

**If you want Ross to Speak
at your meeting or raise
scores with his
Other-Focused™
90-day team coaching
program contact:**

Helen Broder

Helen@RossShafer.com

ph (910) 256-3495

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

The background is a vibrant blue gradient. It is filled with intricate white technical drawings, including cross-sections of mechanical parts, gears, and various geometric shapes. Overlaid on these drawings are streams of white binary code (0s and 1s) that appear to be moving or floating across the scene, creating a sense of digital data and engineering precision.

What Does it Take to STAY RELEVANT?

by Ross Shafer

Restaurants/Food Service



Retail Clothing



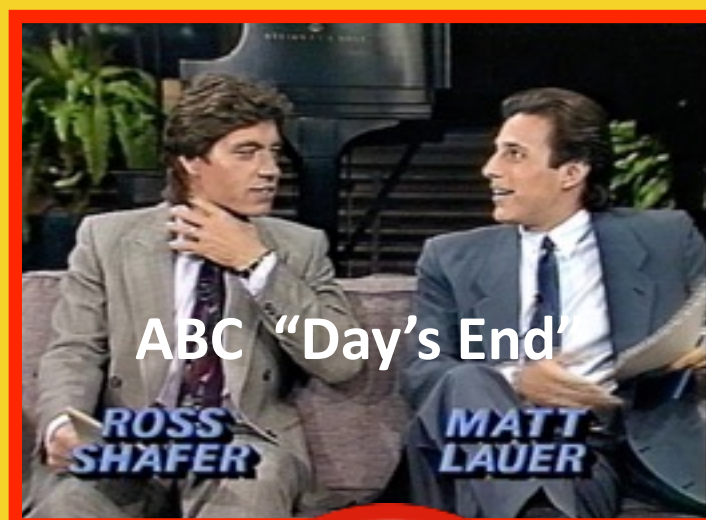
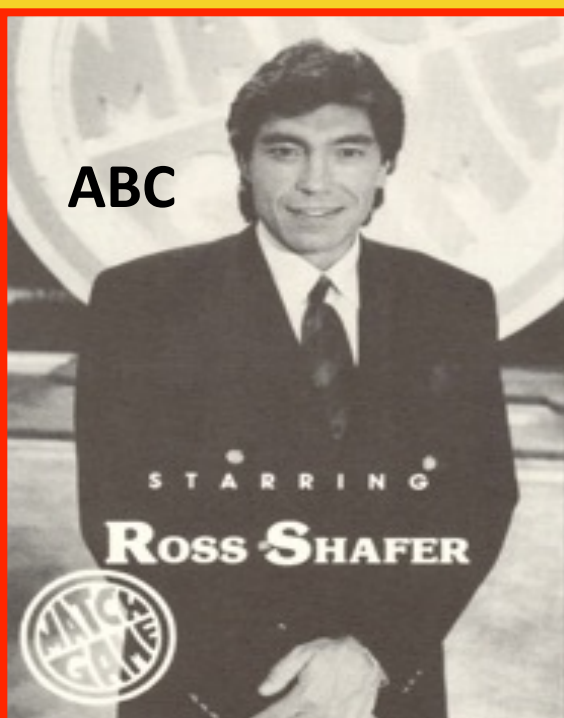
TV & Film Production



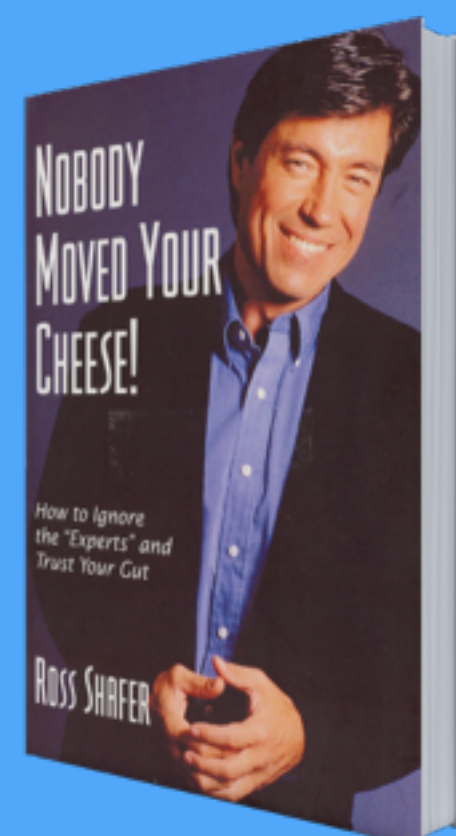
Building Industry



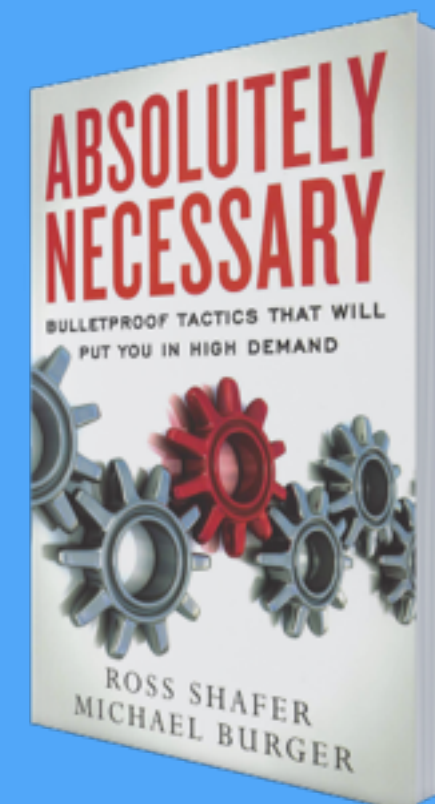
Manufacturing



2



3





Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



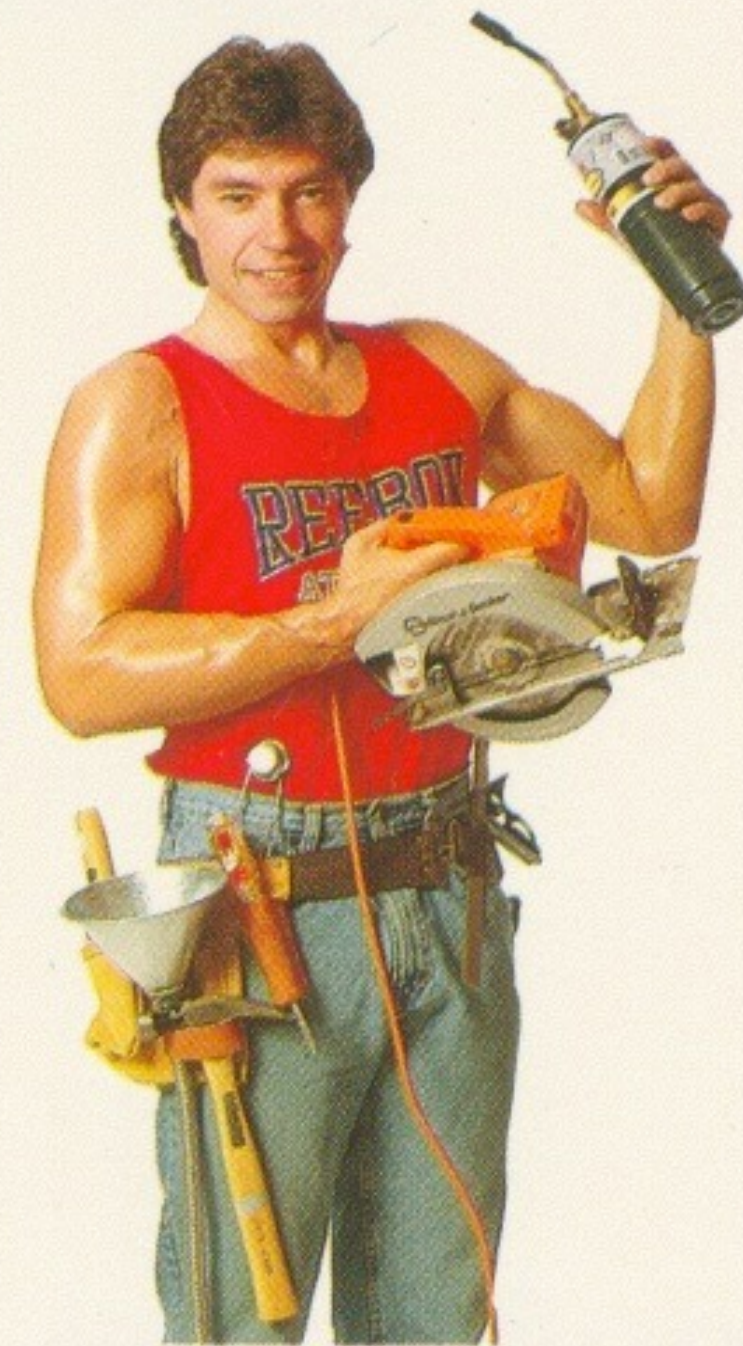
**Follow
the
Tracks
of the
Herd**

COOK-LIKE- A-STUD

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

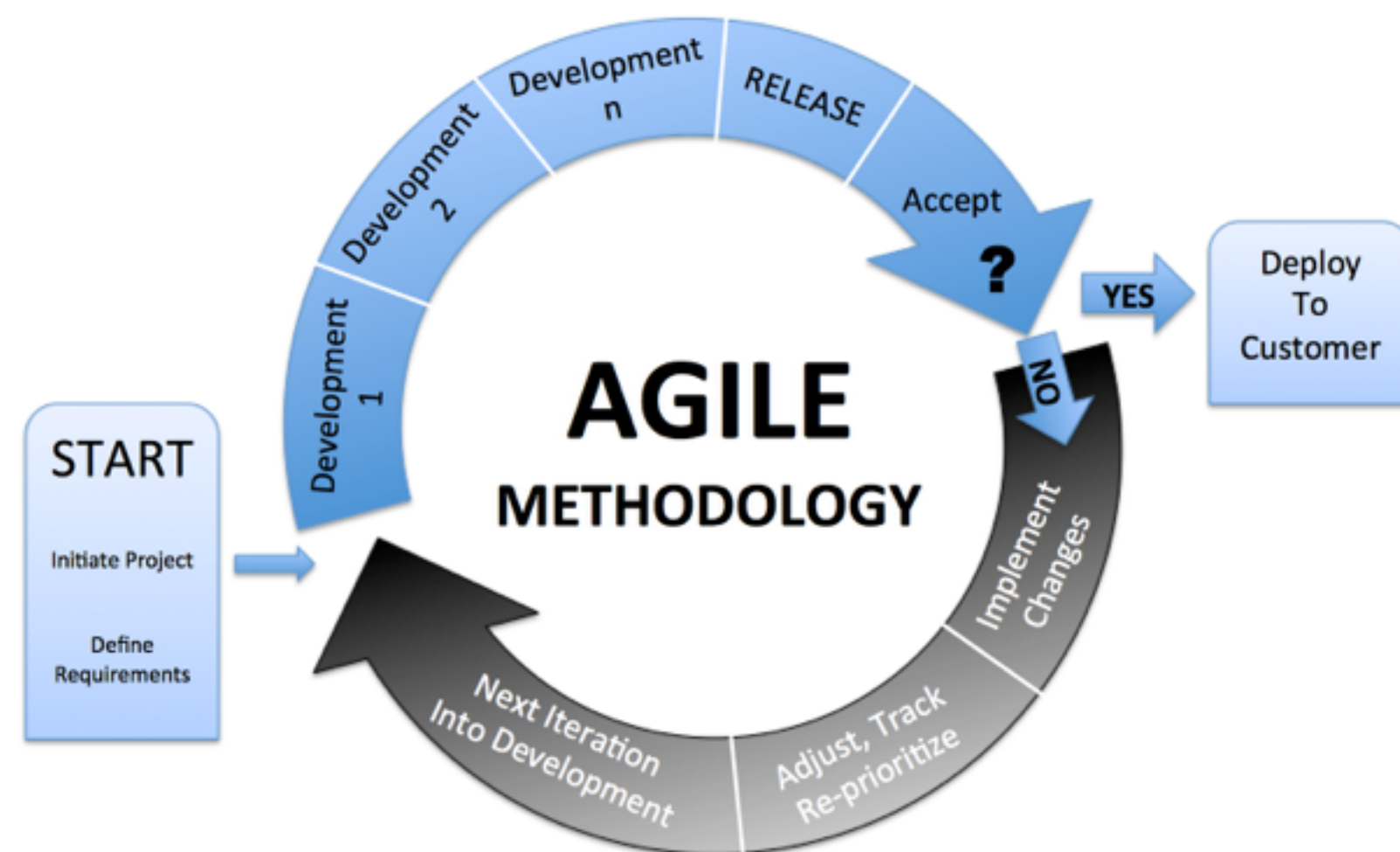
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan 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.

**Change Before
It's Necessary**





Future-Proofing Your Career and Your Business

Hotel Events

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

Sept. 25, 2018



Group/Event	Room
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](#)

[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](#)



DINNER BOX COMPARISONS



Plated.



SUN BASKET



HOME CHEF



Back Pain Meds





LARAMAR

55,000 UNITS



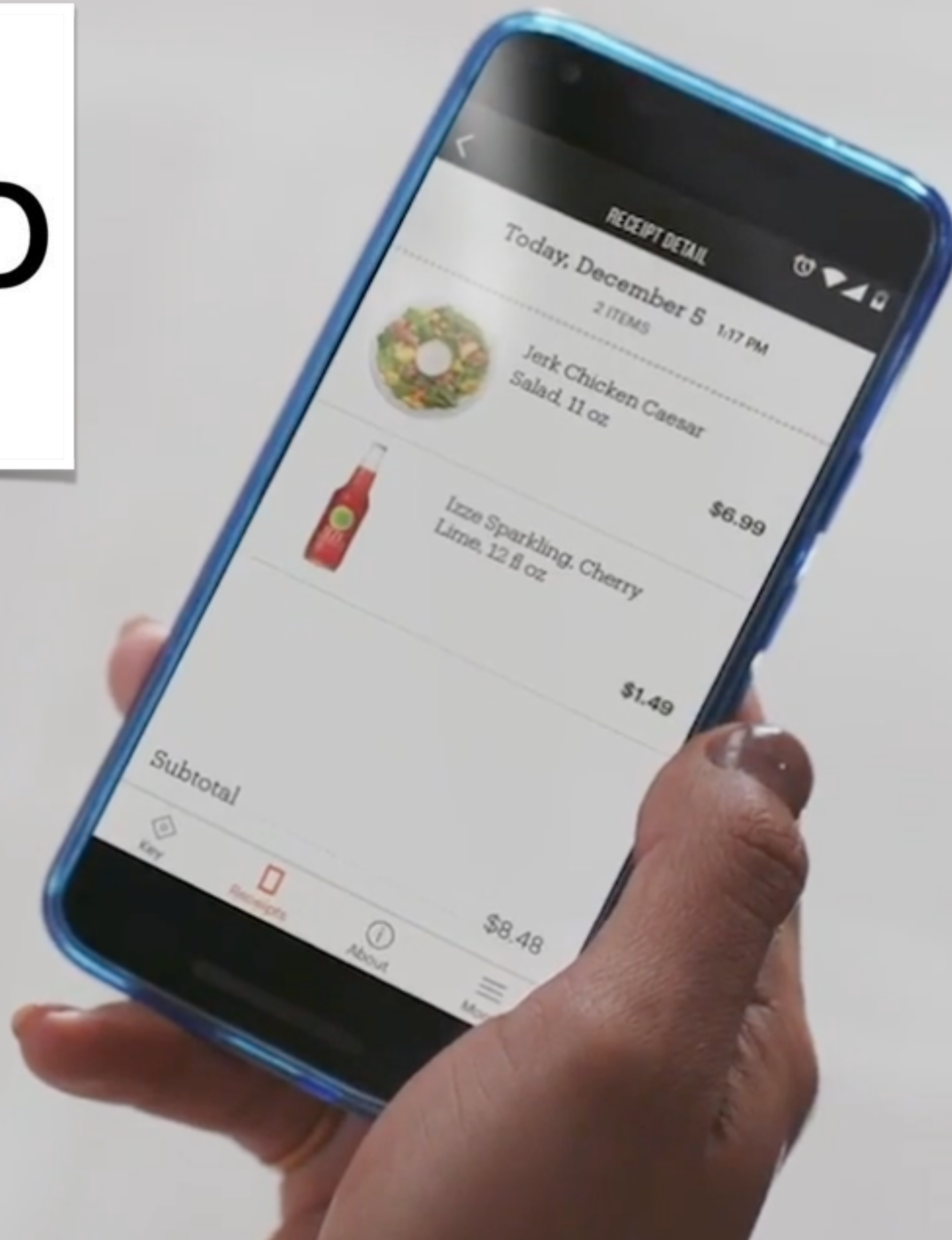
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Who Do Your
Clients/Customers
Think is Relevant?**



amazon go

3,000 cashier-less stores





**“Your margin is
my opportunity.”**

Jeff Bezos

amazon.com



R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



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

**Eliminate ALL
Transactional
Friction**



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

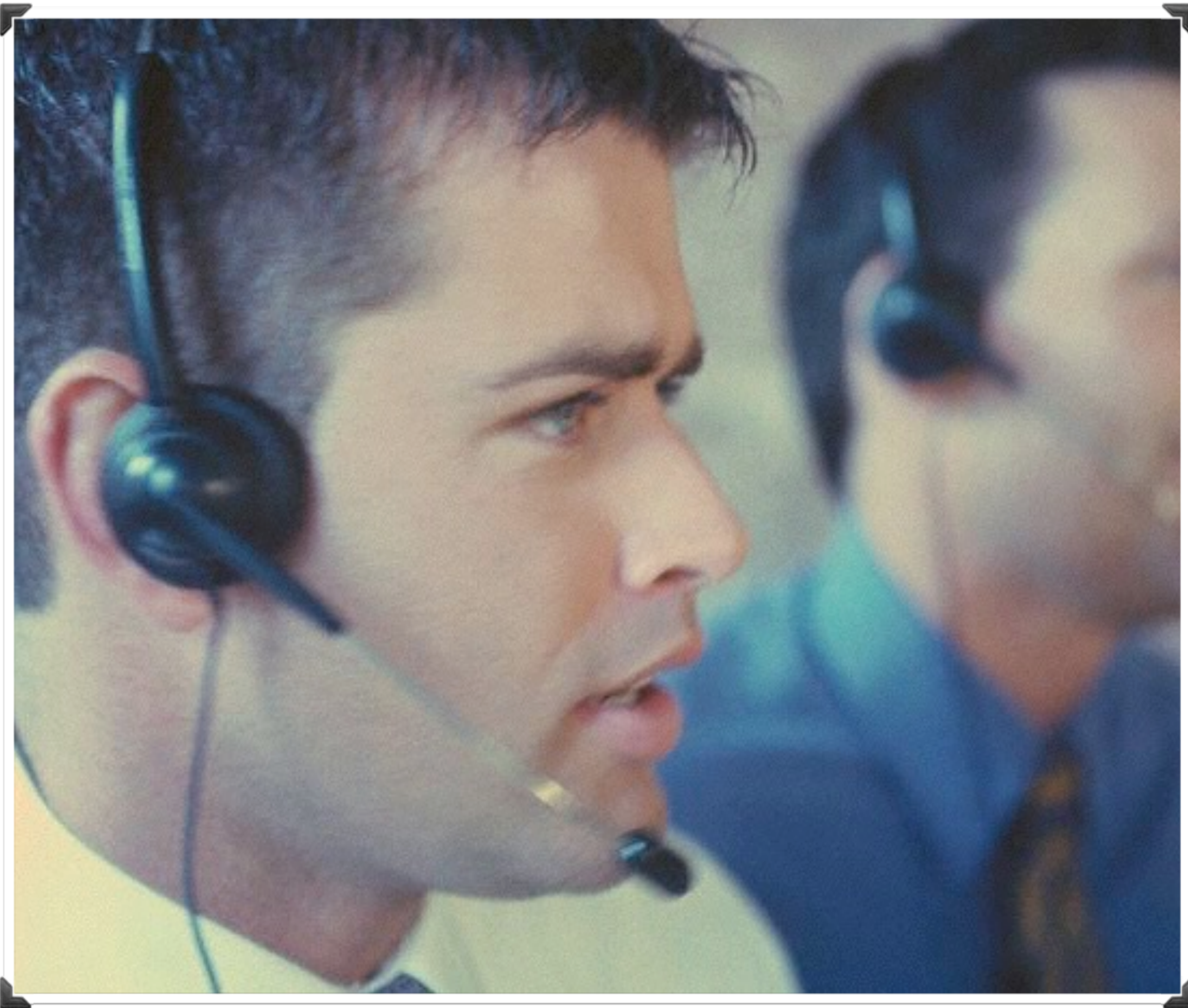
You Don't Have to



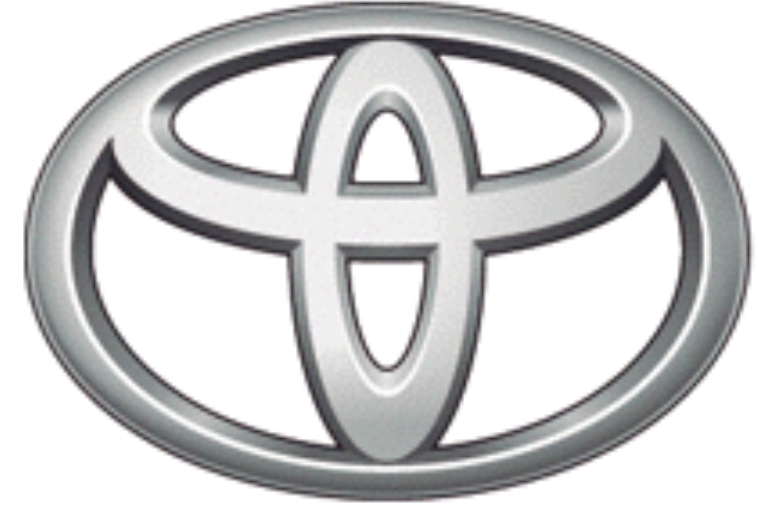
Clients/Customers

POW!

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



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



TOYOTA

FINANCIAL SERVICES

(recorded message)

“Please be aware that some of our departments might be closed right now as a part of our commitment to quality.”

CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

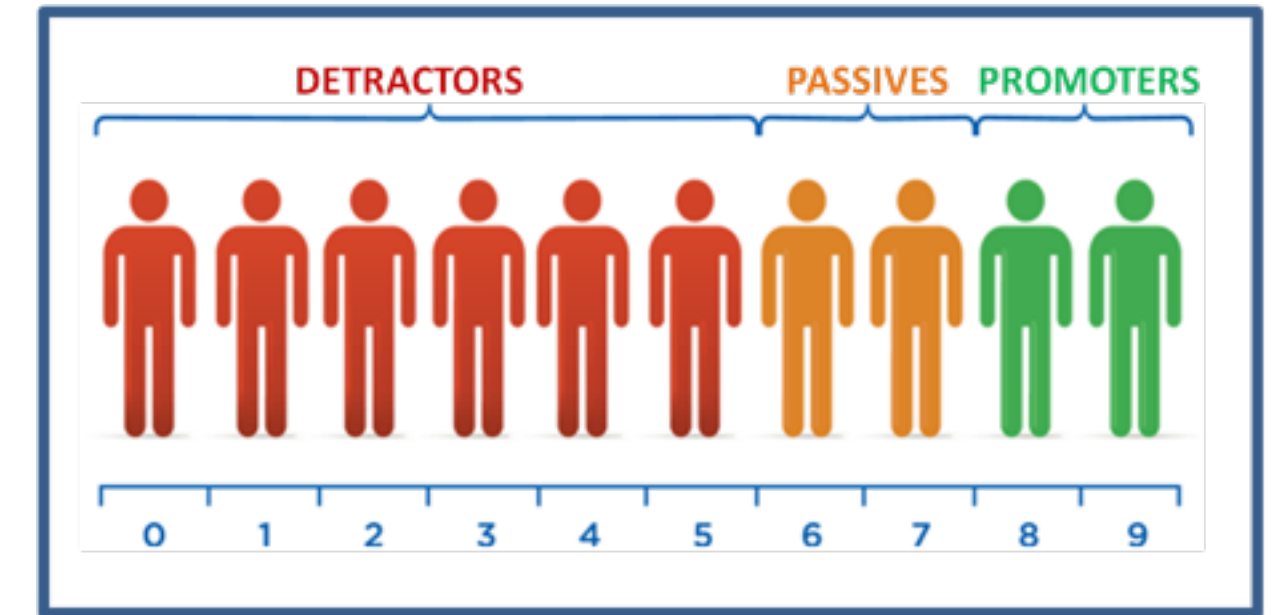
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)



“While we want customer scores of (9) and (10) ...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”



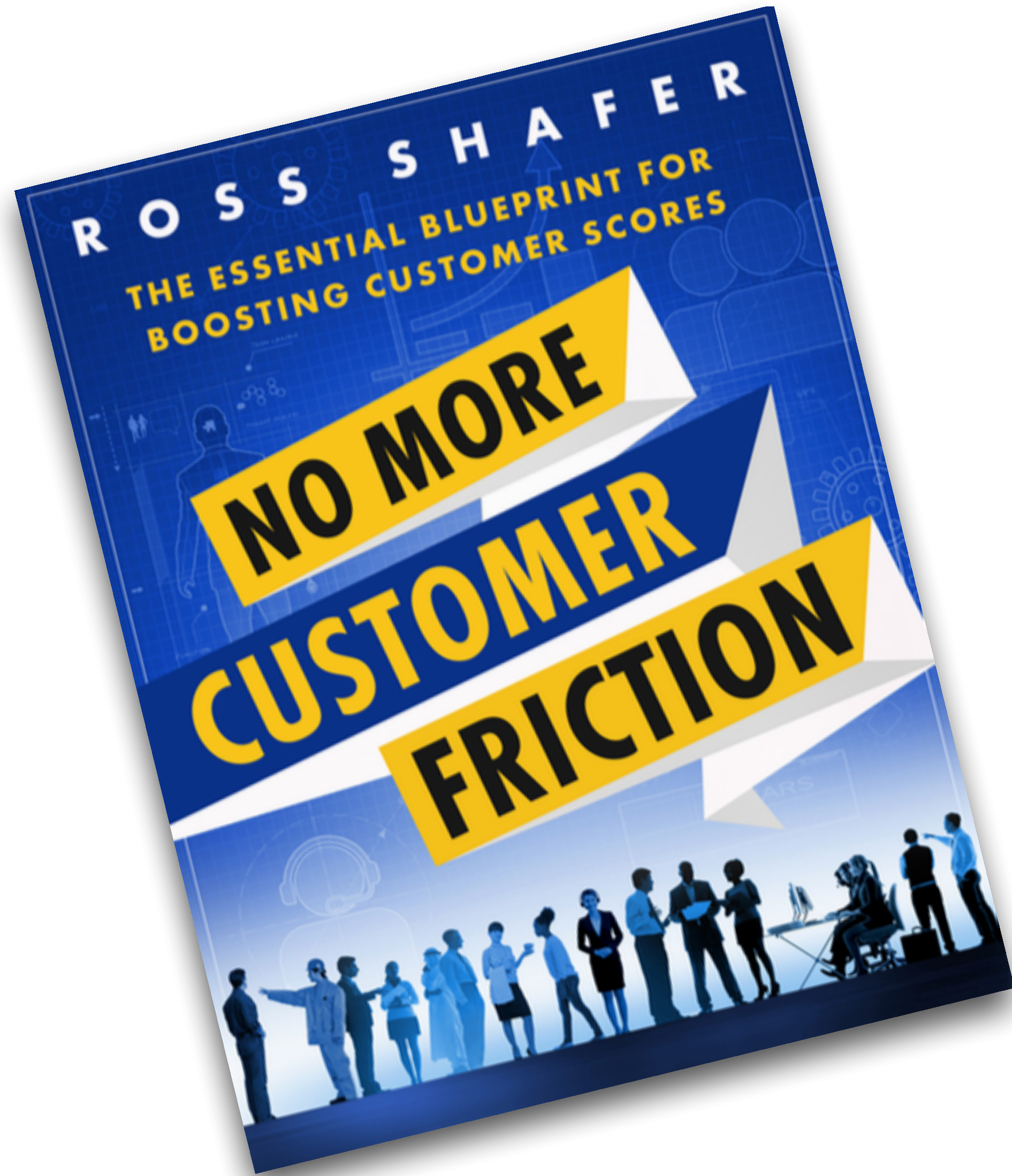
erases



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 it
Work?**

comcast[®]
xfinity[™]

10 yrs ago, on the verge of bankruptcy, customers said,
“the toys take long to build.”





**Scores UP 21 points
in 90 days**

Westar Energy®





What is the Most Dangerous Threat to Your Business?

NOT Millennials





Instagram



snapchat

Linked 



You 



**WE MUST
REVERSE
“SOCIAL
MEDIA
ADDICTION”
...IN OUR
WORKFORCE**



🔍 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,



SOCIAL MEDIA CAN DEFLATE PLAYERS' CONFIDENCE

◀ **TUCKER CARLSON** tonight ▶ [#Tucker](#)

HOOL BUILDINGS THAT TESTED POSITIVE FOR HIGH LEAD LEVELS, WITH DRINKING FOUNTAIN IN ONE BUILD

Extreme Insecurity

Mood Swings Based Upon CLICKS & LIKES

DISTRACTION ERRORS AT WORK

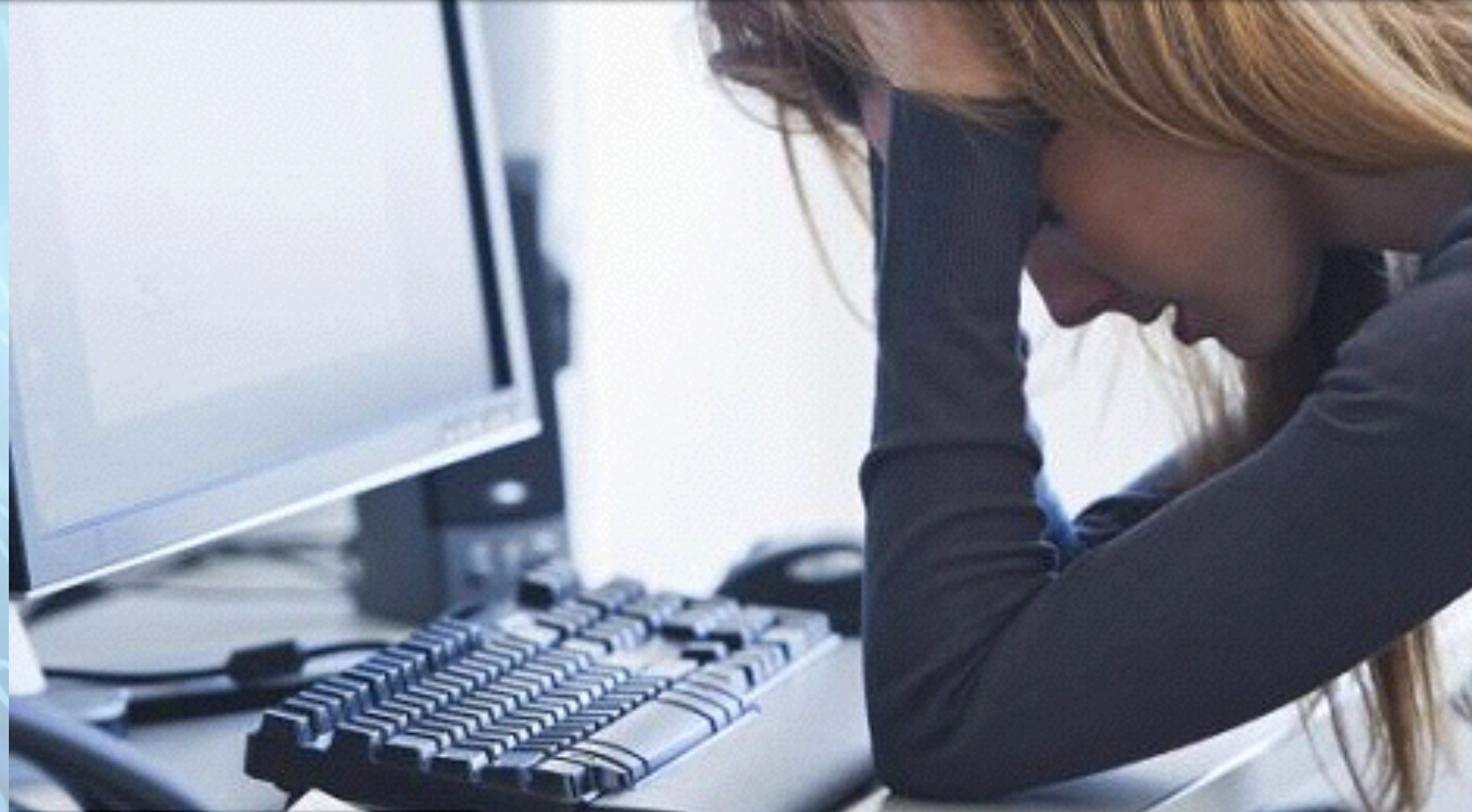
CO-WORKER TENSION

Self-Absorbed. Self- Obsessed.

**NO
CELL
PHONE
ZONE**



FOMO



Here's How to Crack The Code

*Living an
Other-Focused™ Life*

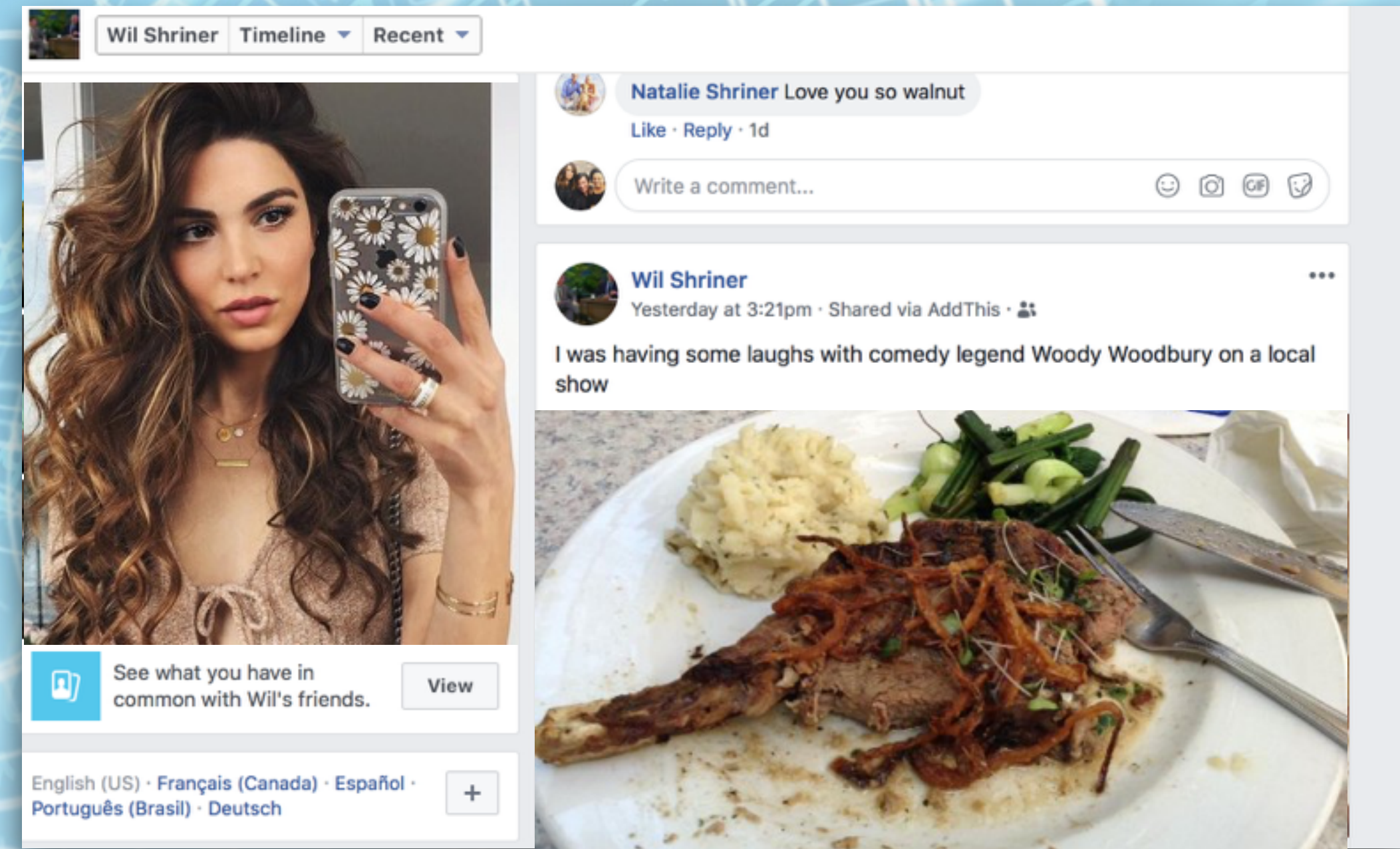


Ross Shafer

Garry Poole

OTHER-FOCUSED BEHAVIORS

***You Can't Post
Selfie's or
Half-Eaten Food**



***Celebrate the Talents of Your Friends**

***Ask Questions of Your "Herd"**

PLUS: 38 Other Behavior Shifts

**...and you
know
what
happens?**

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

More Invitations to Parties

MORE RESPECT

More Freedom

More Likes and Comments

More Recognition

Less Work Drama

More Friends



*We Teach People to be **CURIOUS***



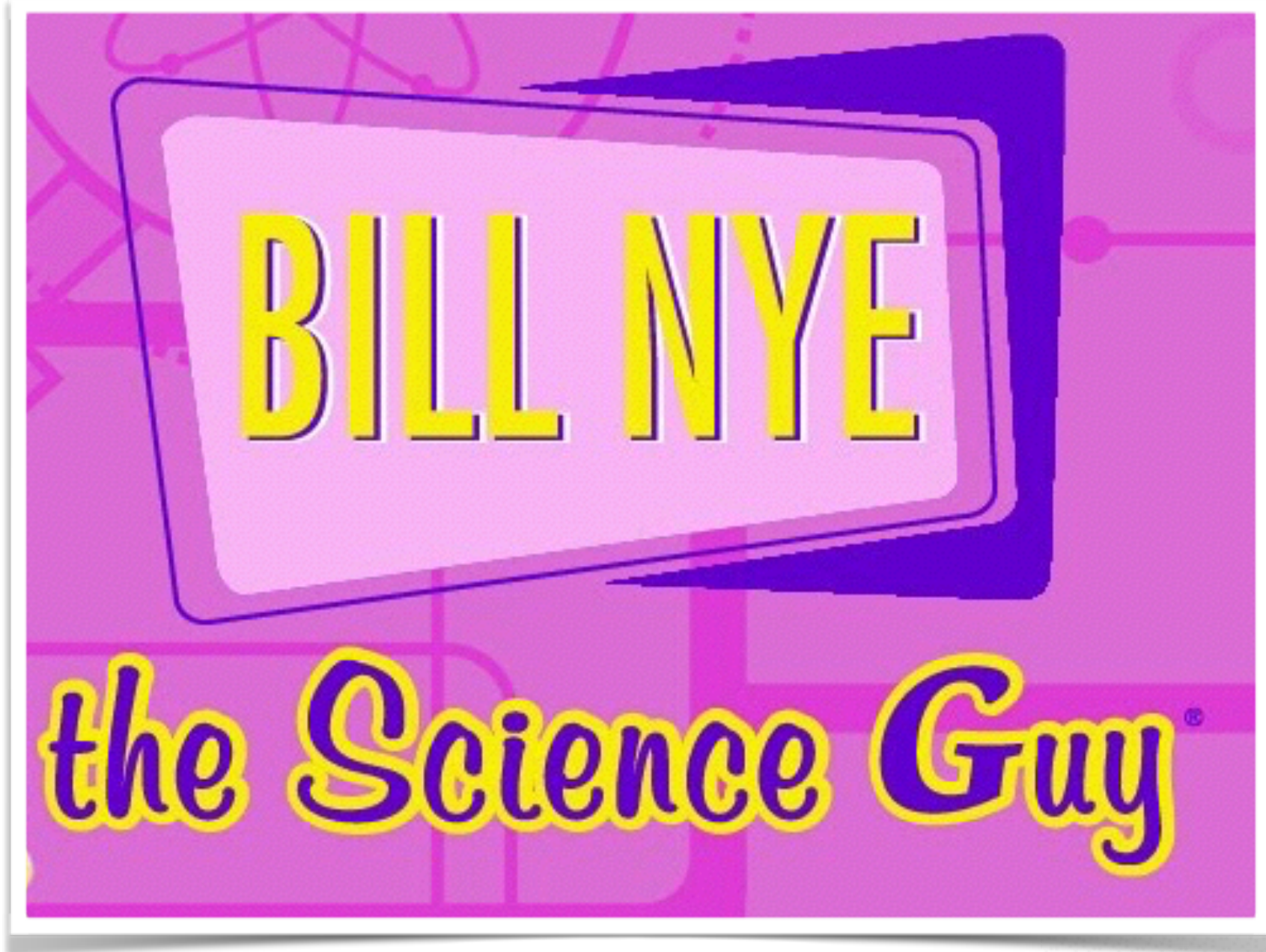




Speaking Clearly will Keep You FUTURE PROOF

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**Elevate Your
Superstars
Quickly**





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

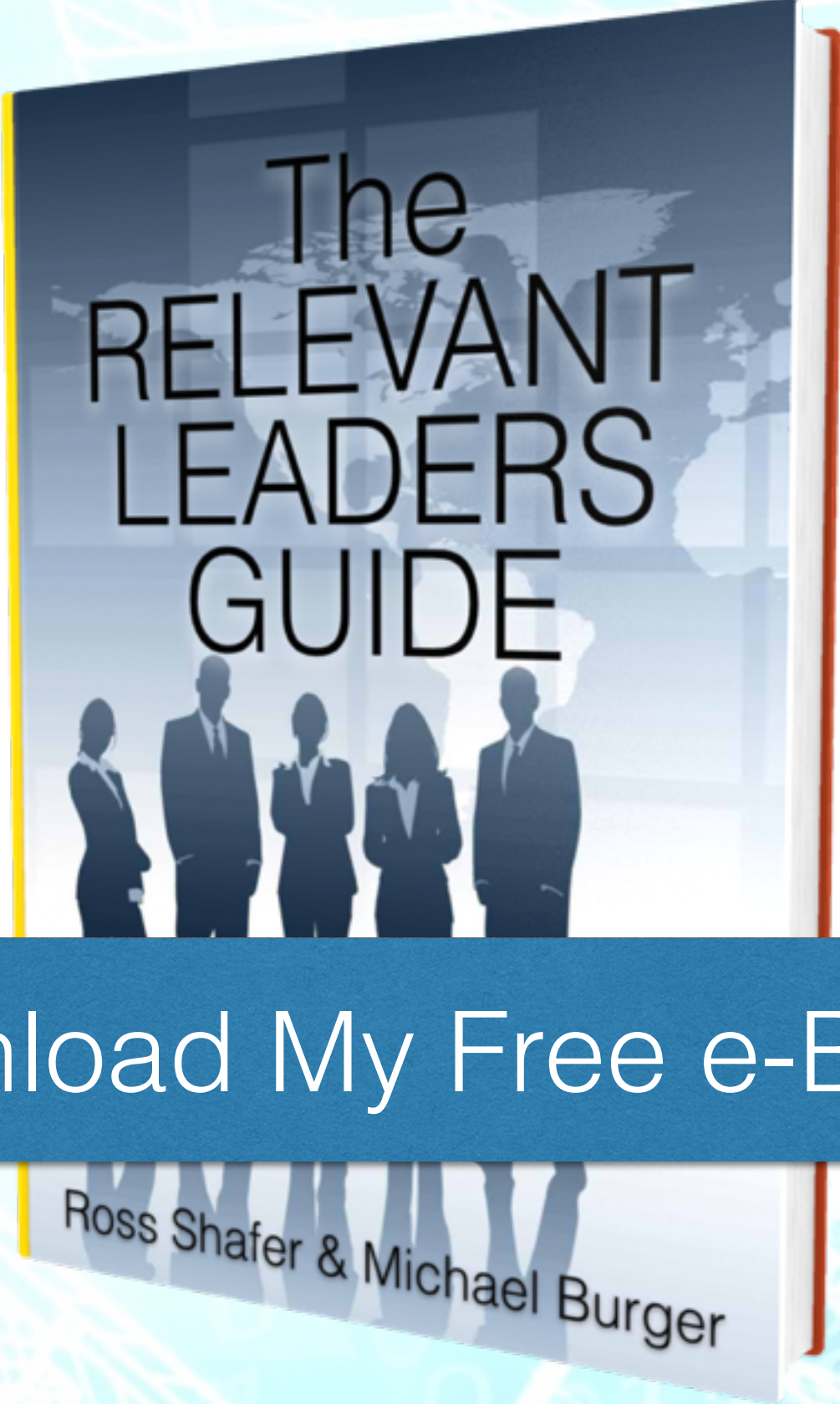
Relevant Leaders Club Download All

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
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by Ross Shafer
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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, rendered in white lines on a blue gradient. It features various geometric shapes, circles, and lines, typical of engineering or architectural plans. Overlaid on this are numerous binary digits (0s and 1s) in a light blue color, scattered across the image, suggesting a digital or data-related theme.

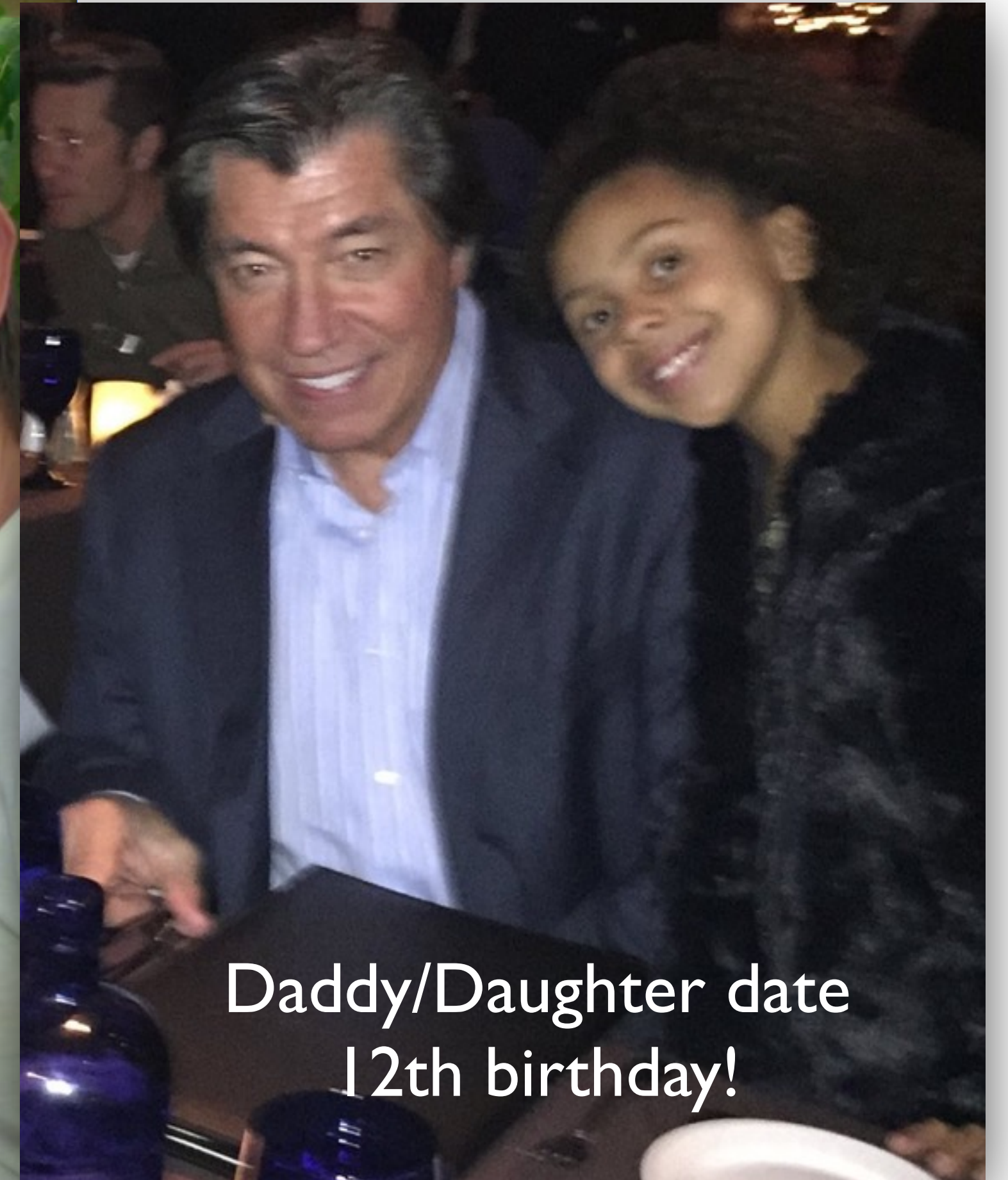
**Will YOUR Legacy
be
Other-Focused?**



Chuck Shafer 1927-2001



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



Daddy/Daughter date
12th birthday!

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**Provide Ongoing
Encouragement**



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