

The background of the image is a complex technical drawing or blueprint, rendered in a light blue color. It features various geometric shapes, lines, and annotations, including dimensions like '118.5', 'K1/2"', and 'A'. The drawing is overlaid with a pattern of binary code (0s and 1s) and a grid of arrows pointing in various directions, creating a sense of digital data and engineering precision.

# **Want to Contact Ross Shafer?**

**Call or Write to: Helen Broder**

**(910) 256-3495**

**[Helen@SpeakerManagementLLC.com](mailto:Helen@SpeakerManagementLLC.com)**

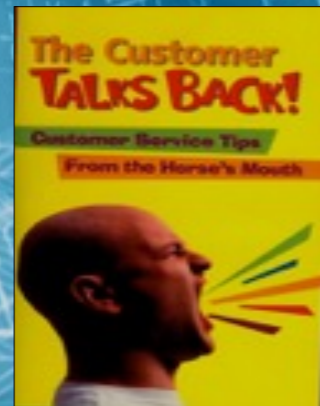
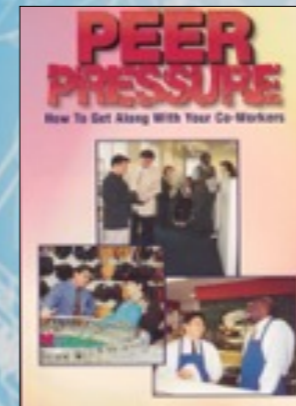
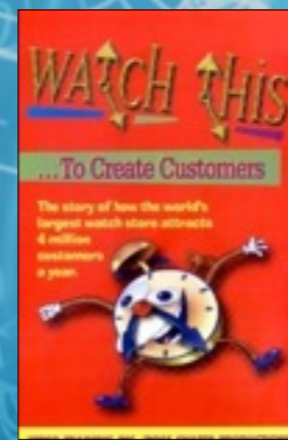
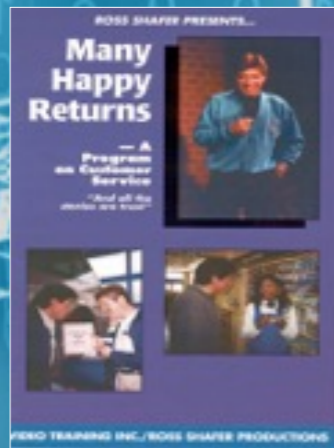
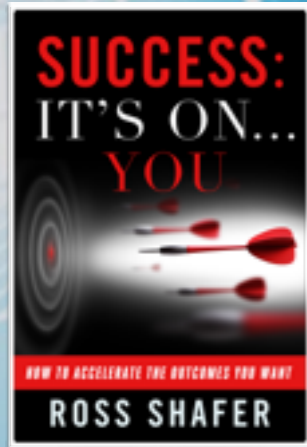
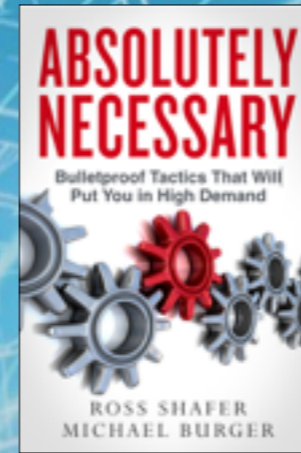
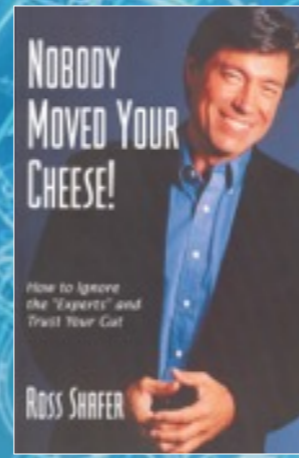
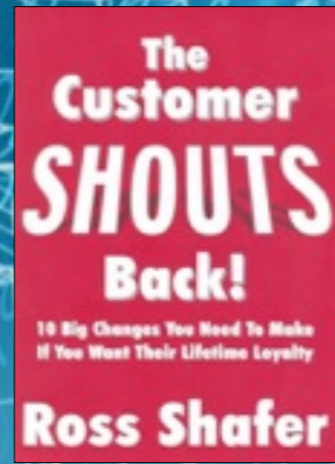
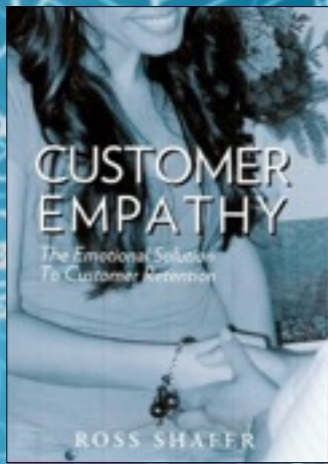


The background of the image is a complex technical drawing, likely a cross-section of a mechanical assembly, rendered in white lines on a blue background. The drawing includes various components, dimensions, and labels such as '118.5', 'K1/2"', 'A', '20.5', '24', '200', 'B', and '3'. The drawing is overlaid with a pattern of binary code (0s and 1s) and a grid of light blue lines, suggesting a digital or engineering theme.

# How to Remain a Relevant Leader

by Ross Shafer

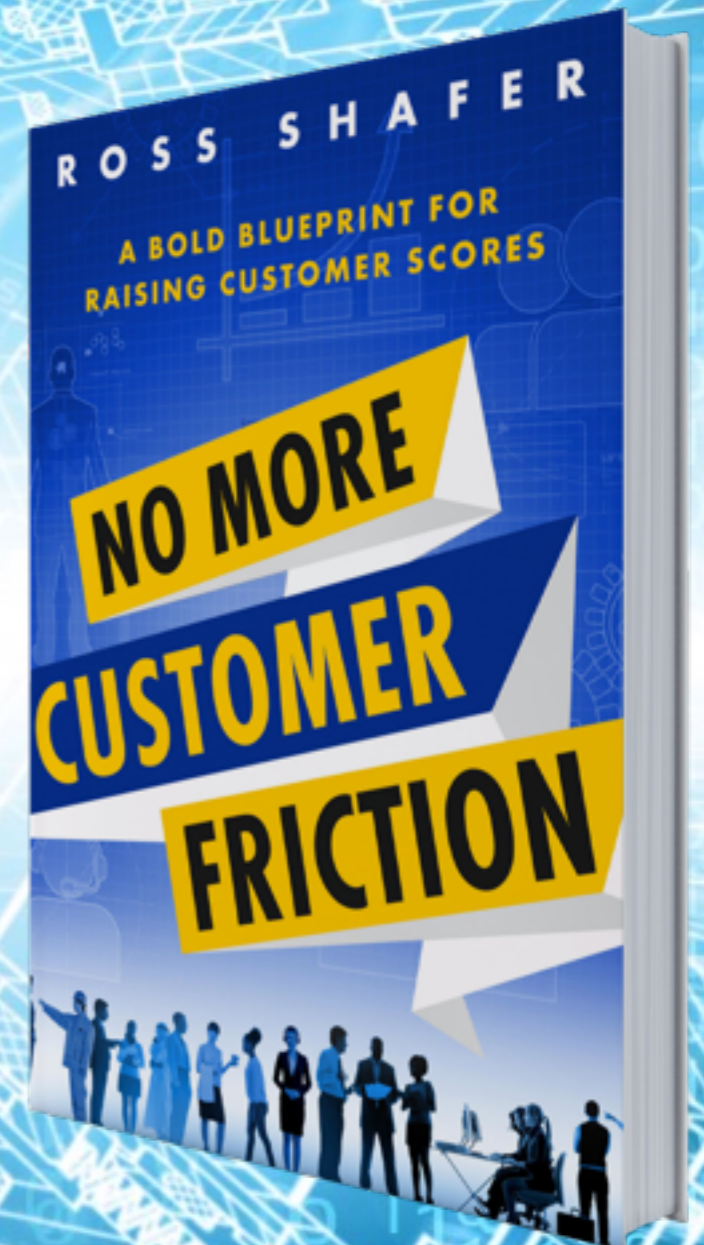
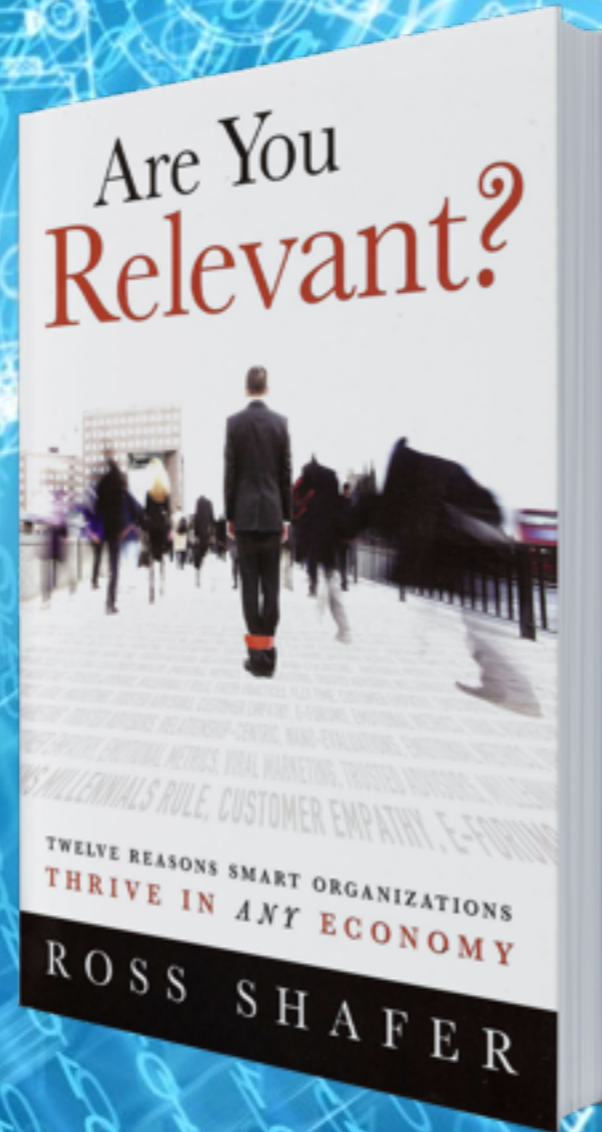






**MANAGING CHANGE**

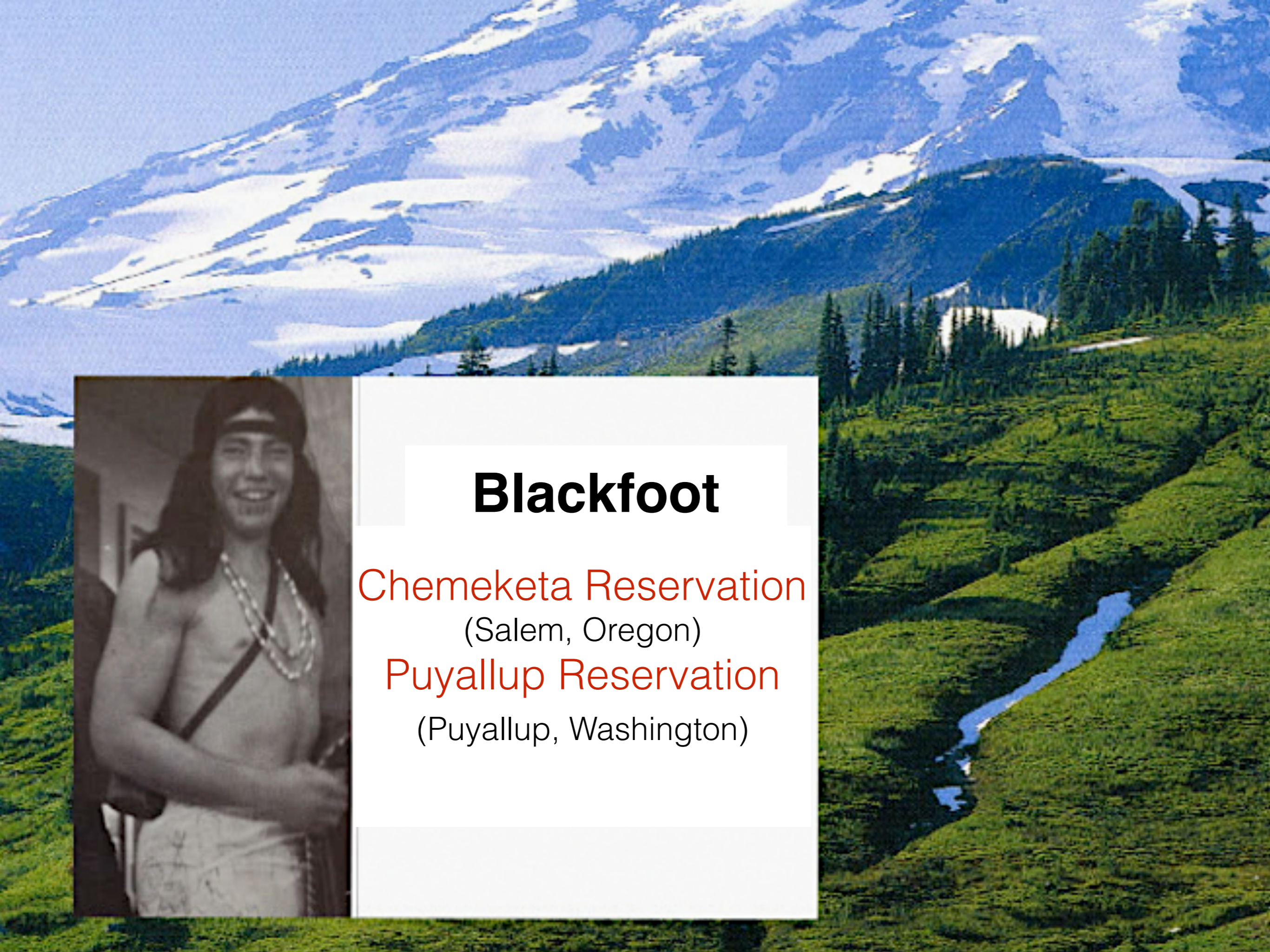
**GROWING MARKET SHARE**



**DEVELOPING TALENT**

**RETAINING CUSTOMERS**





# Blackfoot

Chemeketa Reservation  
(Salem, Oregon)

Puyallup Reservation  
(Puyallup, Washington)





**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

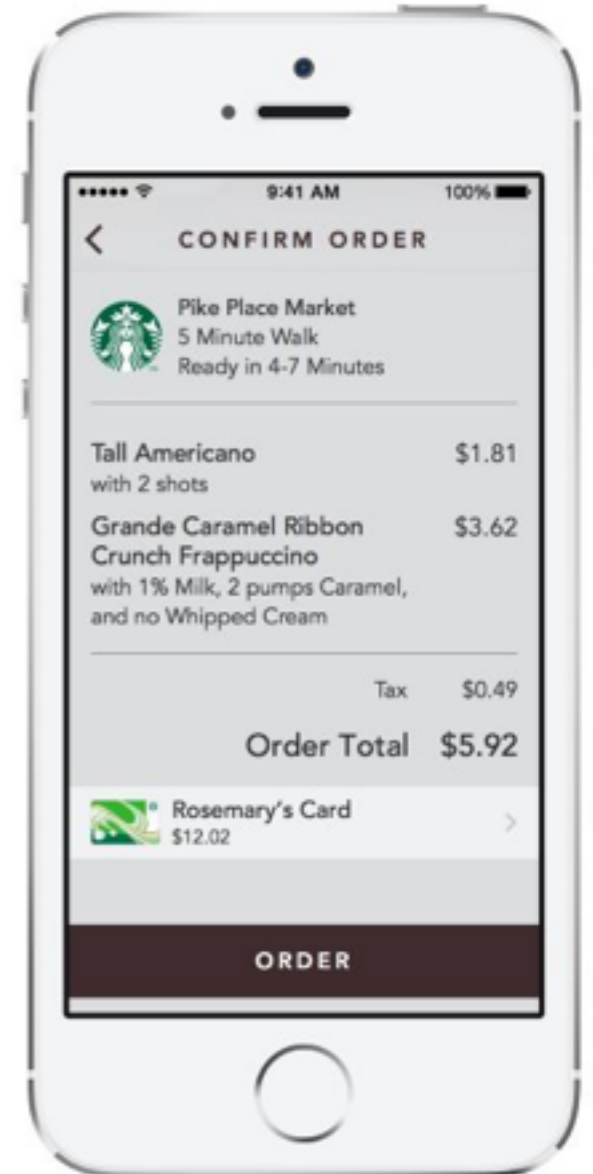
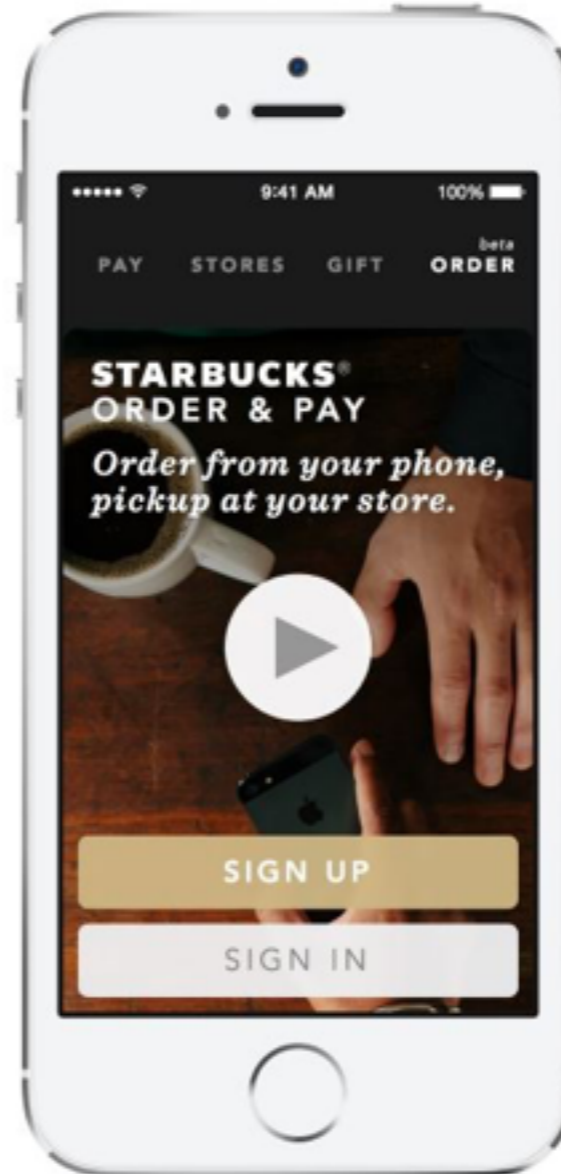
## Ross Shafer













The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and callouts. A prominent glowing blue beam of light originates from the top center and extends downwards, passing through the text. The overall aesthetic is futuristic and technological.

**Innovate BEFORE  
It's Necessary**



# Hotel Events

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

Maxi's Ballroom  
Mt. Ranier Room  
Mt. Baker Room  
Elevators

Cascade Meeting Rooms  
Business Center  
Elevators  
14TH FLOOR

Grand Ballroom  
Northwest Ballroom  
Elevators  
2ND FLOOR

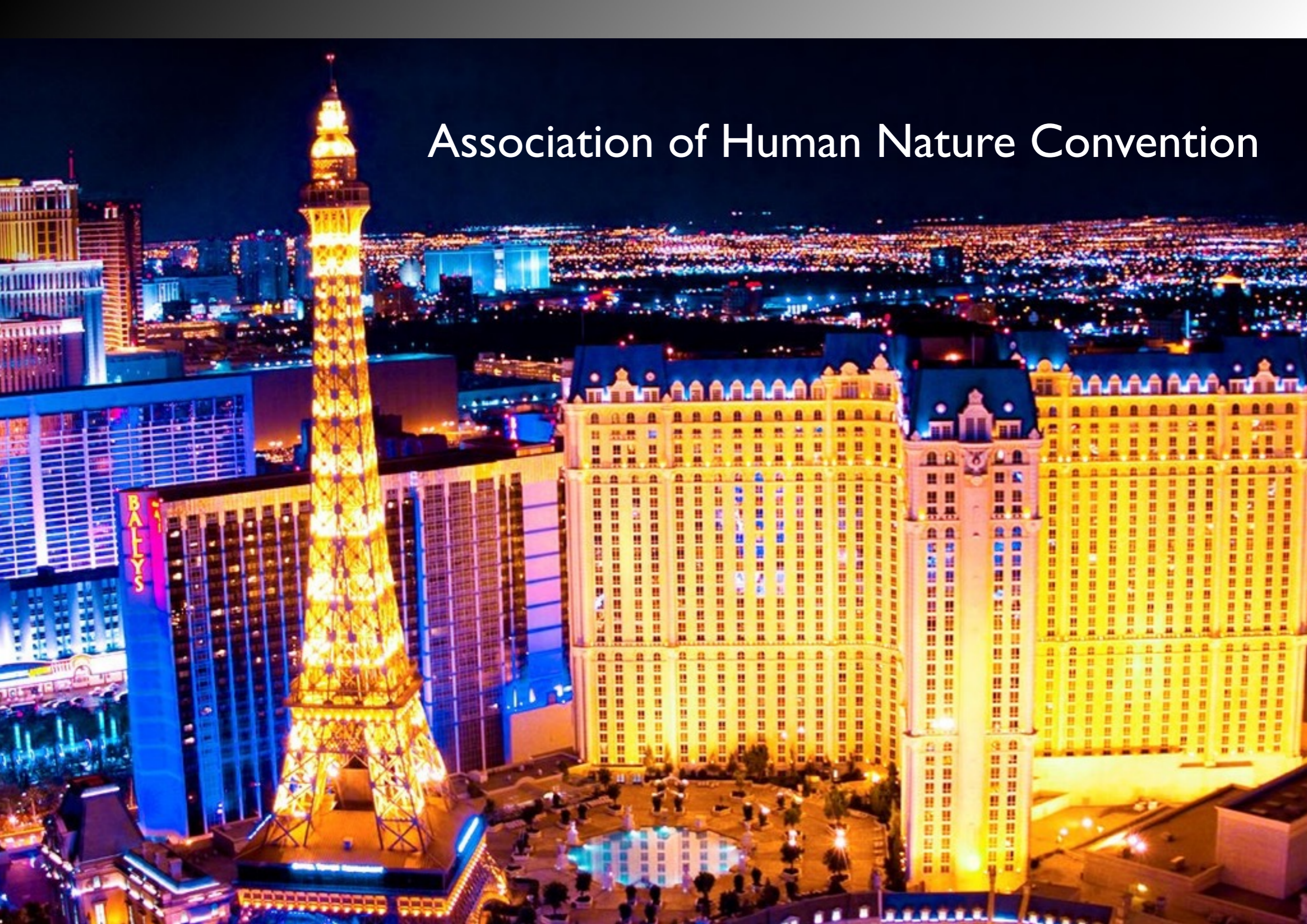
## Events for Oct. 05, 2017

**GO TO THE WRONG MEETINGS**

Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION		
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





# McCORMICK & SCHMICK'S

SEAFOOD & STEAKS

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[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)











# Laramar Apartment Homes - 55,000 units



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and arrows. Notable text in the drawing includes '118.5', 'K1/2"', 'A', '20.5', '24', and '200'. The overall aesthetic is futuristic and data-oriented, with binary code (0s and 1s) scattered throughout.

**You Must Become  
Your own  
‘Chief Trending  
Officer’**



# It's not just Applebee's; other restaurants are closing shop too

By Jade Scipioni | Published August 11, 2017 | Food and Beverage | FOXBusiness



411 closed



Neighborhood Grill & Bar

135 closed



BUFFALO WILD WINGS

60 closed



25 closed



43 closed



95 closed

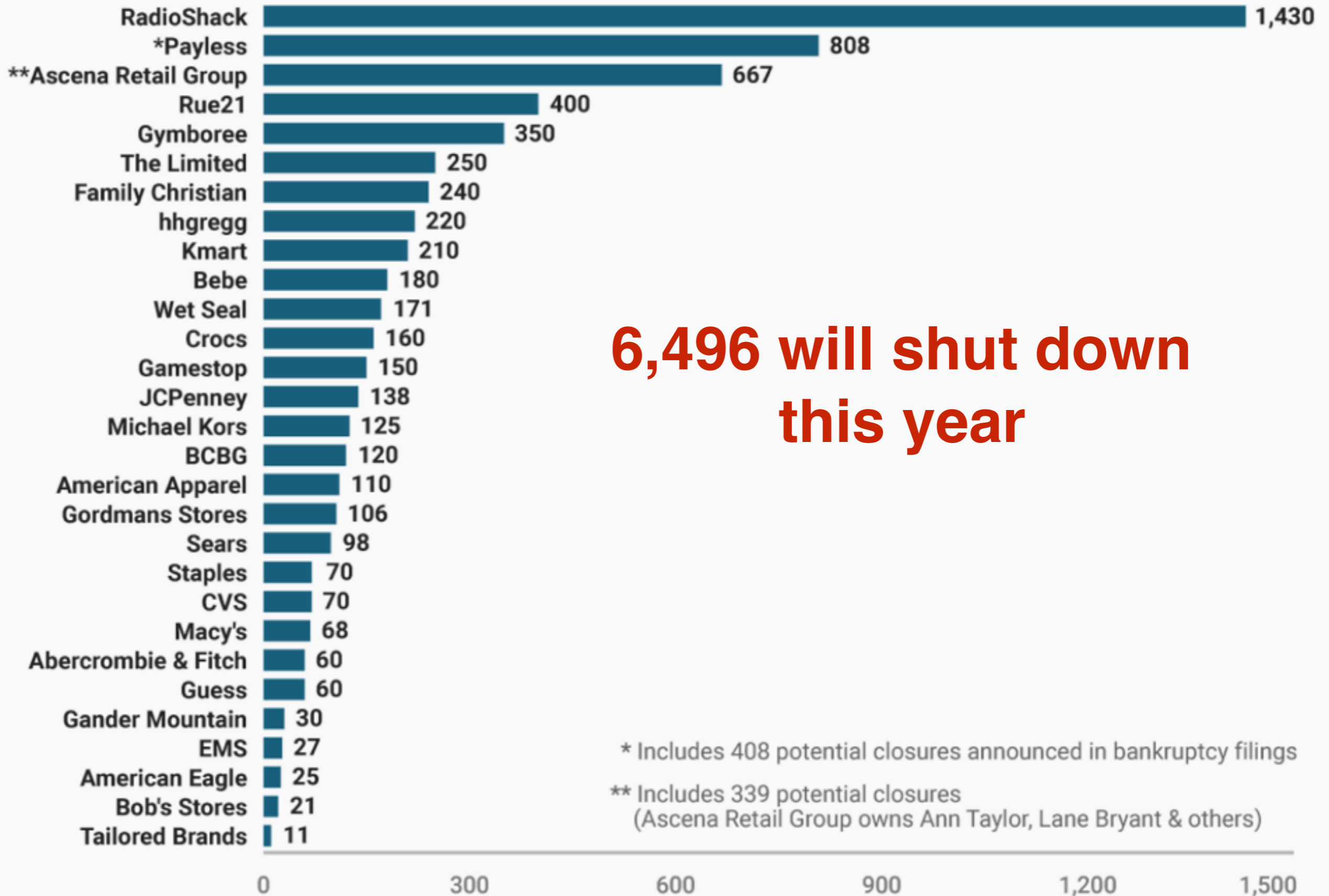


# CHASING THE 15-MINUTE LUNCH CROWD





# NUMBER OF RETAIL STORES CLOSING IN 2017



**6,496 will shut down this year**

\* Includes 408 potential closures announced in bankruptcy filings  
\*\* Includes 339 potential closures (Ascena Retail Group owns Ann Taylor, Lane Bryant & others)



**When anyone says, “I’m getting killed by...**

**amazon.com**

The Amazon logo, a curved orange arrow pointing from left to right, is positioned below the text "amazon.com".

**I say, “Amazon is NOT all-powerful.  
You can beat them with...”**





**High Touch**



**Added Value**

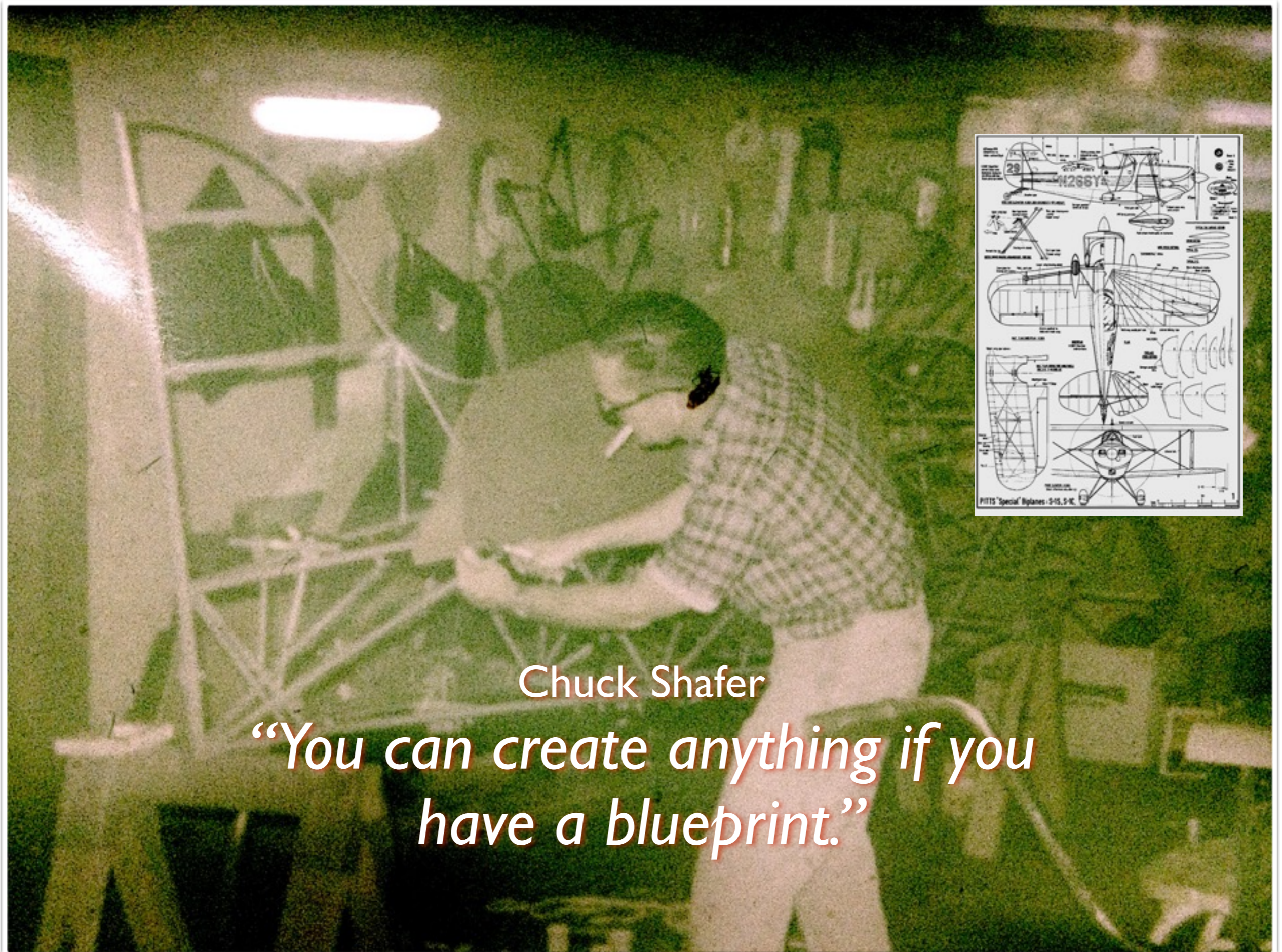




The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Notable text within the drawing includes '118.5', 'K1/2"', 'A', '20.5', '24', '50.2', and 'A'. The drawing is overlaid with a pattern of binary code (0s and 1s) and glowing blue lines that suggest a digital or data flow theme.

# **Staying Relevant Requires Courage**





Chuck Shafer

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







Maiden flight - May 1971





**“Success is NOT about who you know.  
It’s about who knows YOU.”**

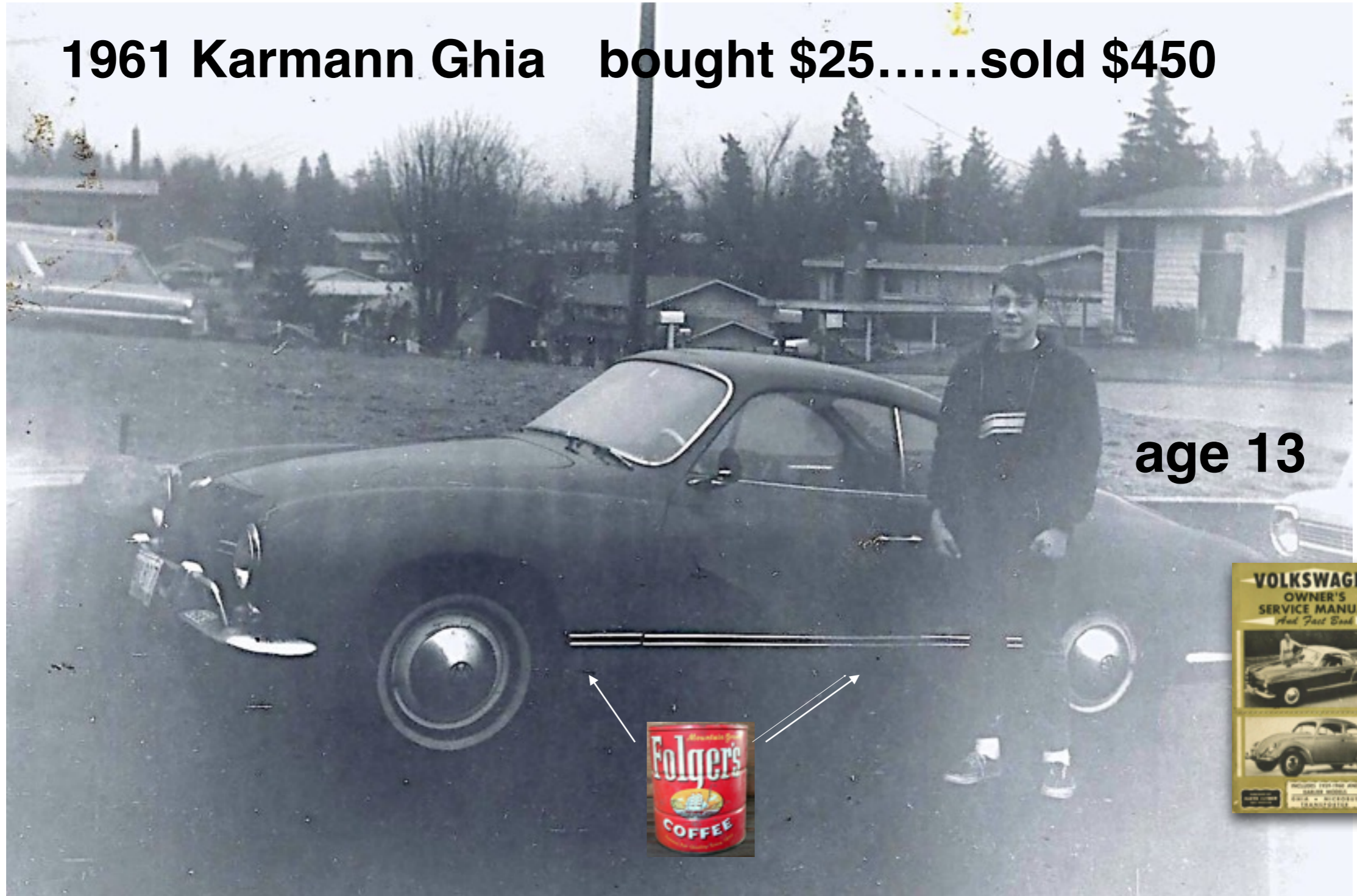
**CHUCK SHAFER**





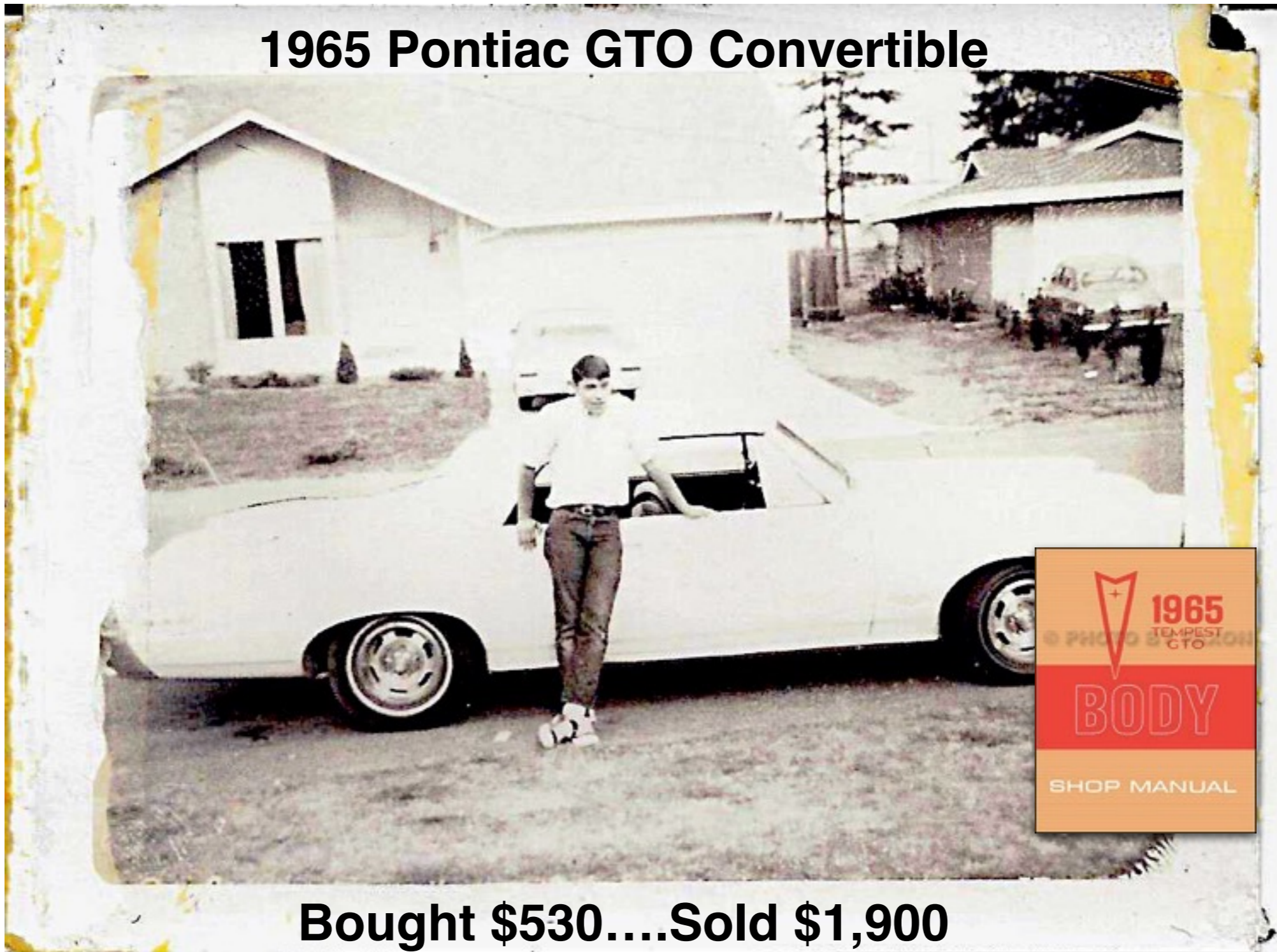
**1961 Karmann Ghia bought \$25.....sold \$450**

**age 13**





# 1965 Pontiac GTO Convertible



**Bought \$530....Sold \$1,900**



## Ferrari 308 GTS bought for \$9,800



**Sold for \$38,500**



**Age 17**



**bought for \$4,800**



**sold 9 mos. later for \$17,500**





**SOLD \$360,750**



**Bought \$176,000**









# 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





**Restaurants/Food Service**



**Retail Clothing**



**Photography & Product Marketing**



**Building Industry**



**Manufacturing & Distribution**



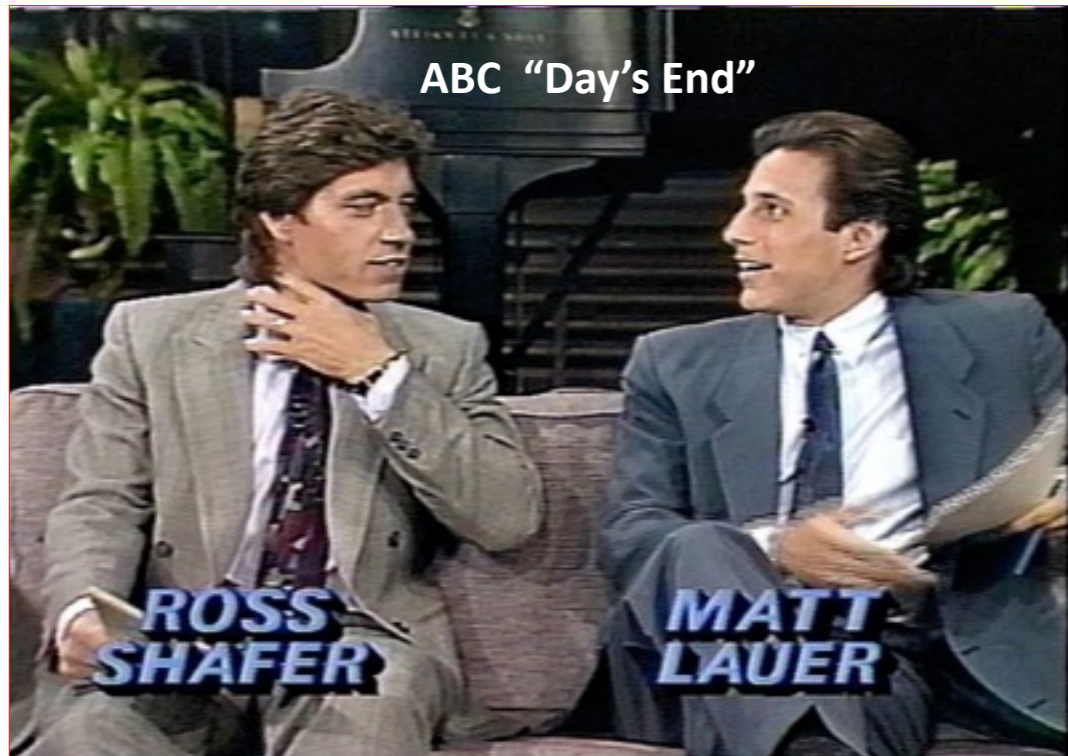
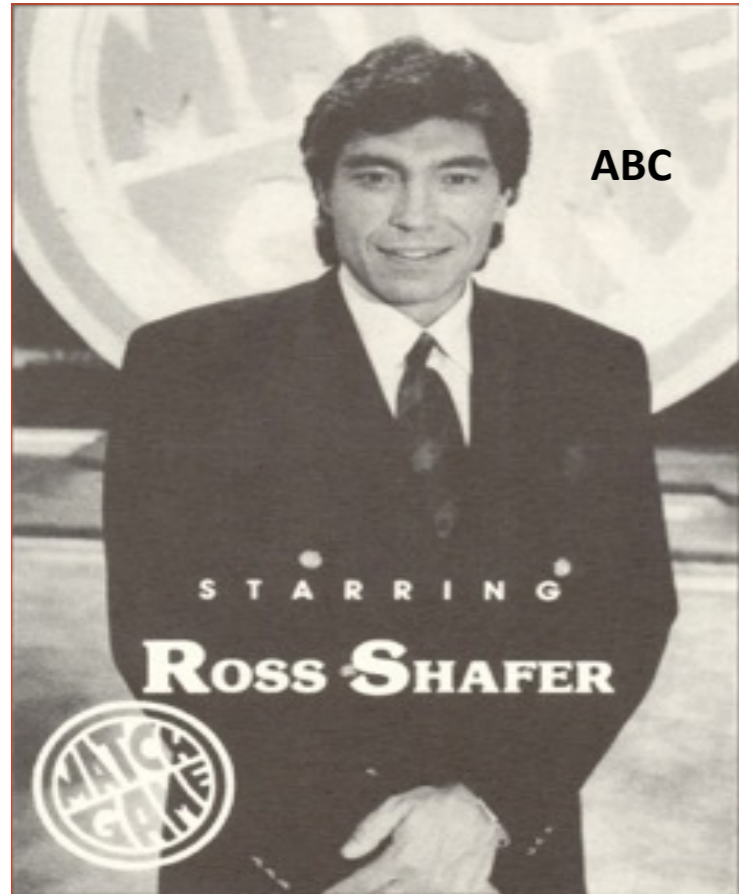
**TV & Film Production**



**THE ICE CREAM SHOP**









**IF YOU DON'T LIKE  
CHANGE.....YOU ARE  
GOING TO HATE  
EXTINCTION**

**AUTHOR: ROSS SHAFER**





**In the Future ALL  
Transactions will be  
Friction-Free**







**MDLIVE**<sup>®</sup>  
Virtual Care, Anywhere.

**American Well**<sup>®</sup>

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



**1,500,000  
patients  
and  
counting**



**Finished  
Basement  
Flooding**



**Skype  
Video  
Consult**



The image shows a blurred background of a grocery store aisle. A worker in an orange shirt is visible in the center-right. The Amazon Go logo is overlaid in the center, featuring the word "amazon" in white lowercase letters with a white arrow pointing from the 'a' to the 'z', followed by the word "go" in white lowercase letters.

amazon go



**R O S 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...







# 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.”**





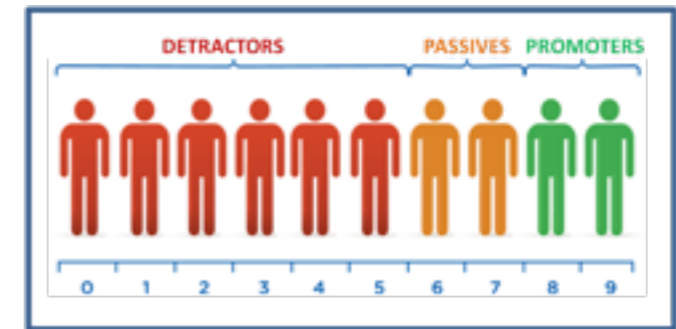
# CES (Customer Effort Scoring)



“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.**”

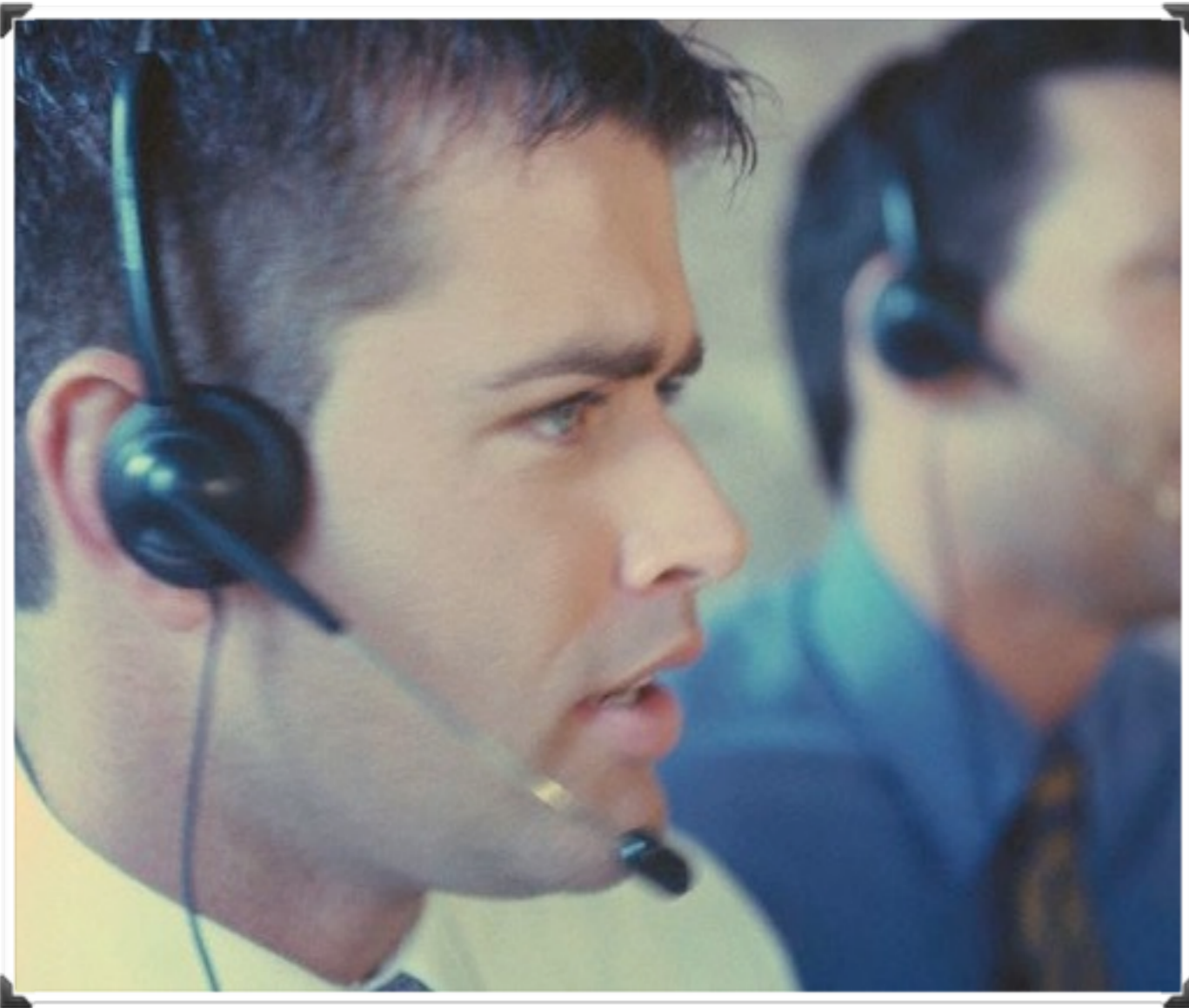


# NPS (Net Promoter Scores)



“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.**”





**“My name is Jason.  
How may I  
provide you with  
outstanding  
customer care?”**



**NO CAN DO.  
THAT'S  
AGAINST OUR  
POLICY.**





**I WISH I  
COULD HELP.  
BUT I'M NOT  
AUTHORIZED**





**THE  
ANSWERS  
ARE ON OUR  
F.A.Q. PAGE**







erases



source: Ross Shafer Consultants, Inc. 'wow survey' 2016



# YOU FORGOT?

# YOU NEED AN URGENT ANNIVERSARY GIFT!



**\*OVERNIGHT DELIVERY**

**\*FREE SHIPPING**

**\*EMAIL CONFIRMATION**

**\*SPECIAL BONUS GIFT**

**\*10% DISCOUNT ON NEXT ORDER**



# THEY SHIP THE WRONG ITEM?!



~~\*OVERNIGHT DELIVERY~~

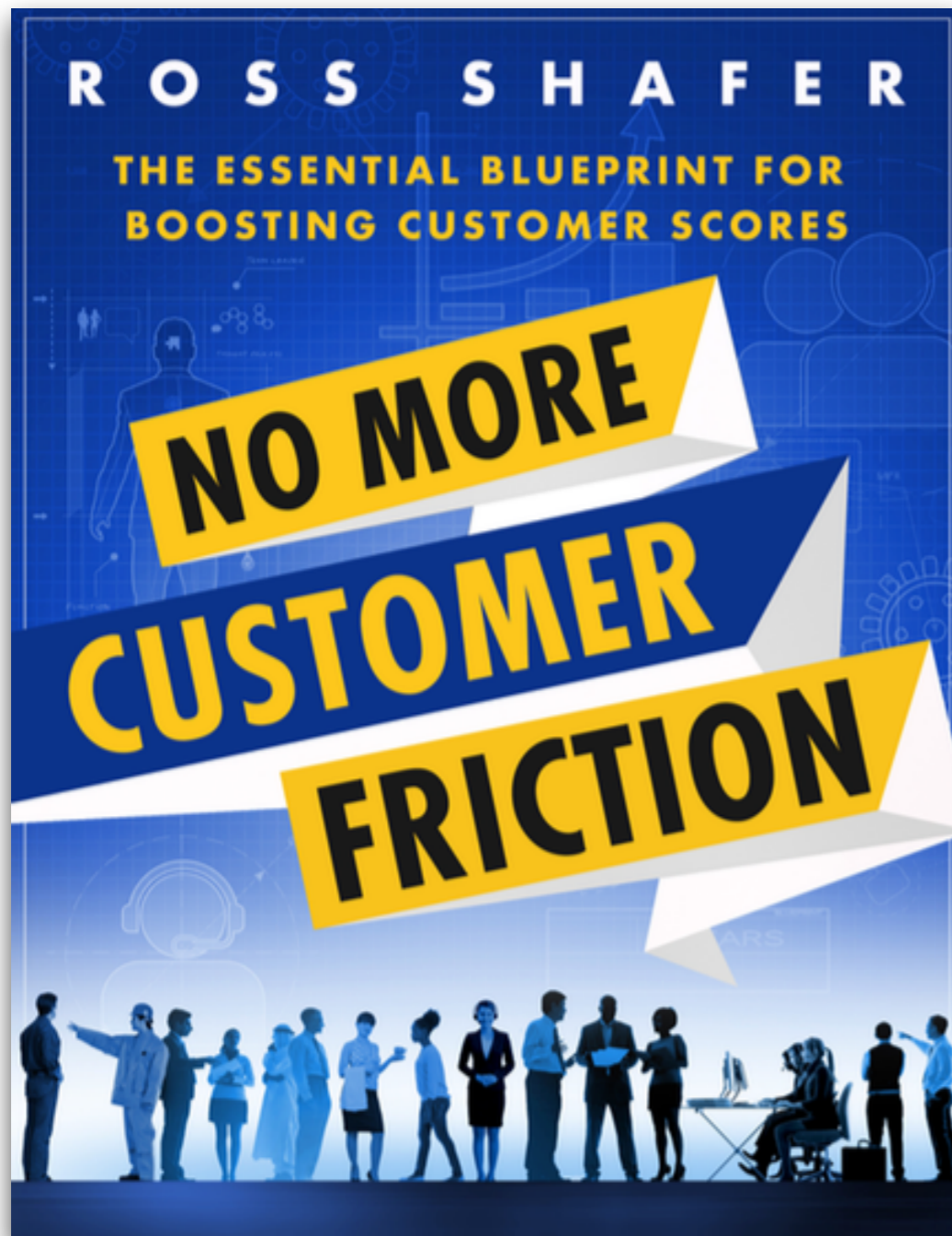
~~\*FREE SHIPPING~~

~~\*EMAIL CONFIRMATION~~

~~\*SPECIAL BONUS GIFT~~

~~\*10% DISCOUNT ON NEXT ORDER~~





**Does  
This  
System  
Work?**





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





**They tackled ALL processes. Billing. Call Centers. Installs.**

**Comcast is #1 in customer sign-ups & retention.**





**10 yrs ago, on the verge of  
bankruptcy, customers  
complained the toys were  
boring & prices were too high.**









**Lego has become the largest toy company in the world.**





**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.**



# Empower an On-Demand Solution for Every





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and alphanumeric labels. Overlaid on this are numerous binary digits (0s and 1s) and several glowing blue arrows pointing in various directions, suggesting a digital or engineering theme.

# **How to Find & Retain Your Future Workforce**



**#1:**

**What Motivates  
Young People?**



# First of All, Millennials Aren't Kids.





**Don't Mentor  
Them!**



**“QUICK WINS” are  
an endorphin rush**



300,000 attended GamesCom



**#2:**

**What Skill Must  
They Master?**

**(communication)**



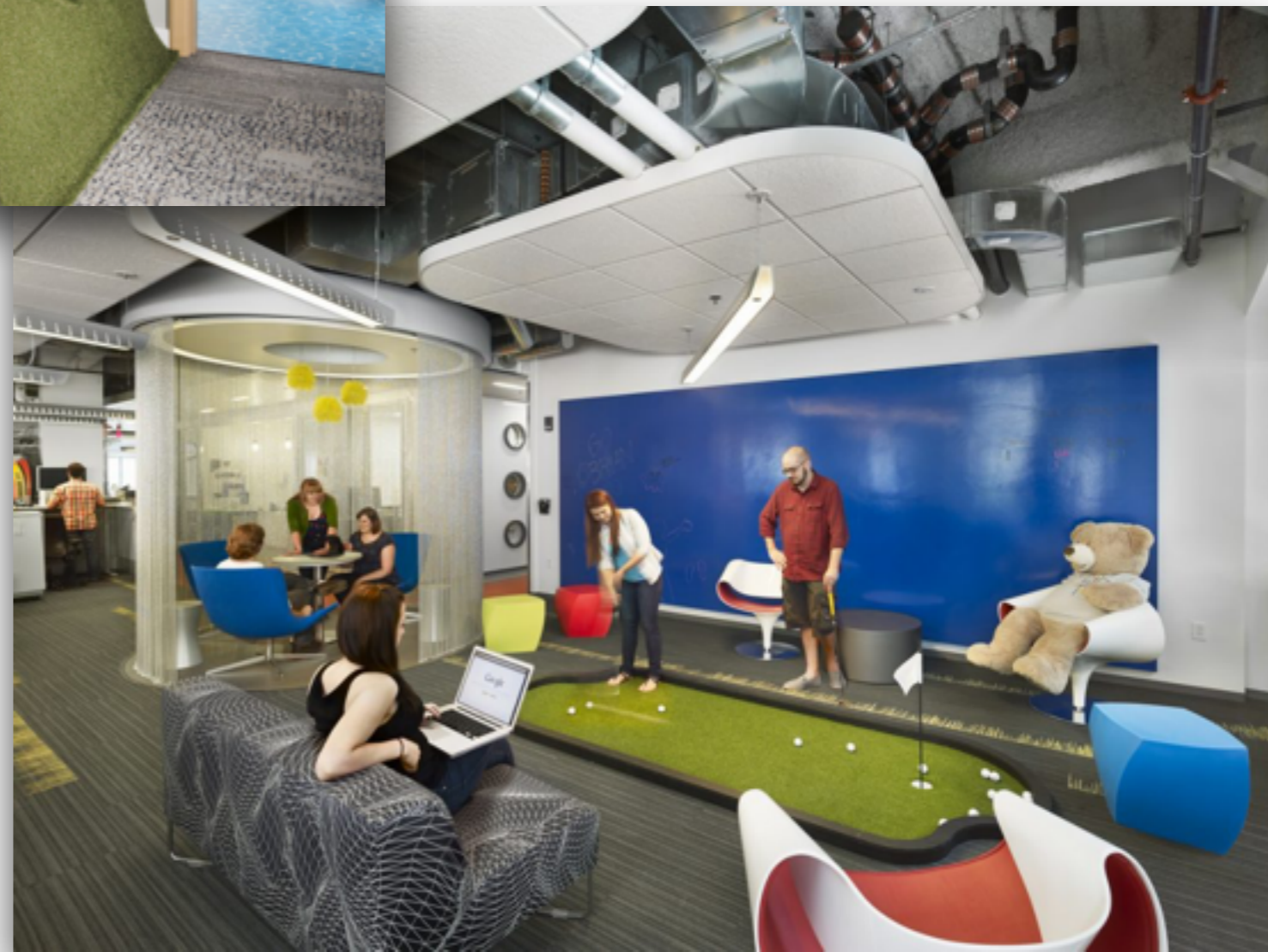
**#3:**

**What Do They Want  
in a Workspace?**





Google





**#4:**

**What 'Tools' Do They  
Expect From YOU?**



# Big Data, Marketing & Mapping



**#5:**

**What Brands Do They  
Want to Work for?**



**Founded in 2011.  
Sold to Unilever for 1 Billion in 2016.**





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, dimensions, and annotations. Notable elements include a dimension of '118.5', a section line 'A', and a dimension of 'K1/2"'. The drawing is overlaid with a pattern of binary code (0s and 1s) and several glowing blue arrows pointing in various directions, suggesting a digital or data-driven context.

**Who are Your Most  
Important  
Customers?**



# Women Buy Everything!

**85% of ALL CONSUMER & B2B PURCHASING.**

**93% of OTC Pharmaceuticals**

**92% of Vacation & Business Travel Decisions**

**91% of New Homes, Remodels, Landscape Design**

**91% of Consumer Electronics (TV's, phones, tablets, computers)**

**89% of Investment Services & Bank Accounts**

**87% of Corporate Purchase Orders go through women**

**86% of I.T. Infrastructure Decisions at work**

**80% of Healthcare & Dental decisions**

**73% of New Cars --- (45% of Light Trucks & SUV's)**







# She-Commerce

**“Women over 50 currently control \$19 trillion in Net Worth... $\frac{3}{4}$  of the entire U.S. Financial Wealth.”**



# **And Female Wealth is Growing...**

**“By 2020, women will control between \$30-\$40 Trillion in U.S. consumer wealth.”**



**“92% of women recommend quality & value  
to 21 other people.”**  
(not counting social media)





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and dimensions. Overlaid on this are streams of binary code (0s and 1s) and glowing blue lines that suggest a digital or data flow. The overall aesthetic is high-tech and industrial.

# **Other-Centered Organizations Grow Faster**





Maria  
Garcia





# Talk Show Hosts: Masters of 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...

SORT ▾



**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





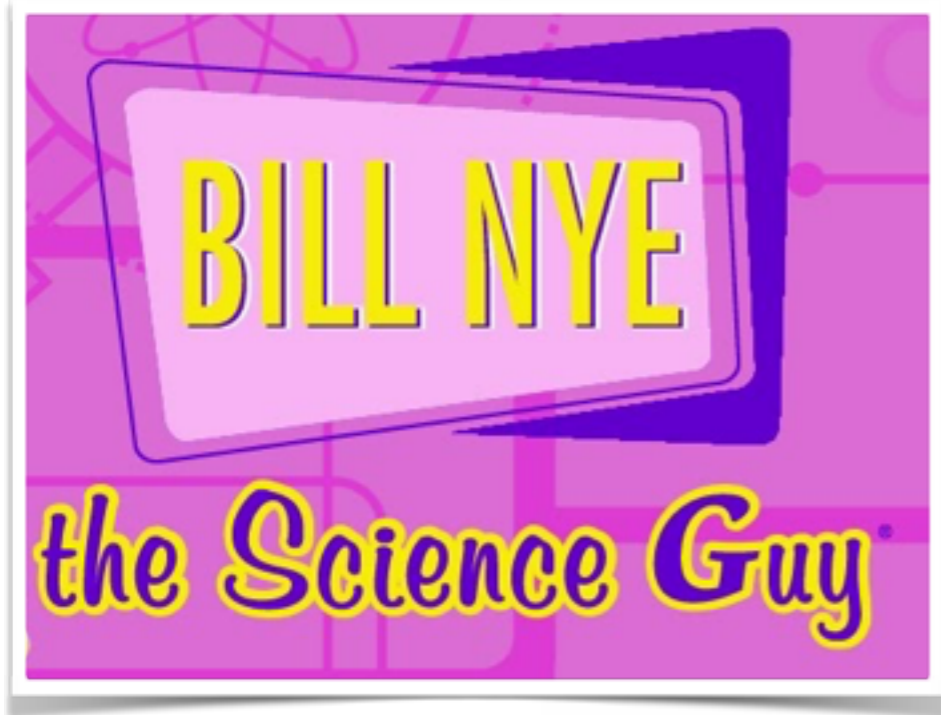
**“48% of employers are dissatisfied with the oral communications skills of college students.”**

Source: Achieve Academic Standards



**When you spot  
a Superstar,  
Exploit Him/Her**







# FREE RESOURCES



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

Ross Shafer

Home Videos Playlists Channels Discussion About

**Relevant Leaders Club**

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 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...

**How to Stop 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...

**Leadership Video Blog**



Download My Free e-Book

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

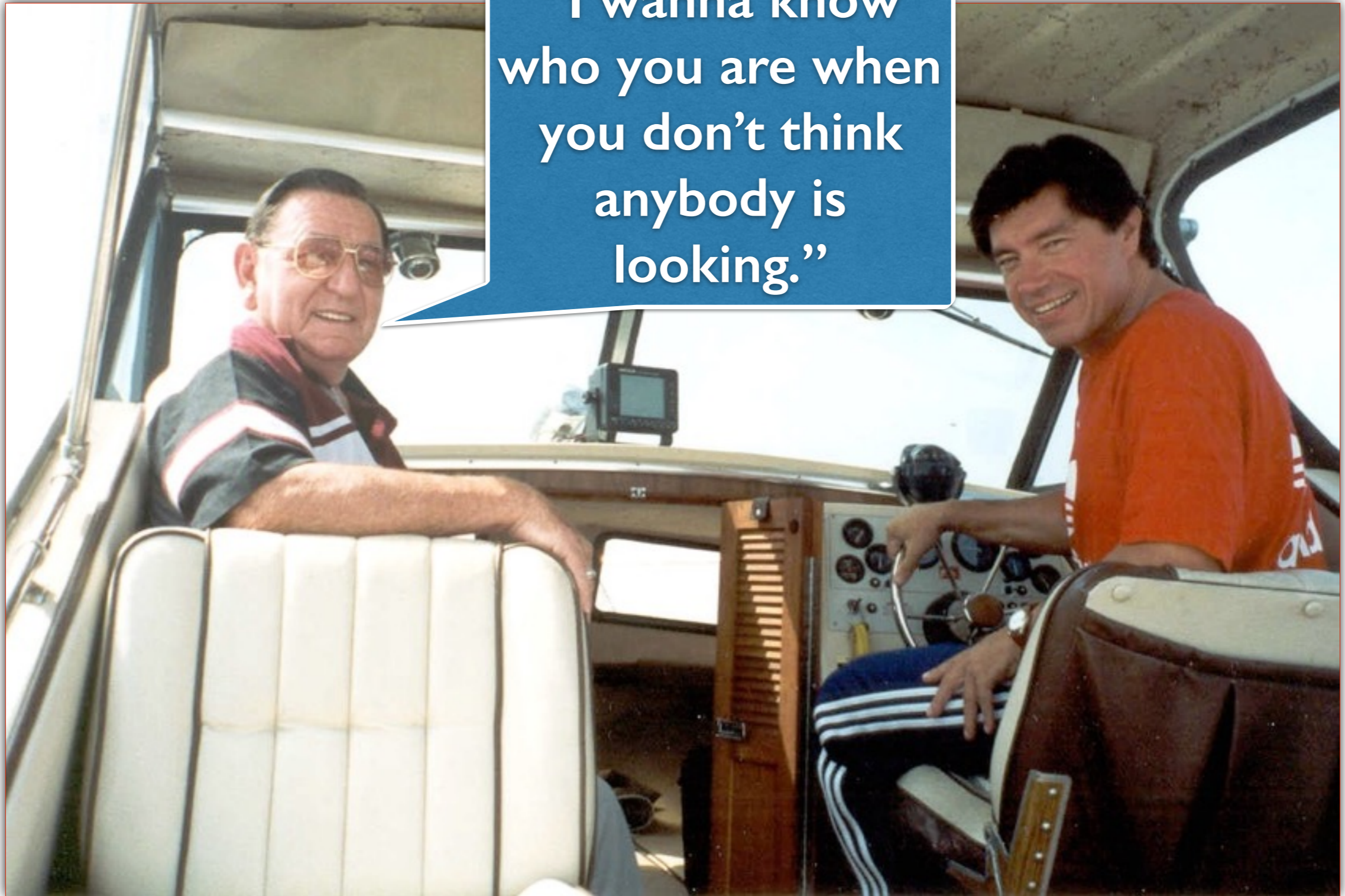


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**CHARACTER**

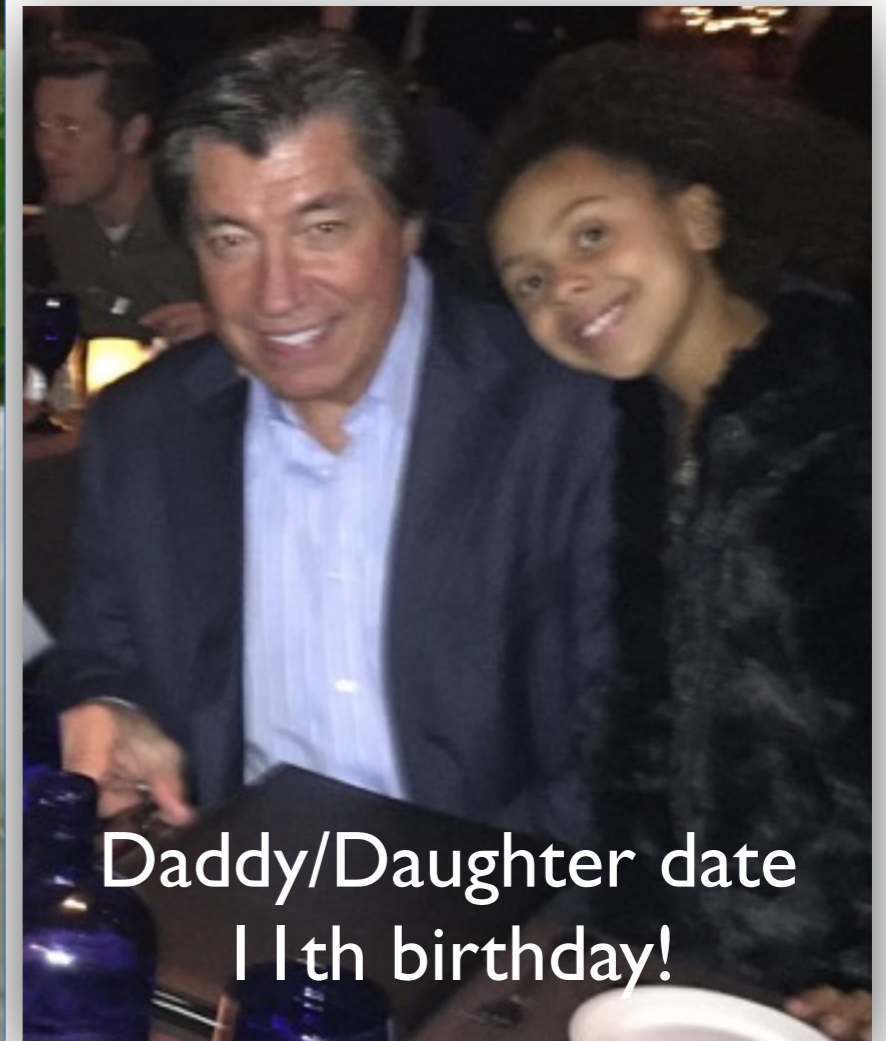


“I wanna know  
who you are when  
you don't think  
anybody is  
looking.”



Chuck Shafer 1927-2001





Daddy/Daughter date  
11th birthday!

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





**Thank You  
Brian & Jean**

**ROSSSHAFFER  
CONSULTANTS, INC.**



The background of the image is a complex technical drawing or blueprint, rendered in a light blue color. It features various geometric shapes, lines, and annotations, including dimensions like '118.5', 'K1/2"', and 'A'. The drawing is overlaid with a pattern of binary code (0s and 1s) and a grid of arrows pointing in various directions, creating a sense of digital data and engineering precision.

# **Want to Contact Ross Shafer?**

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