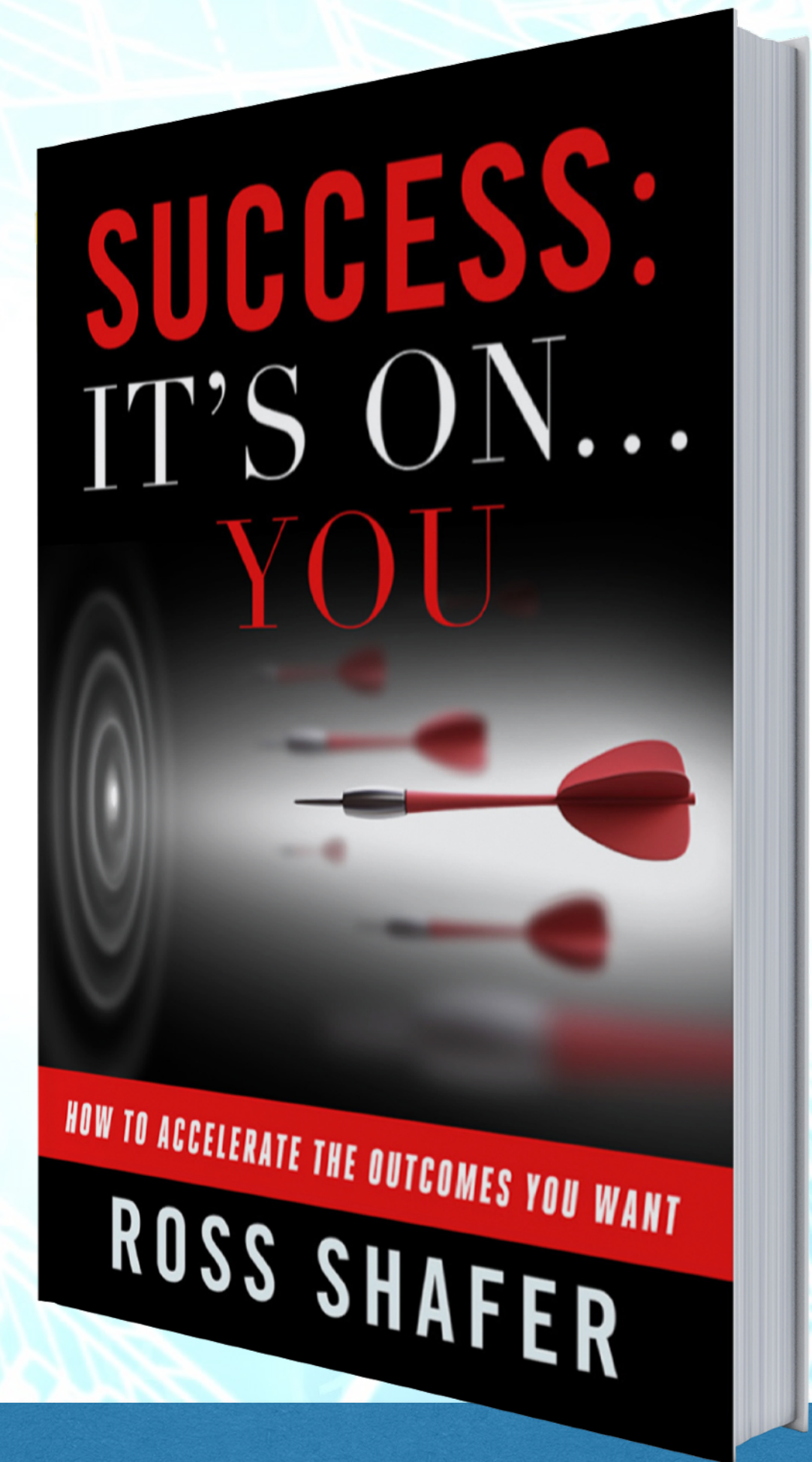
**Why is the Lifespan of a Company only 15 Years? | Leadership Speaker | Ross Shafer**  
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**Provide Ongoing  
Encouragement**









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