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

Relentless Pursuit of Ignored Opportunities

VTR

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

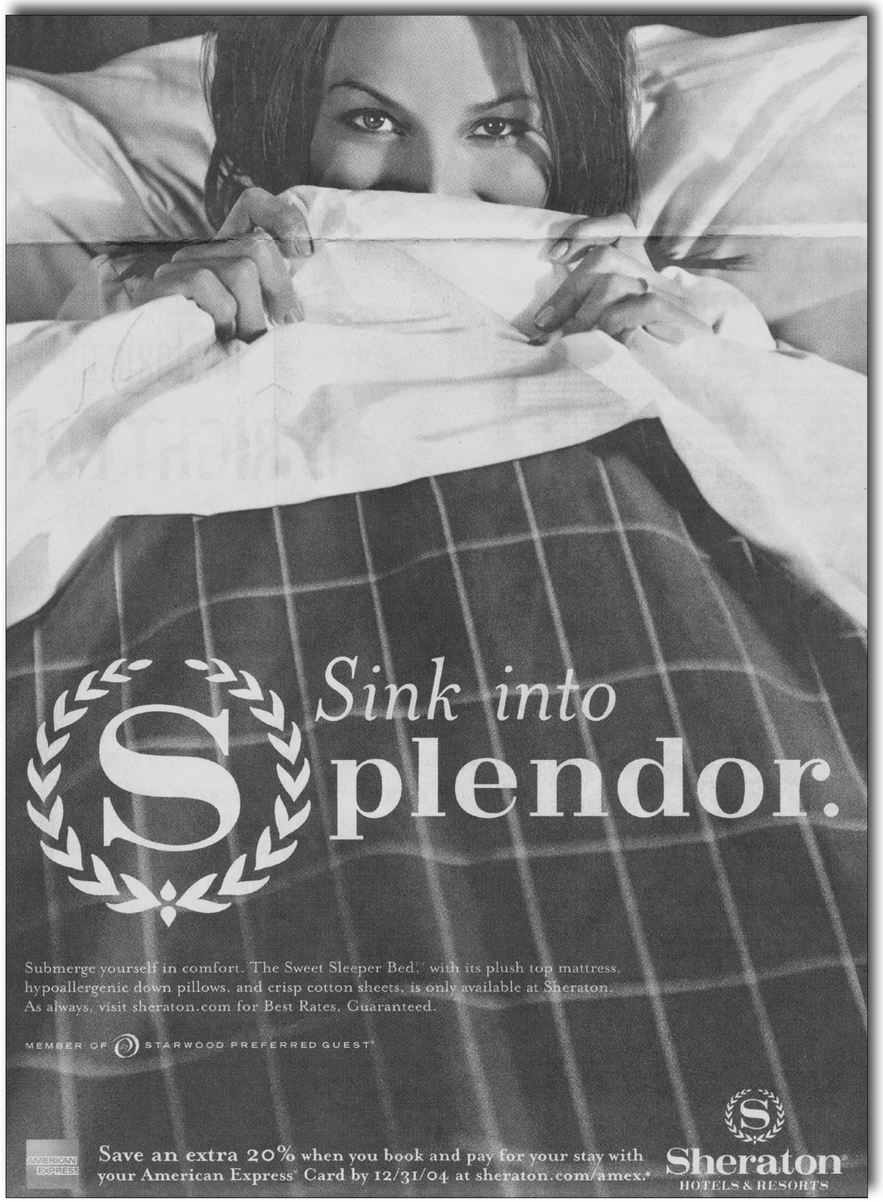
SOME INNOVATIONS Are Hiding In Plain Sight

VTR

WESTIN
HOTELS & RESORTS

GRAND HYATT

Sheraton
HOTELS & RESORTS



Revive Collection

STEAL IDEAS from Outside the Hotel Industry

VTR

CRASH THE WRONG MEETINGS

Association of Human Nature Convention

McCORMICK & SCHMICK'S
SEAFOOD & STEAKS

Preferred Guest | Purchase Gift Cards | Careers | Contact Us

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

Sautez
Advil
Advil
Advil
Advil
CVS
pharmacy

LARAMAR

55,000 UNITS

LOYALTY?

Forget What You Think Works to Retain Customers

VTR

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."

Source: Fleishman-Hillard Research Group - New York

CES (Customer Effort Scoring)

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

Source: Fleishman-Hillard Research Group - New York

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

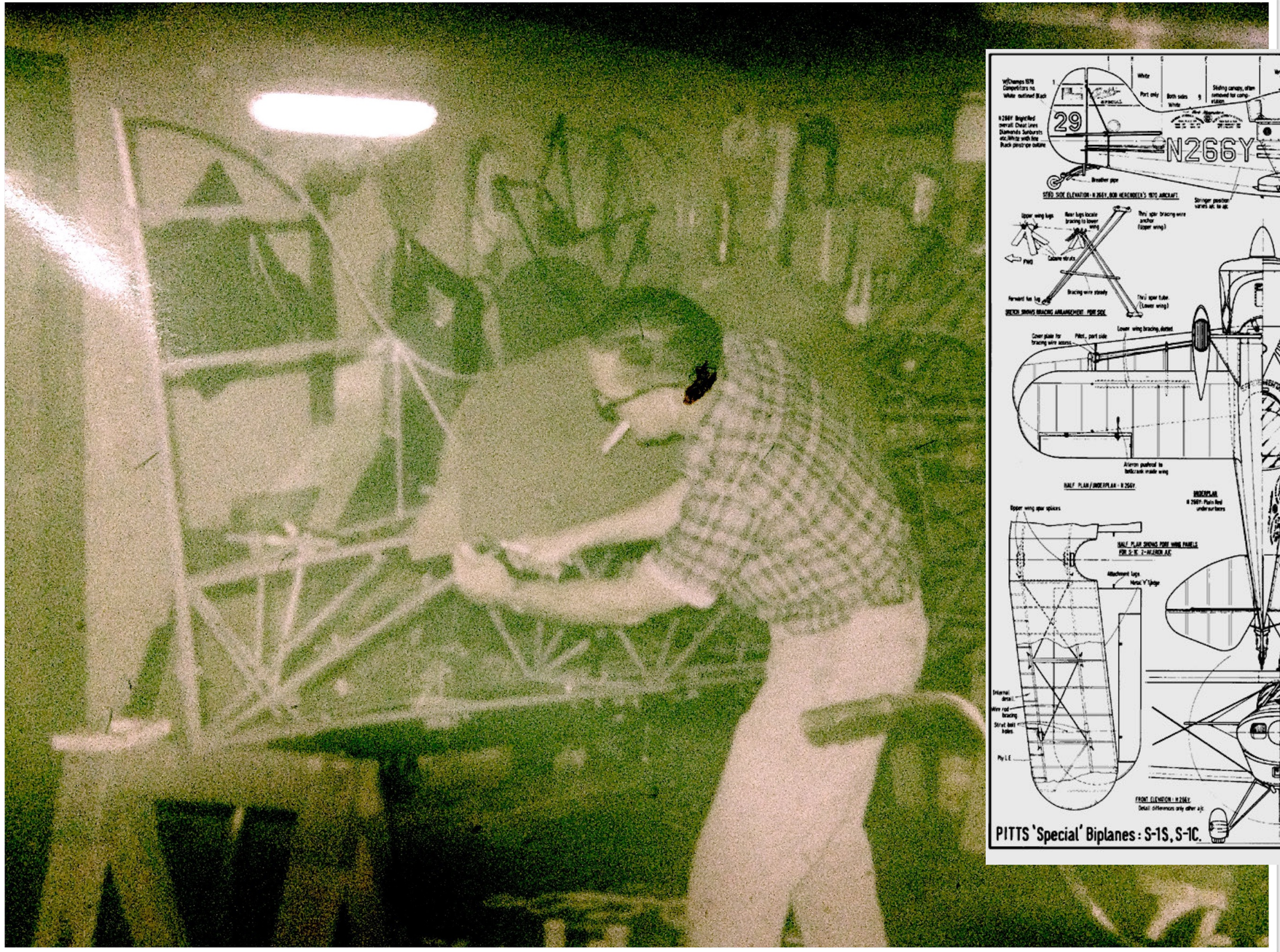
OF PUYALLUP

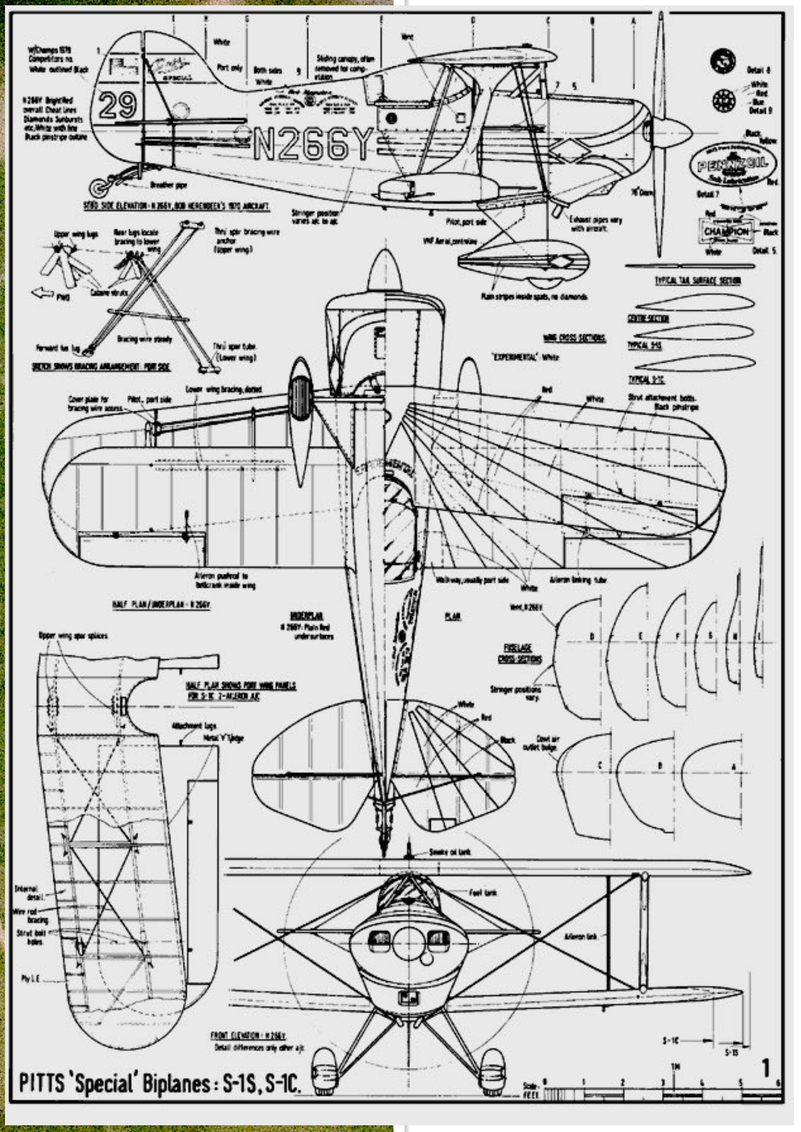
customer first.

Freshly baked Otis-Spunkmeyer cookies.

Success is a Science

VTR

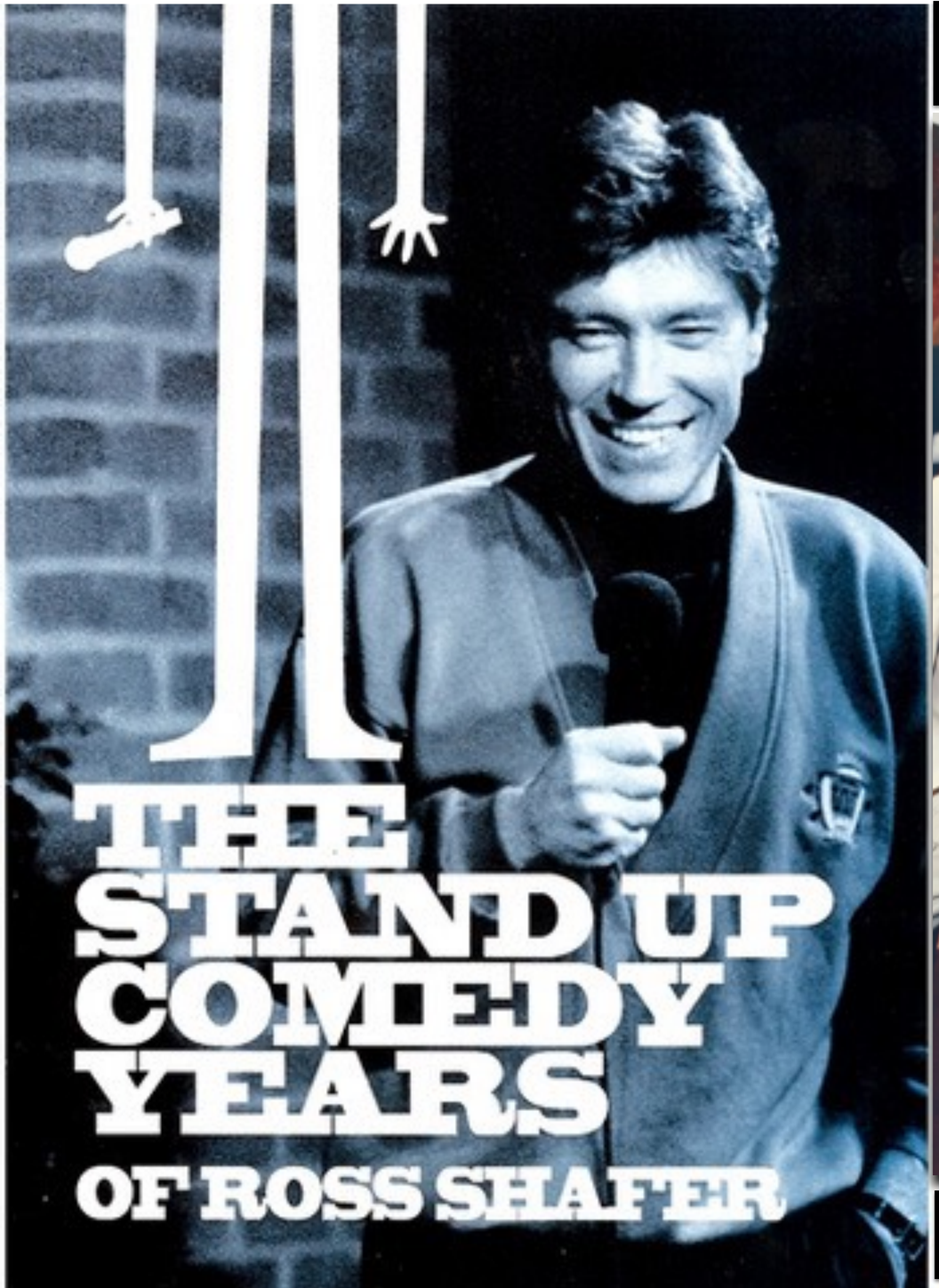



29
N266Y
PITTS 'Special' Biplanes : S-1S, S-1C.
1

Maiden flight - May 1971
N5S

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

Chuck Shafer


THE
STAND UP
COMEDY
YEARS
OF ROSS SHAFER

?

1,127 Free Throws in a Row

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

Be Personally & Professionally CURIOUS

Me

Leaders Need to be Expert Communication Coaches

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

RUSSIA
CON AMORE

“QUICK WINS” are Motivating

3.6% Unemployment
(6-million jobs to fill)

(YET, 83% of people HATE their jobs)

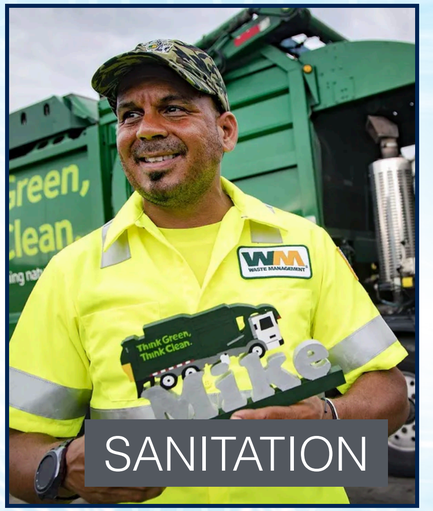
Inc.

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

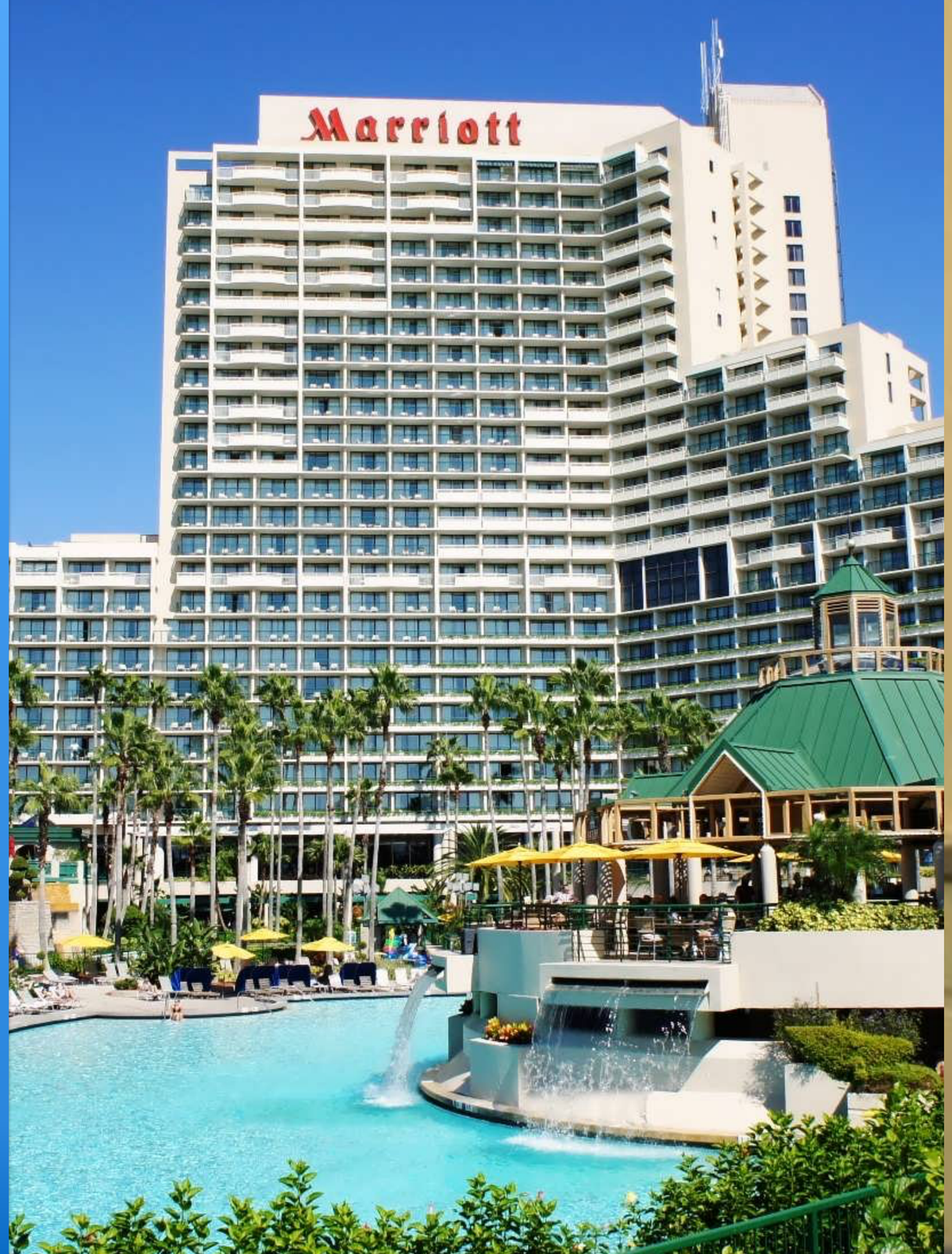
Forbes

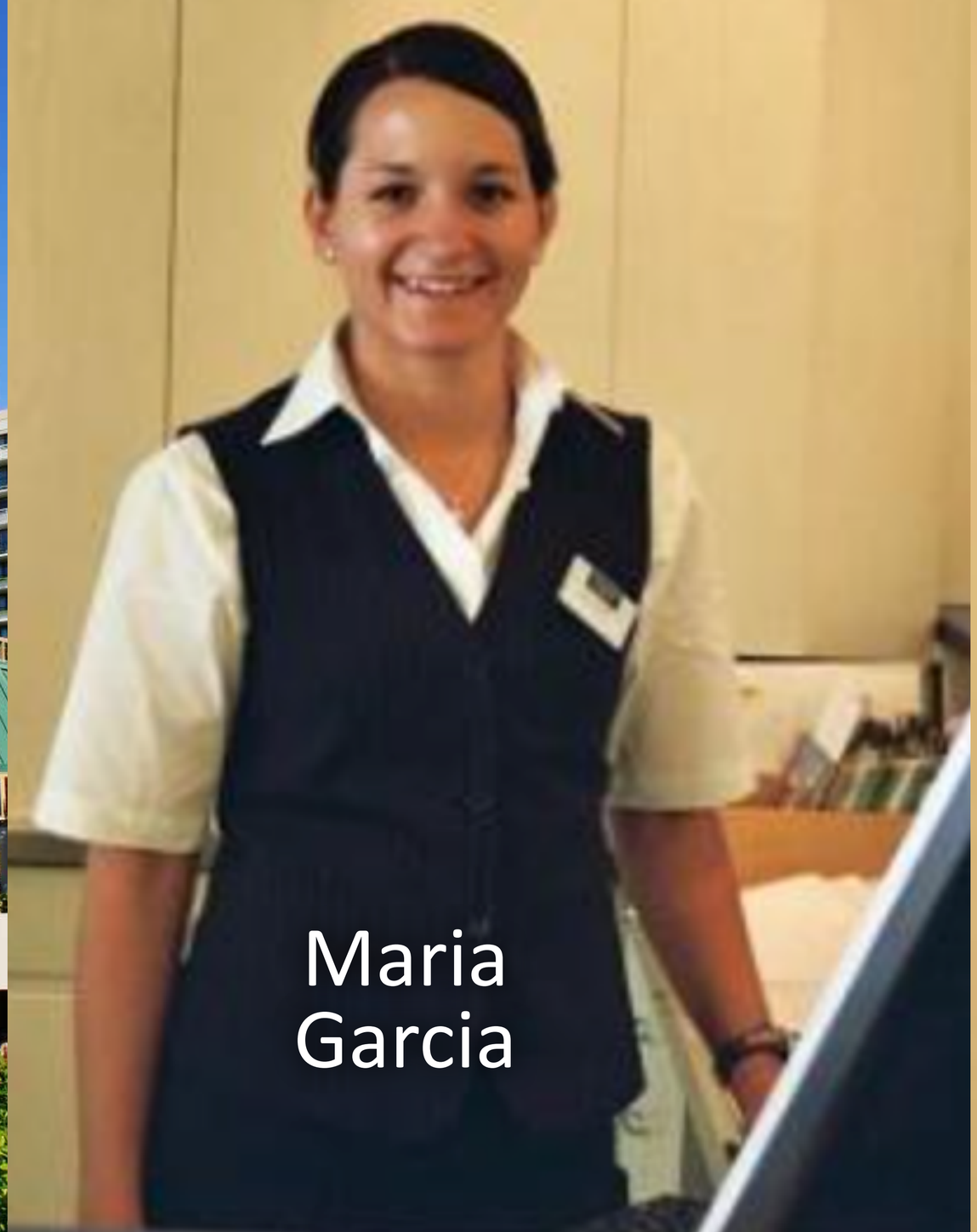
https://www.forbes.com/sites/gadlevanon/2021/05/04/job-satisfaction-stays-high-despite-pandemic-economic-crisis/amp/

RETHINK YOUR
Recruiting Strategy



PROMOTE SUPERSTARS QUICKLY


Marriott

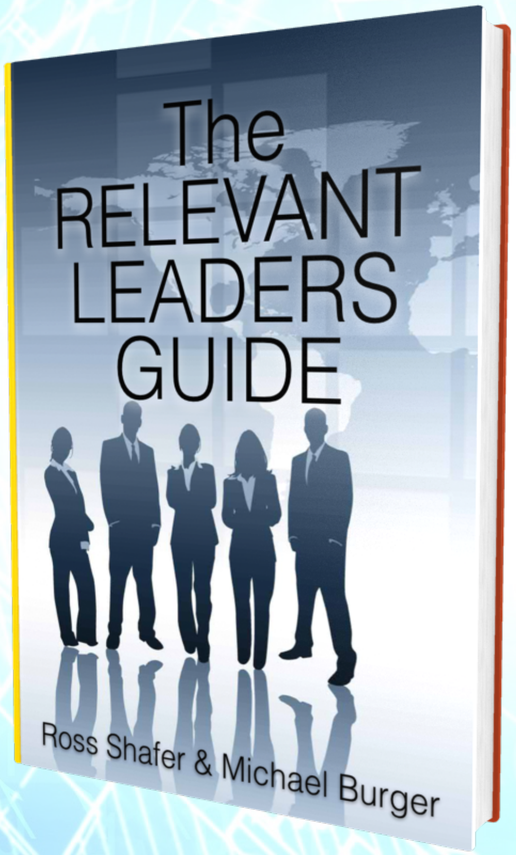

Maria
Garcia

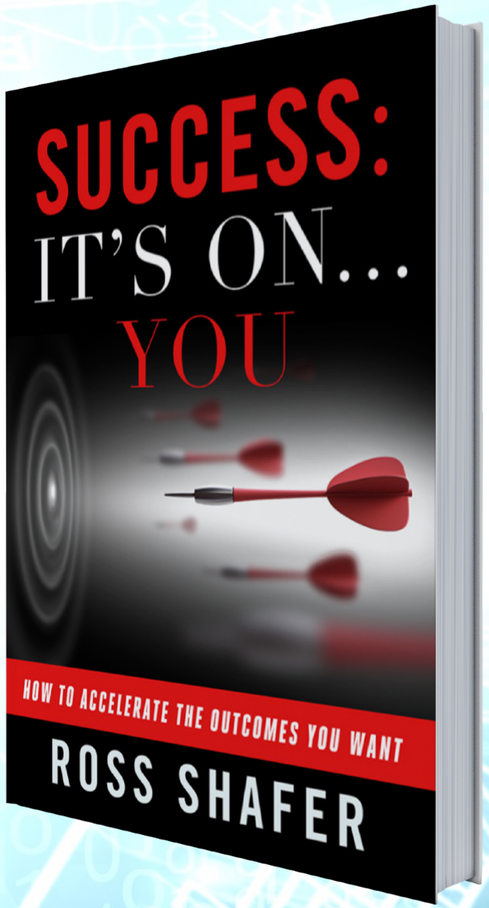
BILL NYE

the Science Guy®

FREE RESOURCES

YouTube





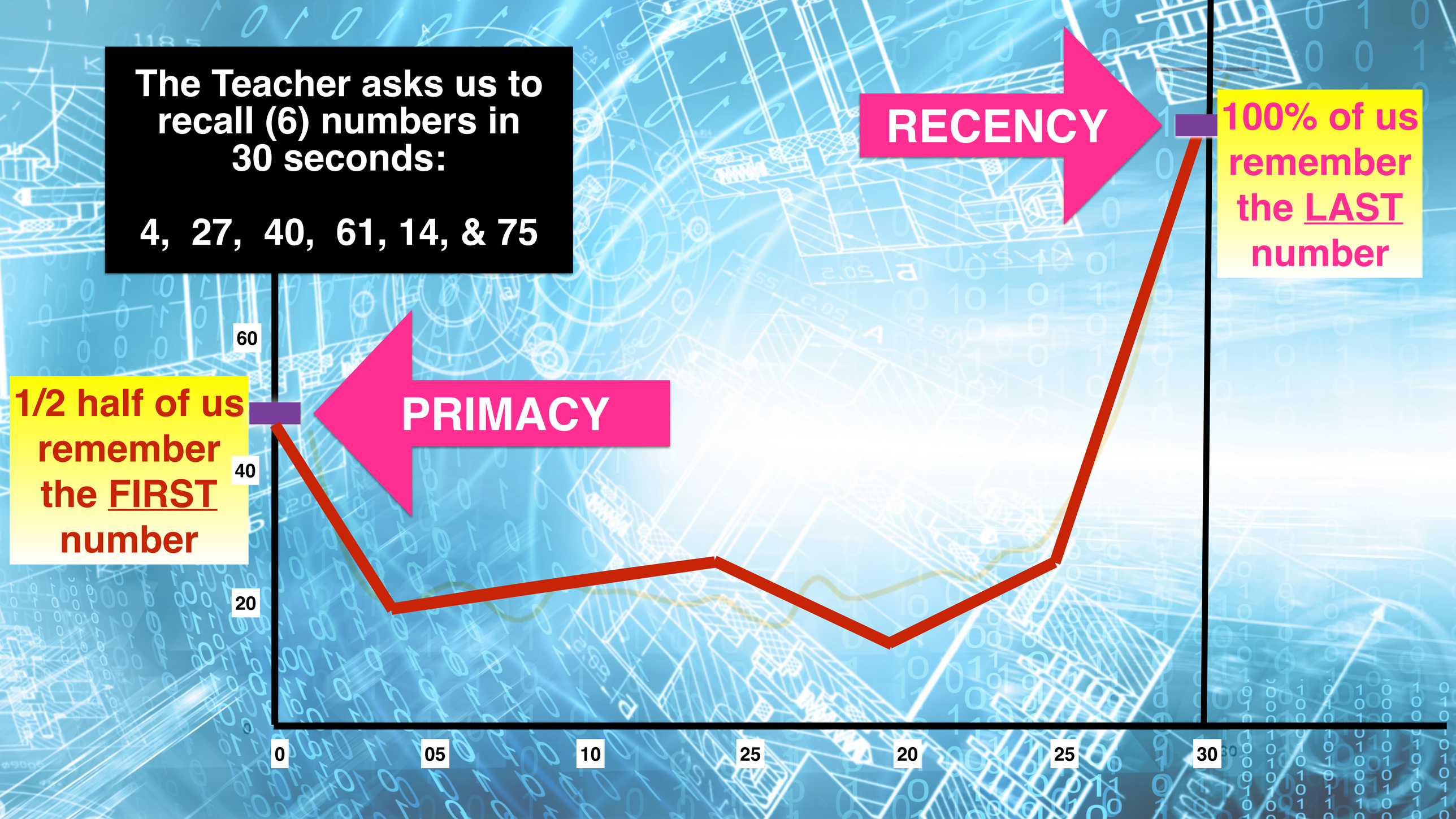
Download Free e-Books

www.RossShafer.com

Loyalty Happens in the FINAL MOMENT

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

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



The “Kicker Story”

ENCOURAGE OTHERS TO PUSH THEIR LIMITS

THANK YOU