



**15-yr old**

**Ross Shafer**

**Blackfoot Nation**

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer  
1927-2001



# Follow the Tracks of the Herd

The background is a light blue technical drawing or blueprint, featuring various mechanical parts, gears, and lines. Overlaid on this are numerous binary digits (0s and 1s) in a lighter blue color, scattered across the page. The text is centered and reads:

**Relentless Pursuit  
of Ignored  
Opportunities**



Ross Shafer  
Age 22

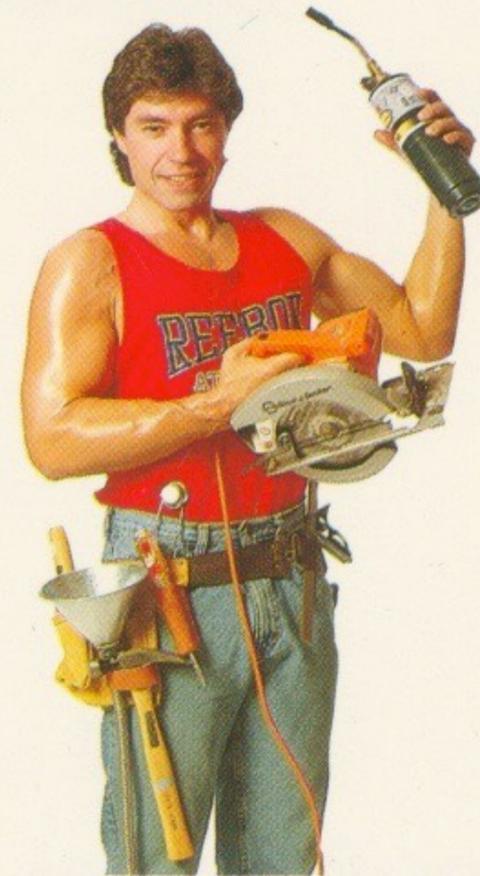


# COOK-LIKE- A-STUD

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

Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## Ross Shafer





# **SOME INNOVATIONS**

**Are Hiding  
In Plain Sight**



# GRAND HYATT





# Sheraton

HOTELS & RESORTS

*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.

MEMBER OF  STARWOOD PREFERRED GUEST®

 Save an extra 20% when you book and pay for your stay with your American Express® Card by 12/31/04 at [sheraton.com/amex](http://sheraton.com/amex).

 **Sheraton**  
HOTELS & RESORTS

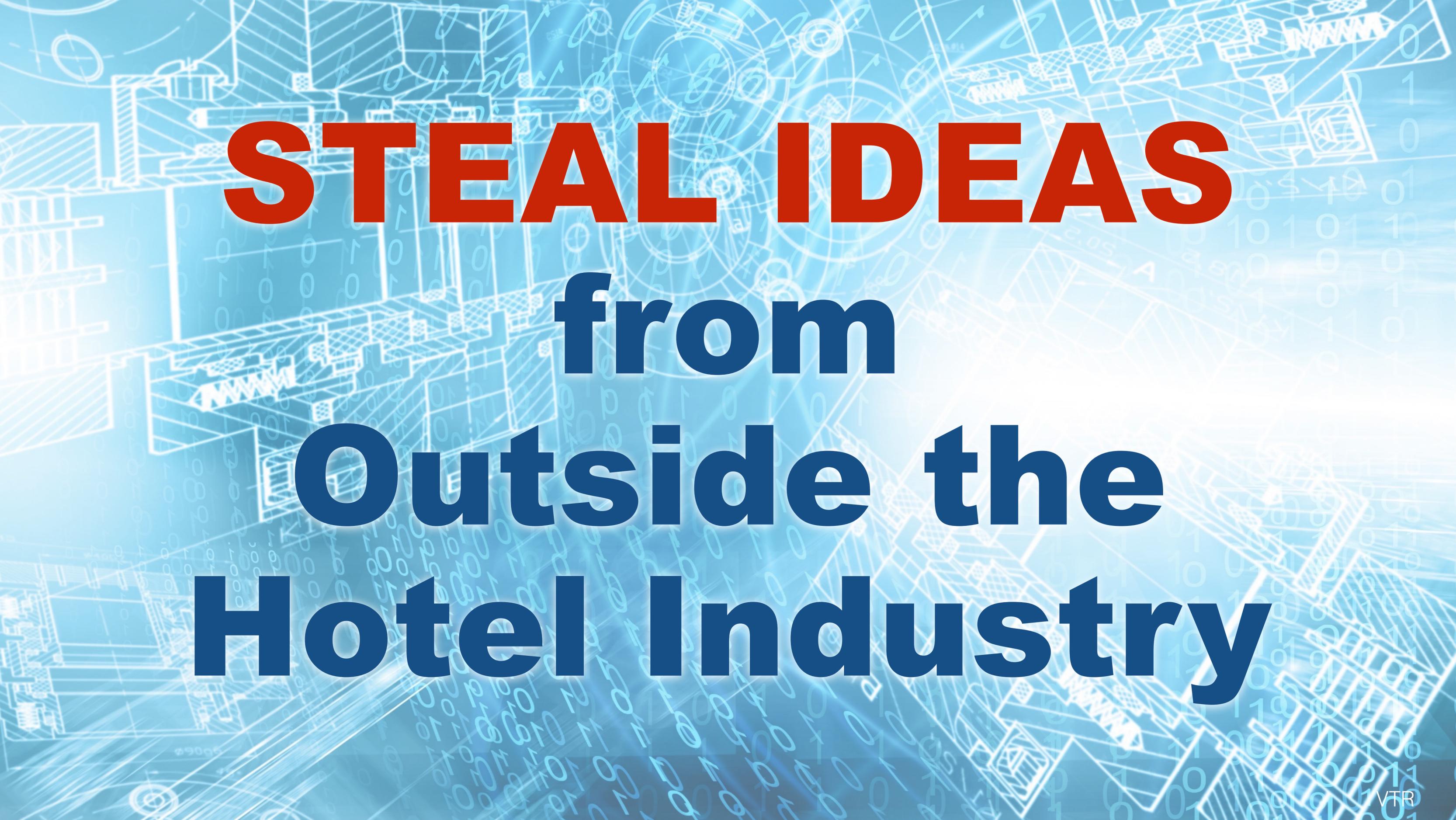
# Revive Collection

BECAUSE A GOOD MORNING  
ISN'T ALWAYS ENOUGH

The Revive Collection is leading the way as we create a bright spot and invite you to enjoy it. For work; for play; for whatever is most important to you.

You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.



The background features a complex pattern of light blue architectural blueprints overlaid with a grid of binary code (0s and 1s). The text is centered and reads:

**STEAL IDEAS**  
**from**  
**Outside the**  
**Hotel Industry**

Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

**CRASH THE WRONG MEETINGS**

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



**LOYALTY?**

**Forget What You  
Think Works to  
Retain Customers**

**Don't Be  
Obsessed  
by the...**



**Eliminate the**



**Moments**

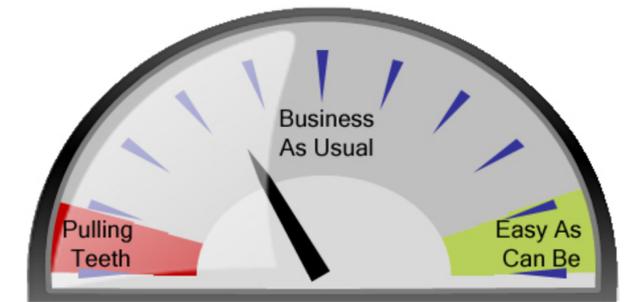
# CSAT (Customer SATisfaction)



“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)

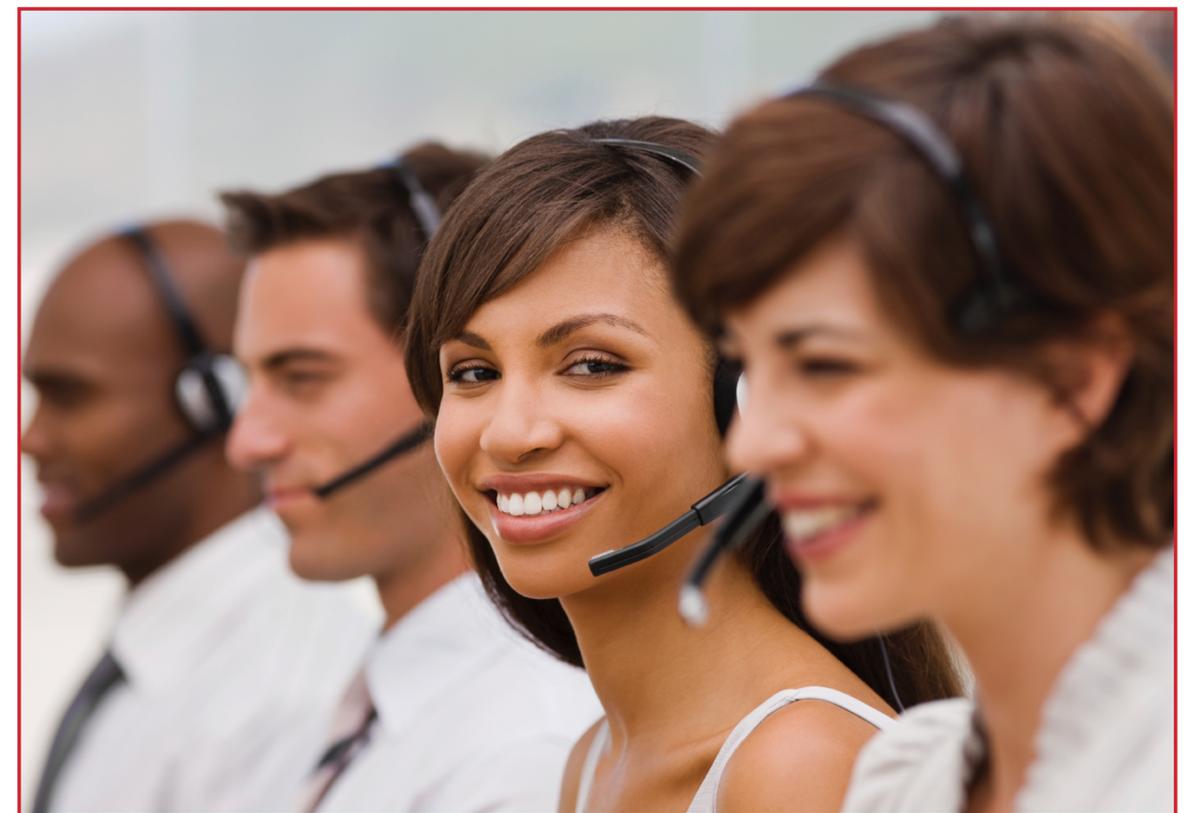


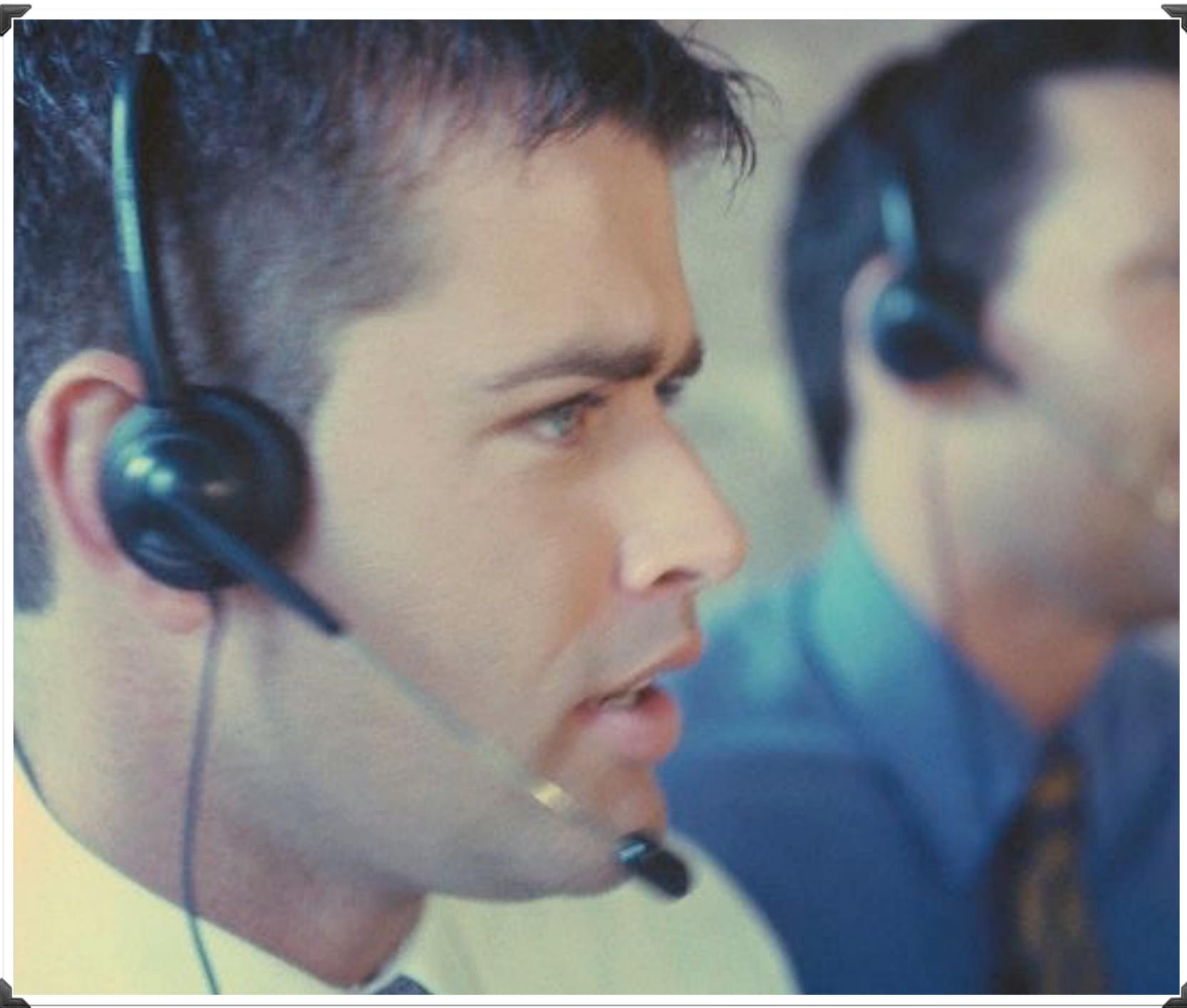
“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”



**Raised Scores 21 points  
in 90 days**

**Westar Energy®**





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

**There aren't enough**



**'s to fix (1)**





# TOYOTA

## OF PUYALLUP



*customer first.*



Freshly baked Otis-Spunkmeyer cookies.

The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Success is  
a Science**





Maiden flight - May 1971



***“You can build anything in the world as long as  
You have a blueprint that works.”***

**Chuck Shafer**





# 1,127 Free Throws in a Row







**CURIOSITY** is the  
**Greatest Loyalty**  
**Skill in the History**  
**of...EVERYTHING**



*Be Personally & Professionally CURIOUS*





The background features a complex, light blue-toned technical drawing or blueprint. It includes various geometric shapes, lines, and circular patterns, suggesting a mechanical or architectural design. Overlaid on this are faint, semi-transparent binary digits (0s and 1s) scattered across the scene, giving it a digital or data-driven feel. The overall aesthetic is clean, professional, and tech-oriented.

**Leaders Need to  
be Expert  
Communication  
Coaches**

**“73% of  
managers  
are discouraged  
by the  
communication  
skills of  
college-age  
students.”**





# “QUICK WINS” are Motivating

Leveling Up



**3.6% Unemployment  
(6-million jobs to fill)**

**(YET, 83% of people  
HATE their jobs)**

**Inc.**

<https://www.inc.com/kevin-j-ryan/7-percent-workers-dream-career-survey-unhappy-workers.html>

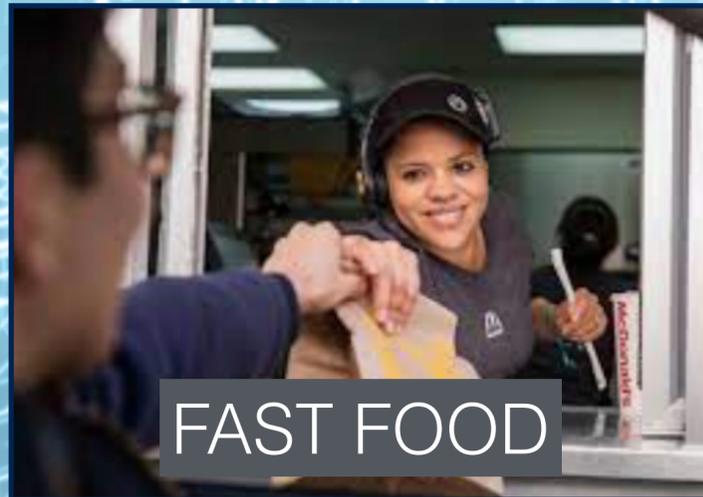
**Forbes**

<https://www.forbes.com/sites/gadlevanon/2021/05/04/job-satisfaction-stays-high-despite-pandemic-economic-crisis/amp/>

# RETHINK YOUR Recruiting Strategy



HOME BIZ



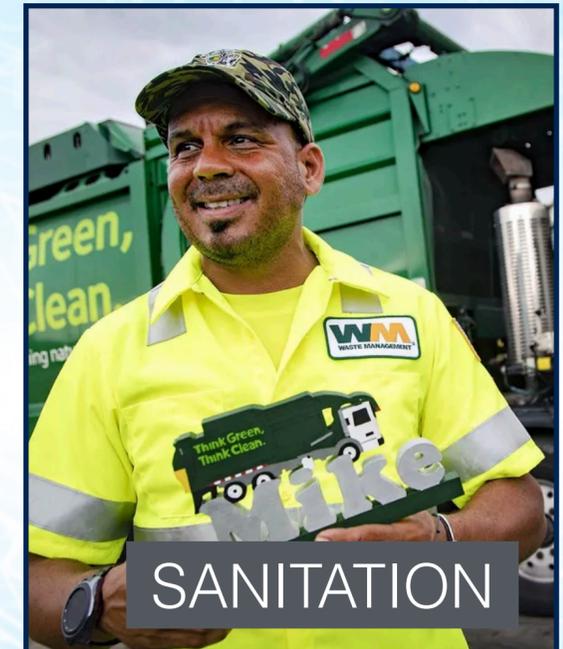
FAST FOOD



BOOKKEEPERS



POLICE



SANITATION



PROJECT  
MGRS.



UBER- LYFT



FLAGGERS



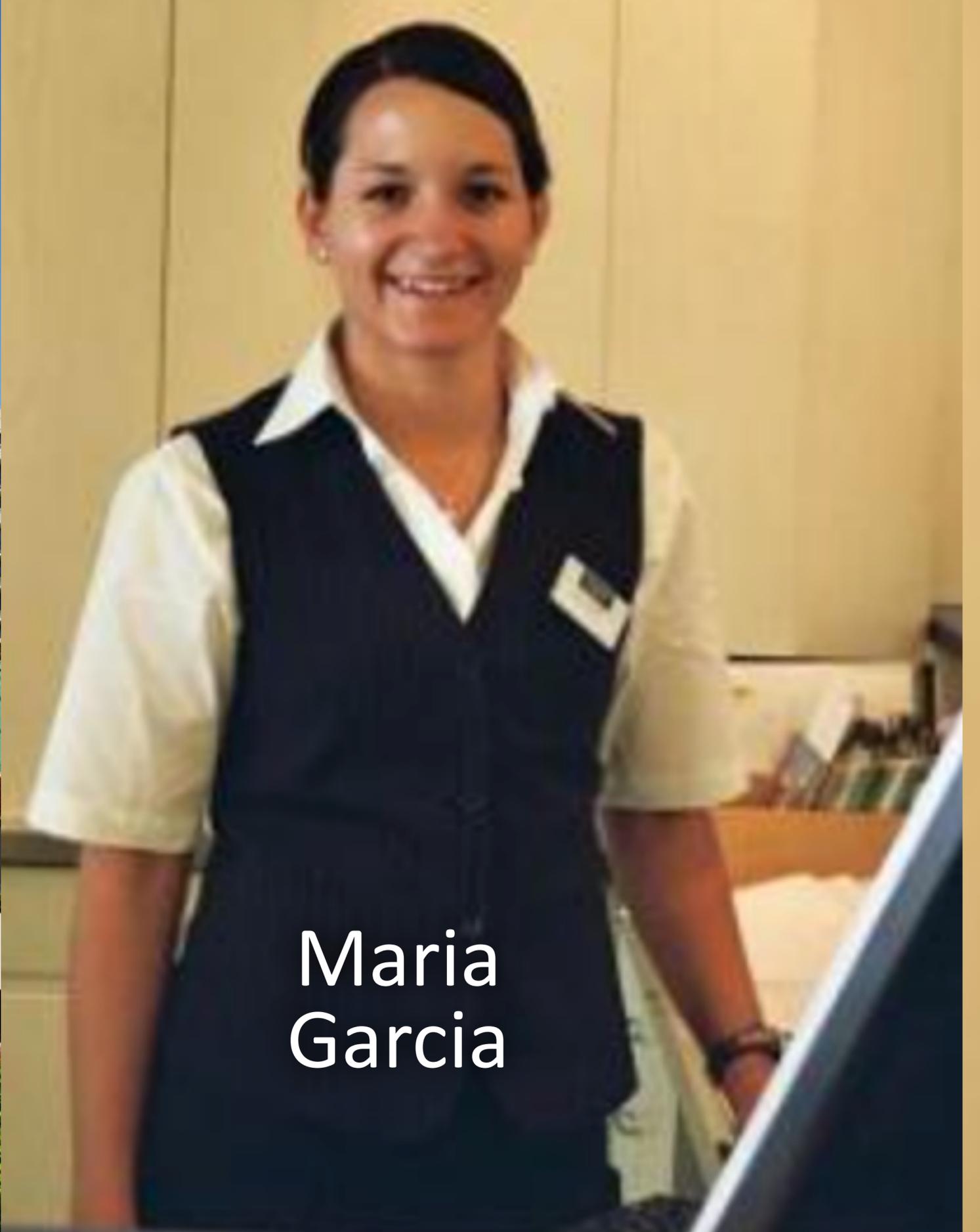
CABLE  
INSTALLERS



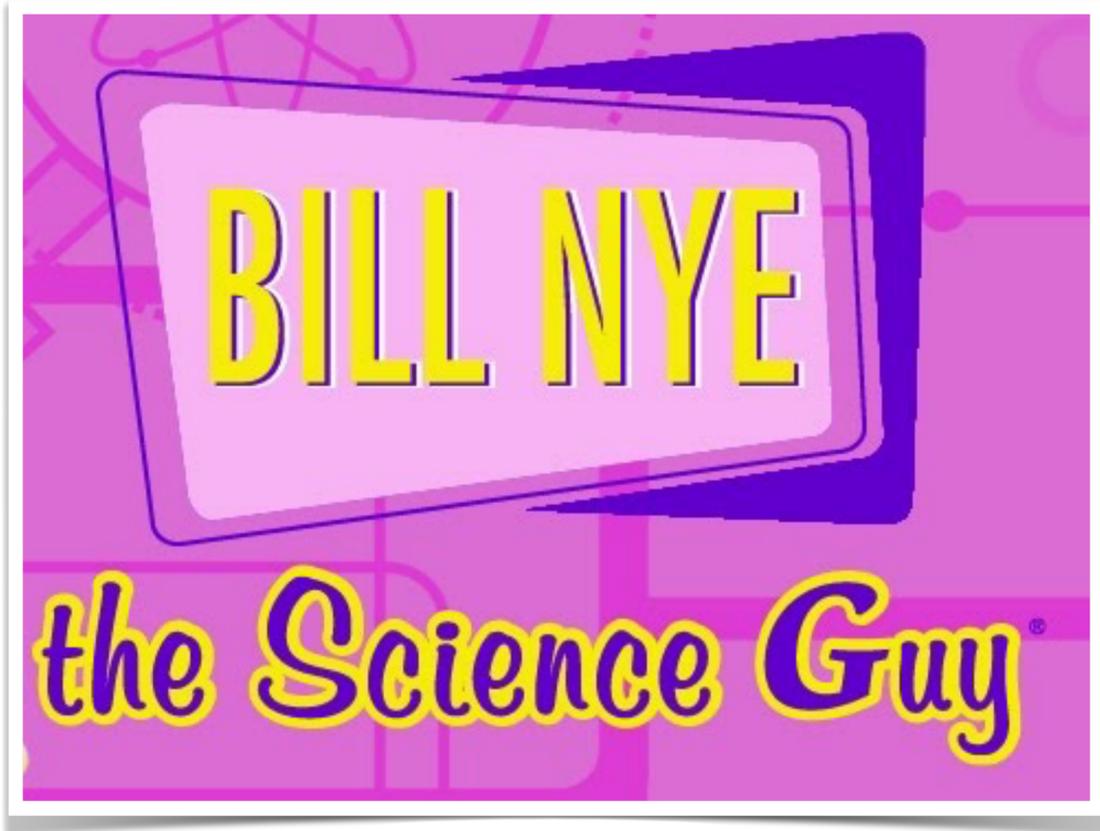
RETAIL

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

**PROMOTE  
SUPERSTARS  
QUICKLY**



Maria  
Garcia





# FREE RESOURCES

YouTube

**ROSS SHAFER**  
Funniest Expert on *CHANGE*

Visit Ross Shafer's Website

Subscribe

Download All

Examples to help both young and highly experienced leaders in your workforce, creating leadership...

**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...

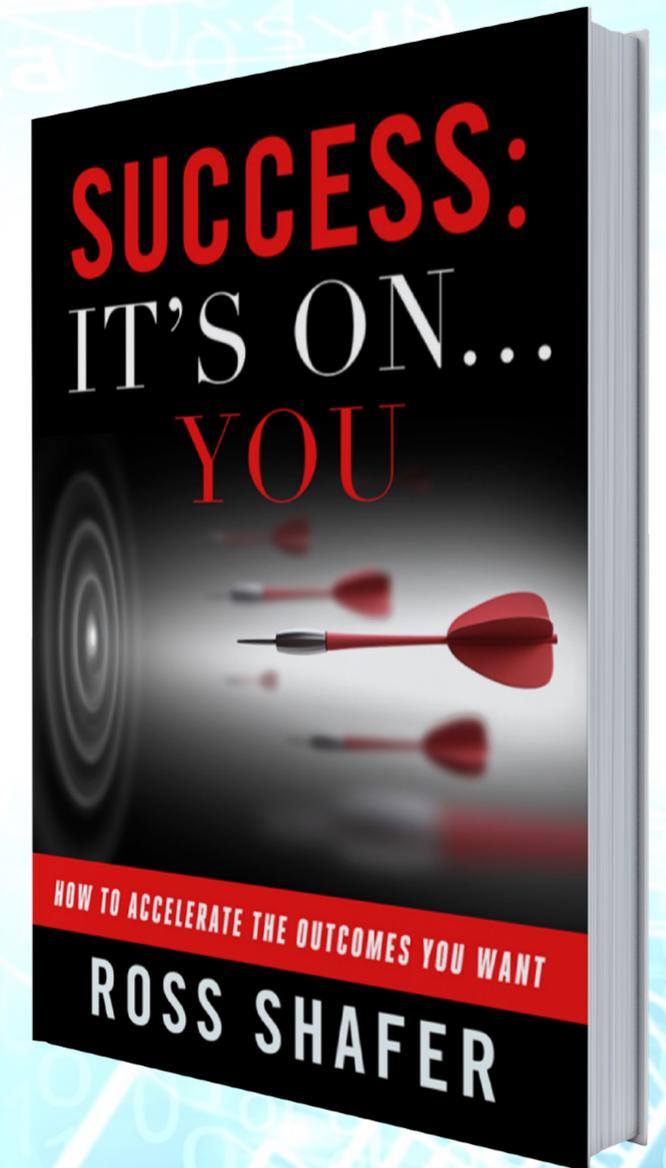
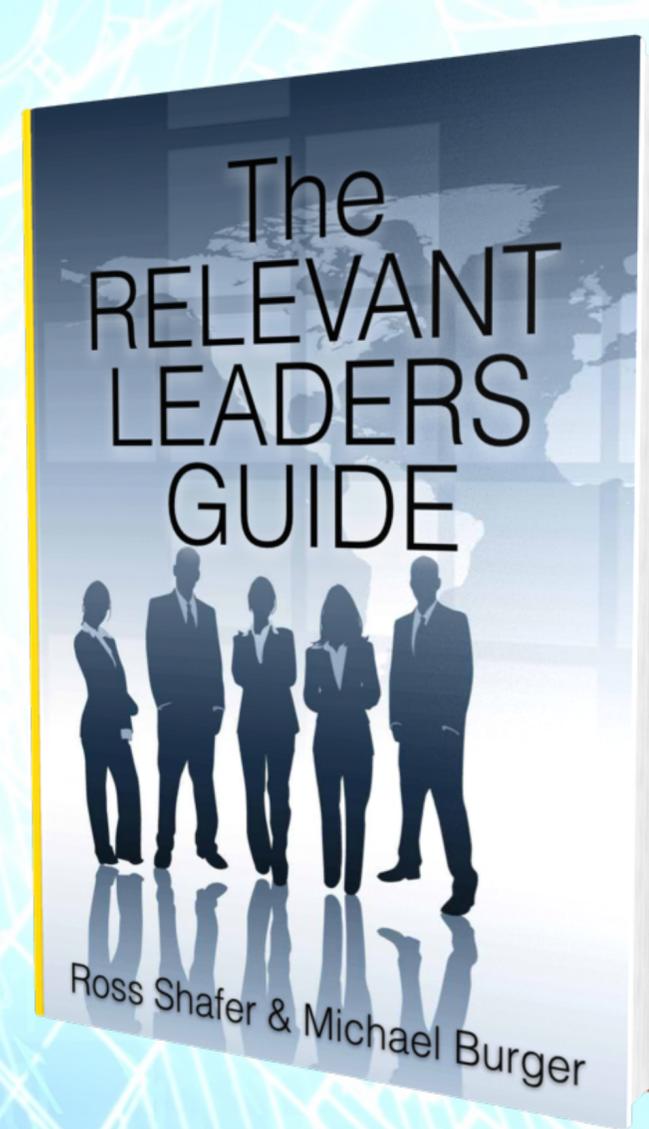
**How to Pitch Your Big Ideas to the Boss**  
Leadership Speaker | Ross Shafer  
by Ross Shafer  
1 week ago • 31 views  
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...

**Are You Driving Customers Away?**  
Leadership Speaker | Ross Shafer  
by Ross Shafer  
2 weeks ago • 54 views  
Are you indirectly driving customers away...and you don't have any clue you're doing it? Ross Shafer gives...

**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 repeatable...

**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...



Download Free e-Books

[www.RossShafer.com](http://www.RossShafer.com)

The background is a light blue gradient with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are numerous instances of binary code (0s and 1s) in a light blue color, some appearing as if they are floating or moving across the scene. The overall aesthetic is that of a digital or technical environment.

# **Loyalty Happens in the FINAL MOMENT**

The Teacher asks us to recall (6) numbers in 30 seconds:

4, 27, 40, 61, 14, & 75

RECENCY

100% of us remember the LAST number

PRIMACY

1/2 half of us remember the FIRST number

60

40

20

0

05

10

25

20

25

30





# WORLD NEWS TONIGHT

WITH  
**DAVID MUIR**

The “Kicker Story”





The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, giving a sense of depth and digital data flow.

**ENCOURAGE  
OTHERS TO  
PUSH THEIR  
LIMITS**



# THANK YOU

