

Ross
Shafer

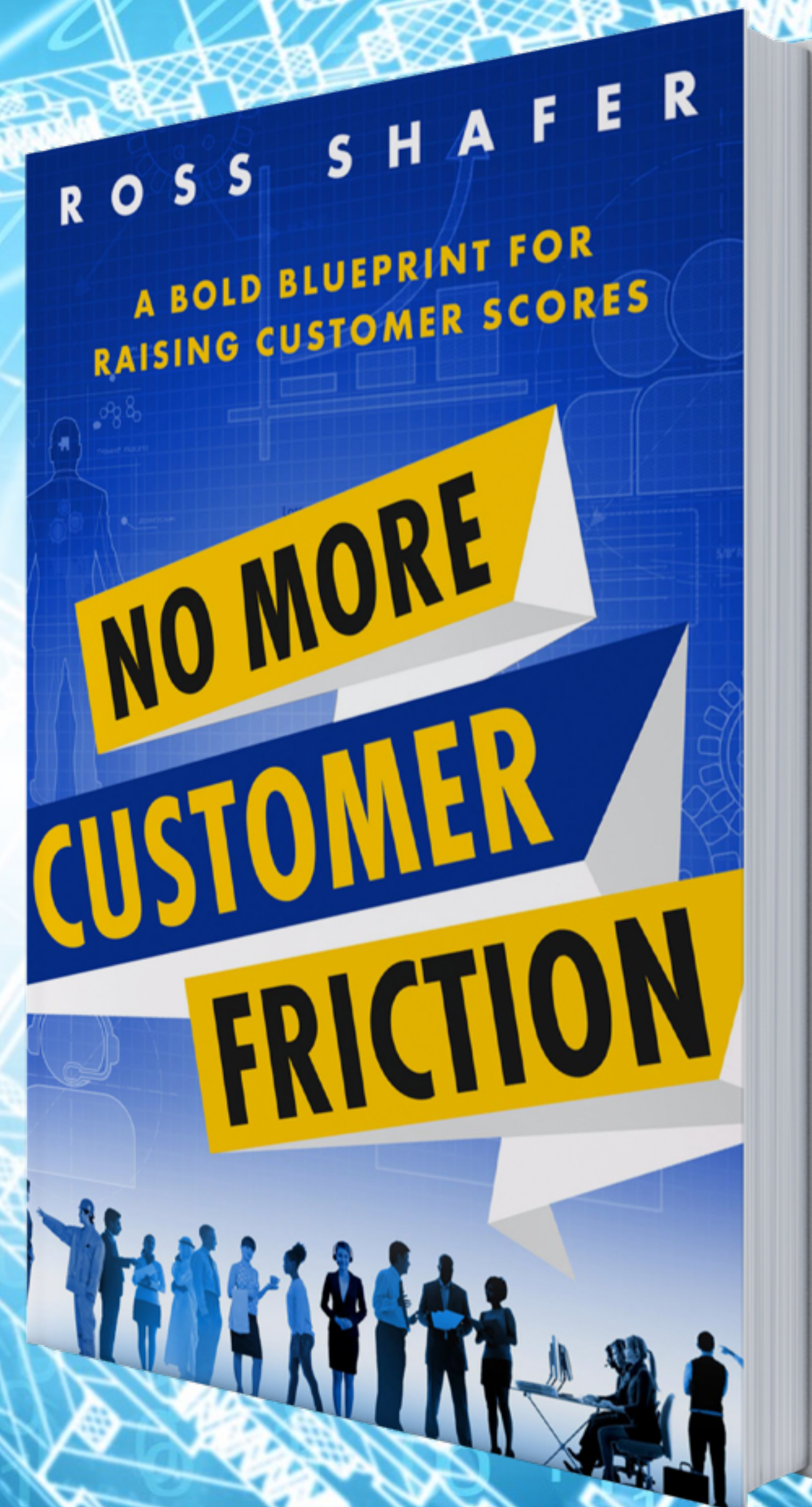
**Want Ross for your
next meeting?**

Andrea Gold
andrea@GoldStars.com
(520) 742-4384

The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various mechanical parts, cross-sections, and annotations. Overlaid on this are streams of binary code (0s and 1s) in a light blue color, creating a digital or data-driven aesthetic. The overall composition suggests a focus on technology, engineering, and innovation.

Behave Like a Startup

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. The text is centered horizontally and vertically.

What I'm NOT...

Four Goals Today:

- 1. Boost Your Resilience**
- 2. Adopt Habits of Startups**
- 3. Retain Your Best Teams**
- 4. Grow Your Company Brand**

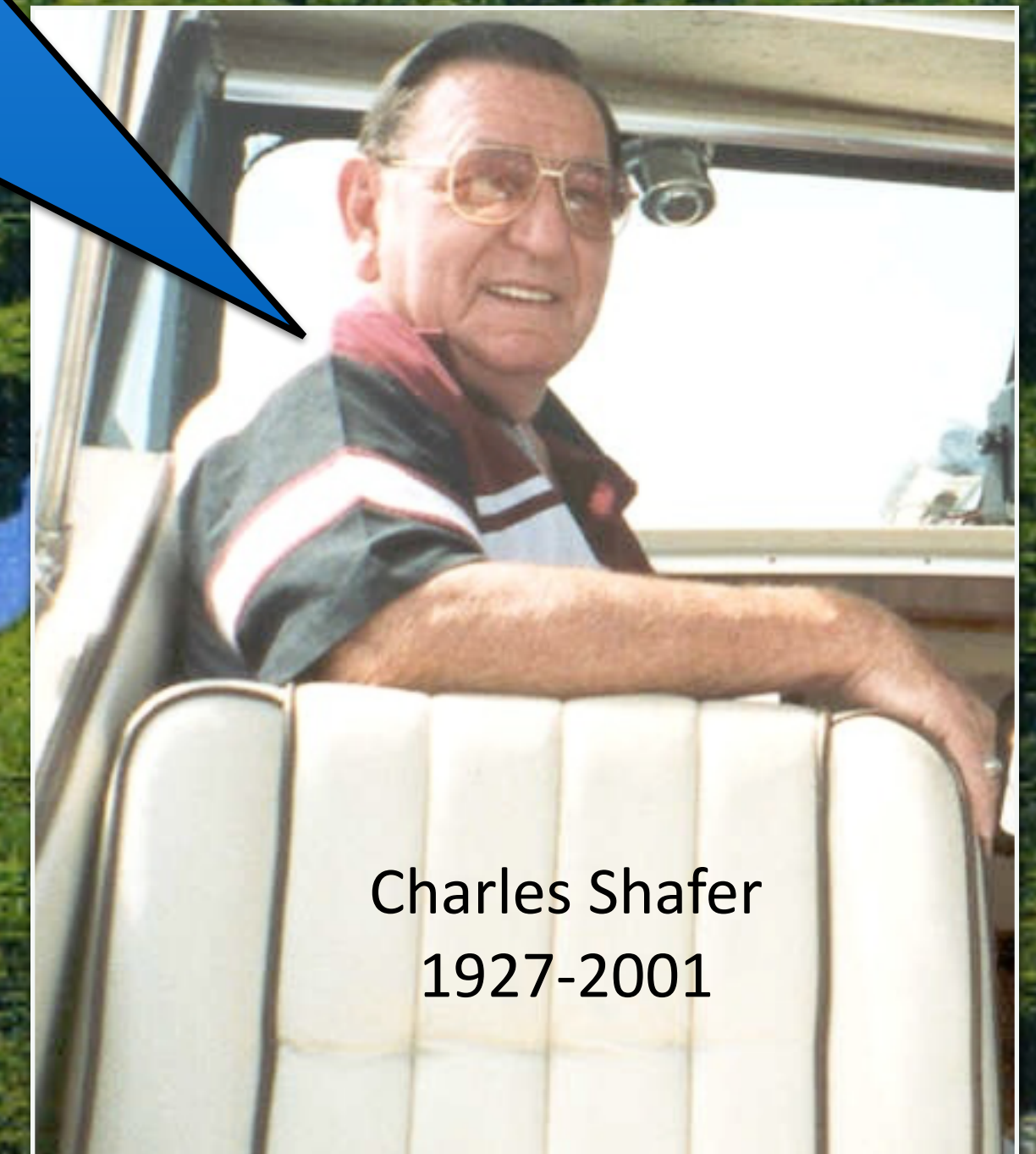
“The rewards for resilience are excellence, satisfaction, & oh yeah...financial security.”



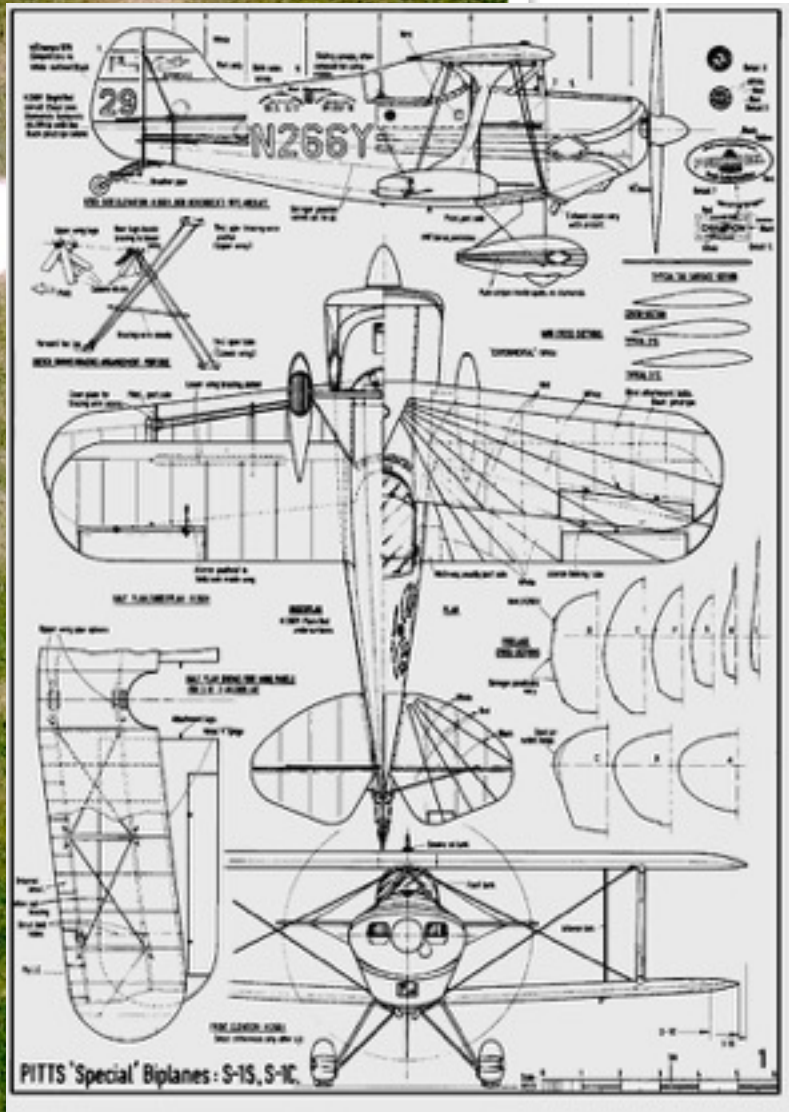
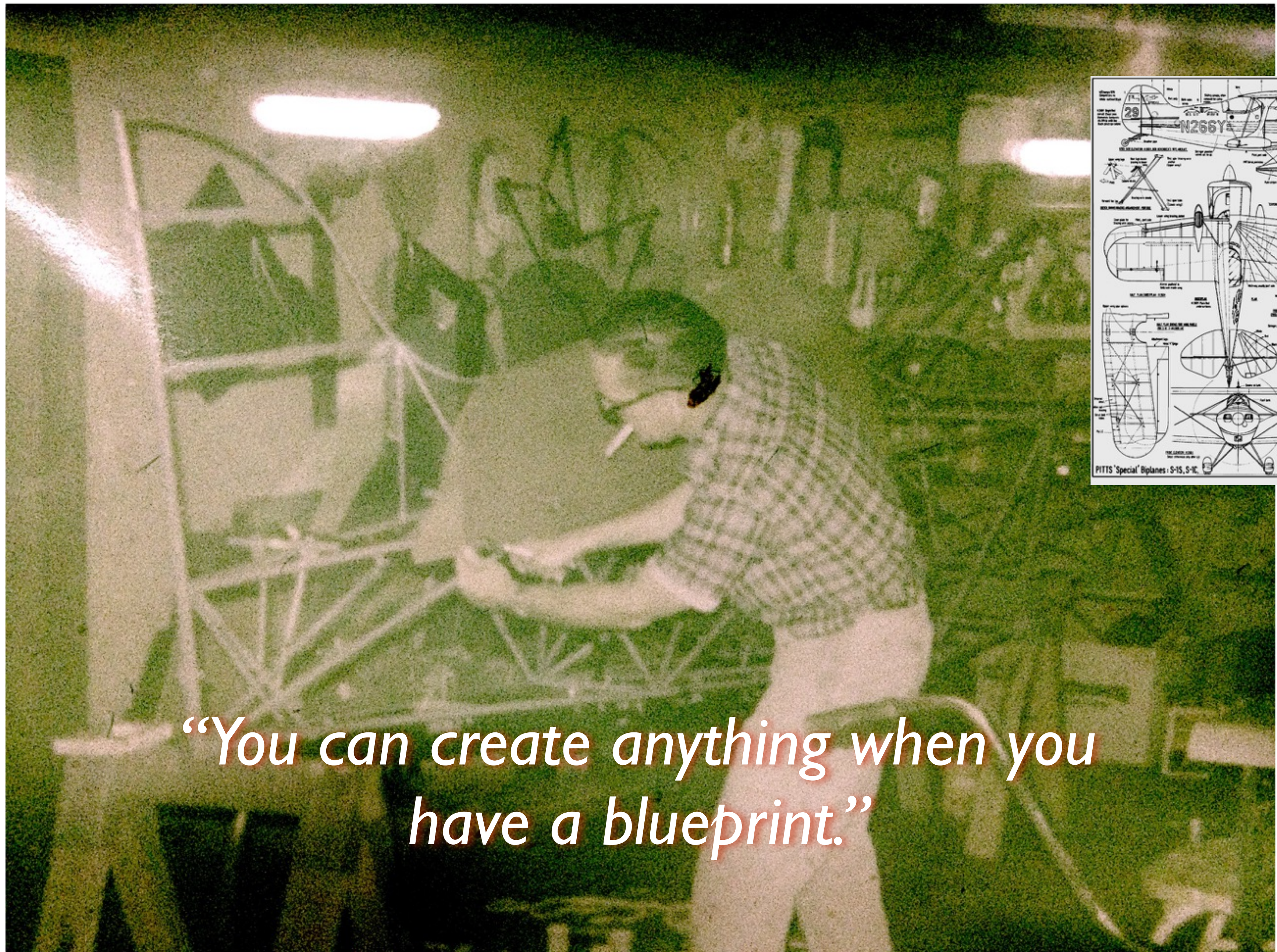
Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001



“You can create anything when you have a blueprint.”



Maiden flight - May 1971



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

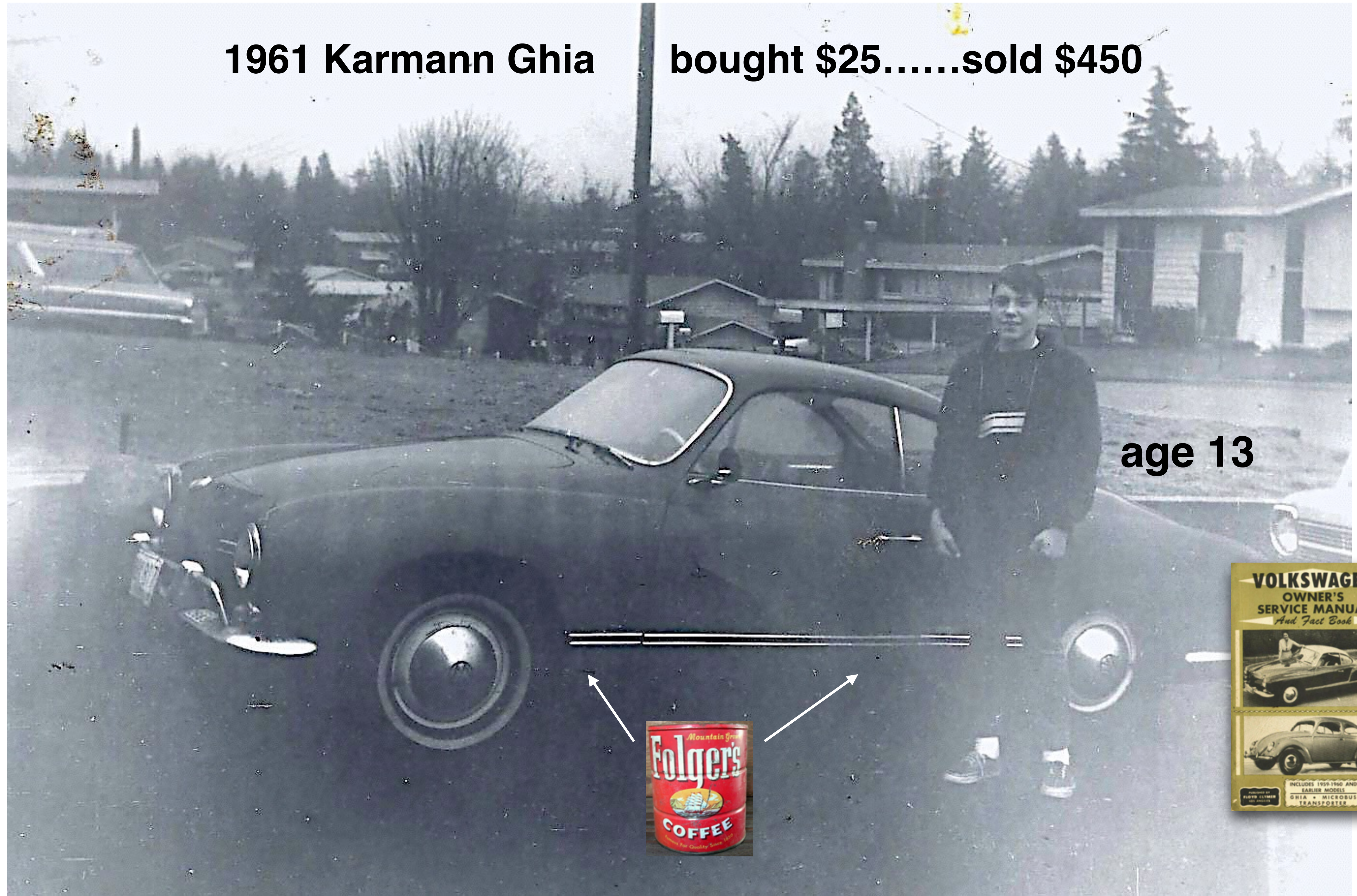
Chuck Shafer



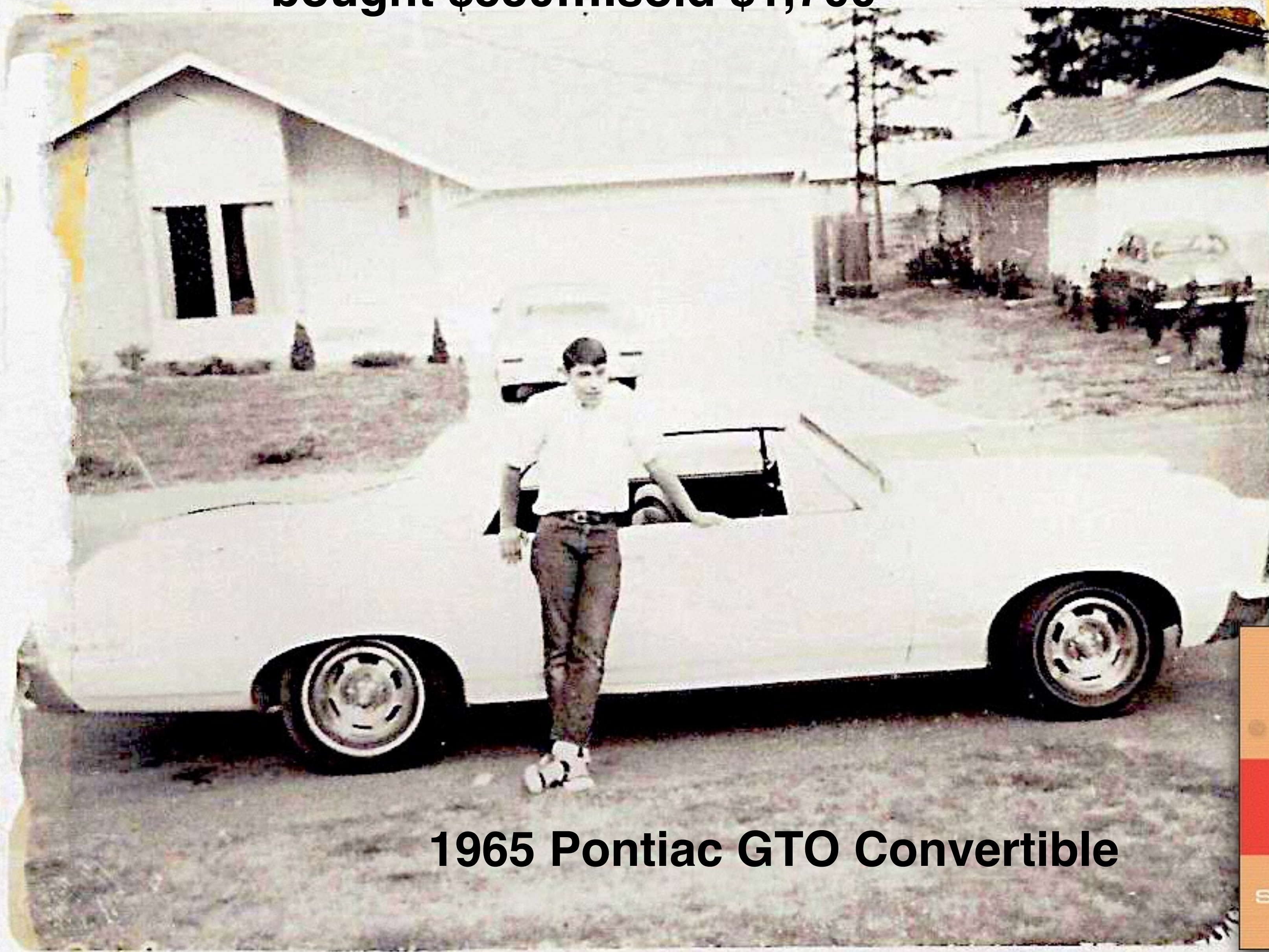
1961 Karmann Ghia

bought \$25.....sold \$450

age 13



bought \$530....sold \$1,700

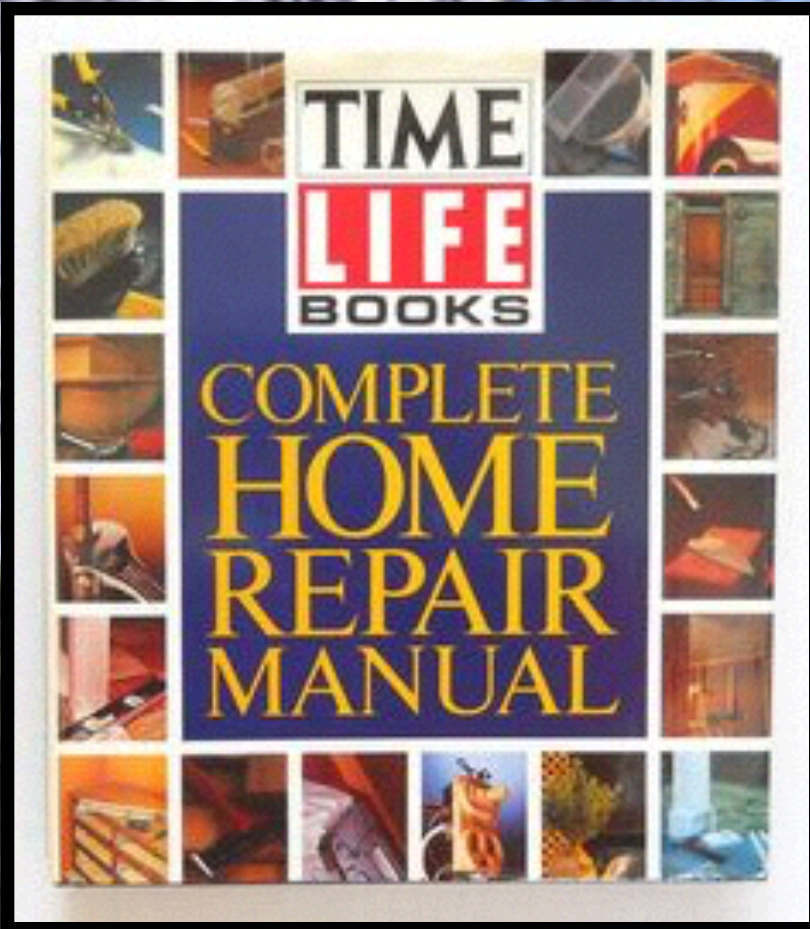


1965 Pontiac GTO Convertible

1965
TEMPEST
GTO

BODY

SHOP MANUAL



age 17



bought for \$4,800



sold for \$17,500



NCAA D-2
Against Univ. of Hawaii



UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court



Restaurants/Food Service



Retail Clothing

Photography & Product Marketing



Building Industry



Manufacturing



TV & Film Production





Age 22

Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Sam & Enrico

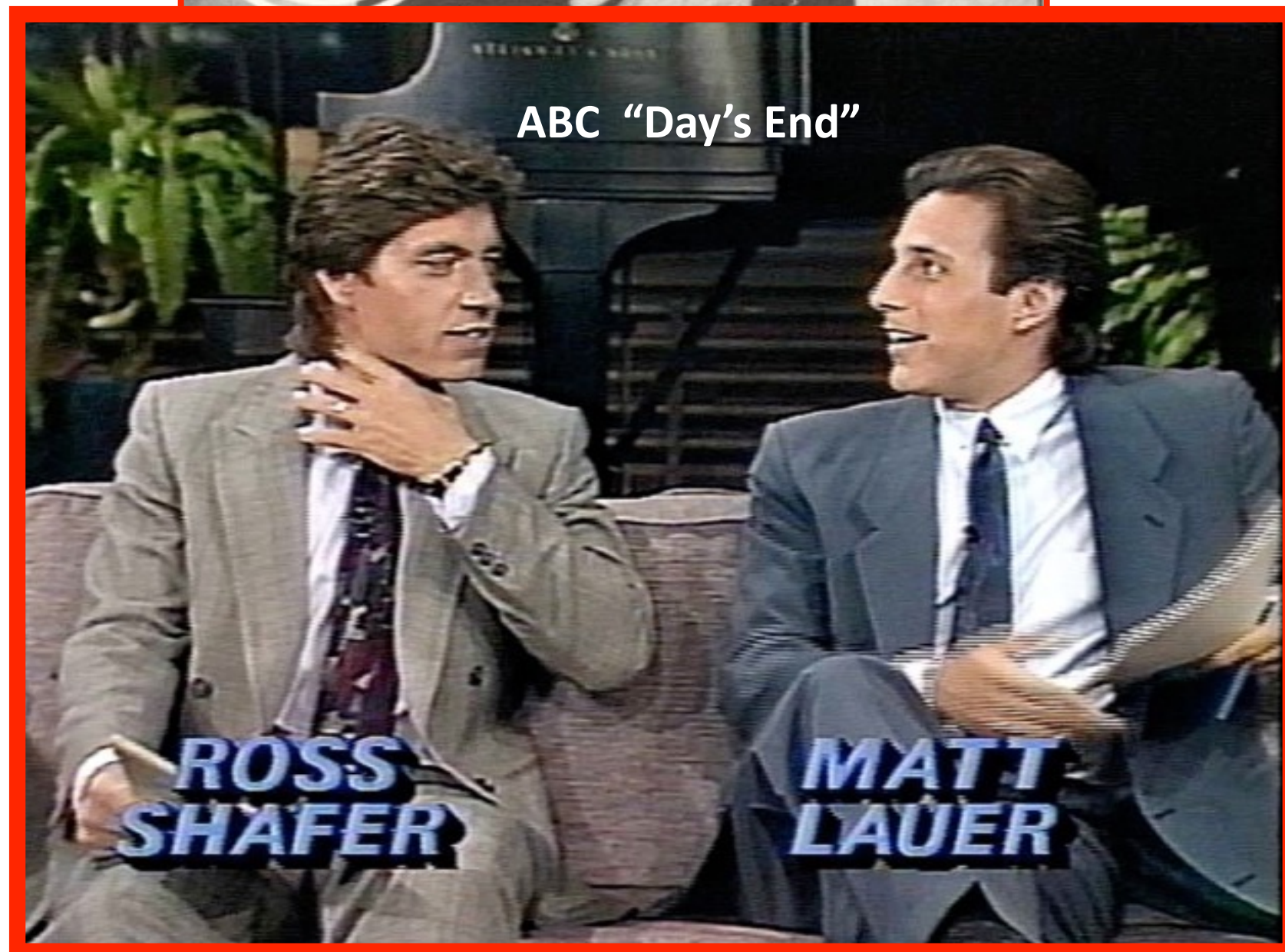
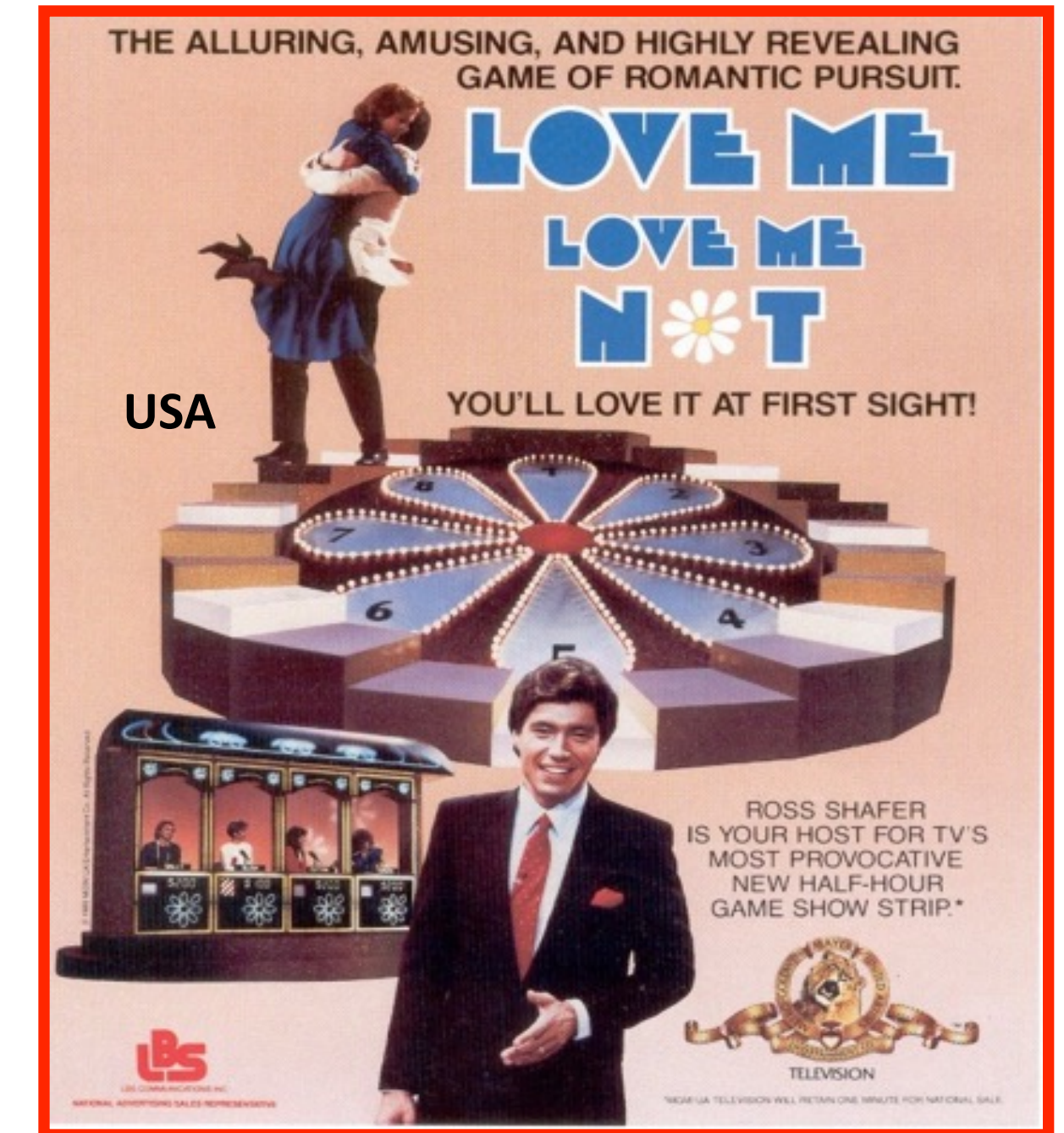
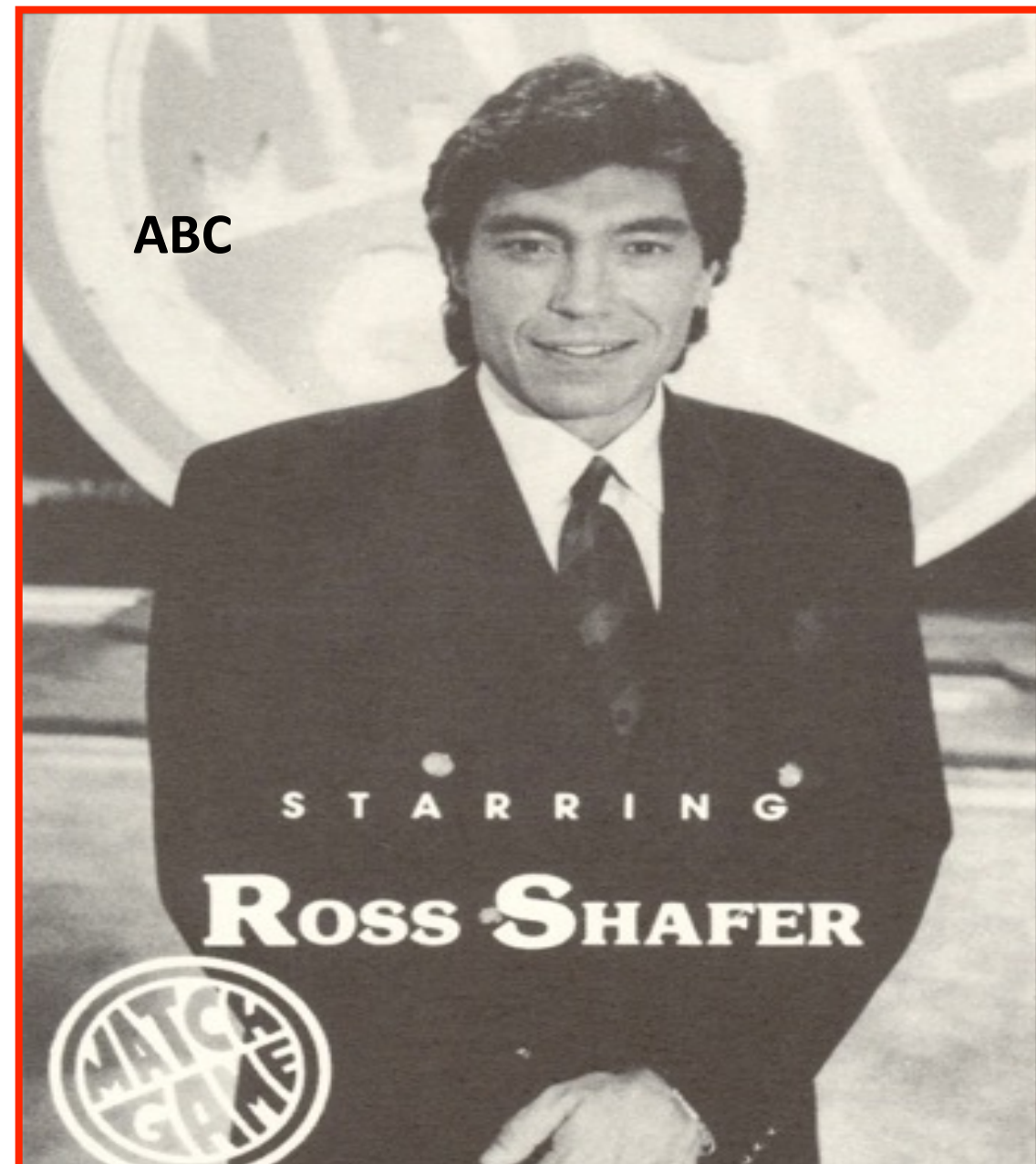
Sam & Enrico




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 a large, white, serif font across the center-right of the image.

STAND UP COMEDY

(Is there a blueprint?)



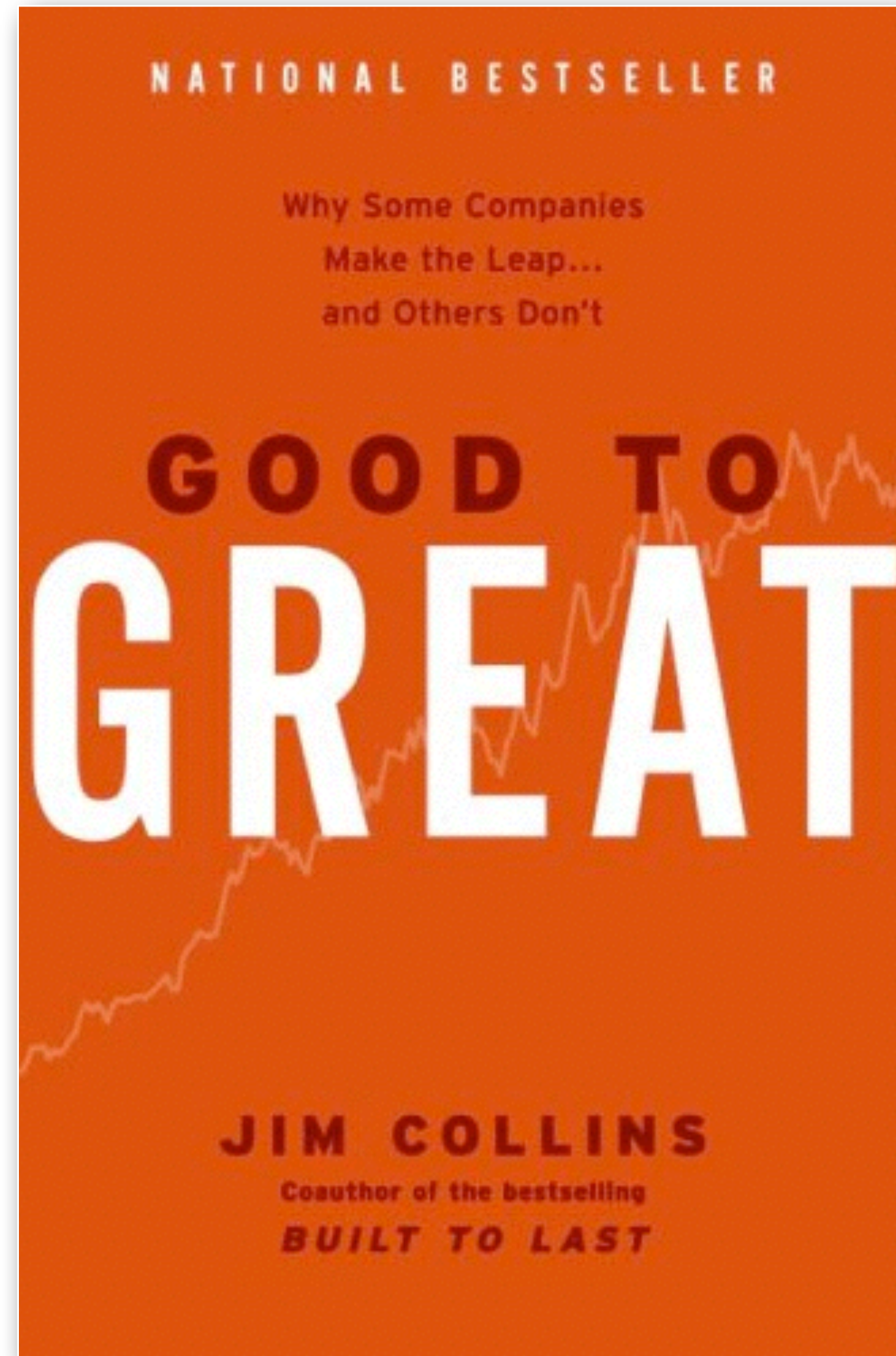
The background is a vibrant blue gradient. It is filled with intricate white technical drawings, including architectural cross-sections, mechanical parts, and various geometric shapes. Overlaid on these drawings is a pattern of binary code (0s and 1s) in a lighter blue color, creating a sense of digital complexity and engineering precision.

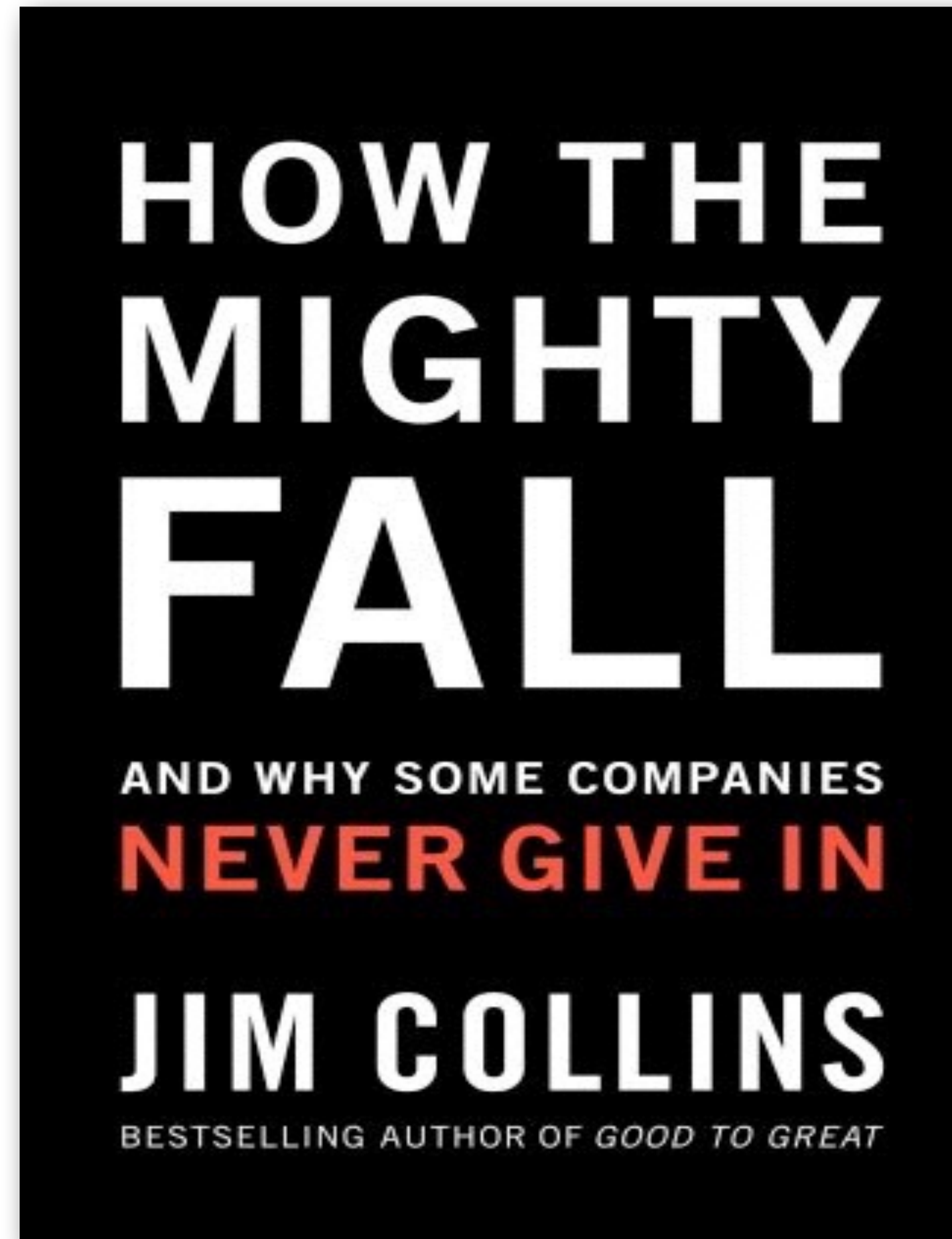
**How to Survive
Whatever Life
Throws You**

BE RELENTLESS

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

**YOU are the Leading
Expert on YOU**





The FIVE
DYSFUNCTIONS
of a TEAM

A LEADERSHIP FABLE



PATRICK LENCIONI

AUTHOR OF *THE FIVE TEMPTATIONS OF A CEO*

Dorothy Leeds

Author of
Smart Questions and Powerspeak

"Impressive in its insights and practical applications, *The 7 Powers of Questions* gives us an entirely new way to turn an ordinary conversation tool into a formidable ally."

—Michael R. Bloomberg,
Founder and CEO of
Bloomberg L.P.

THE **7**
POWERS
OF
Questions

Secrets to
Successful
Communication
in Life and
at Work

THOROGOOD

The seven steps of
EFFECTIVE
EXECUTIVE
COACHING

“It grabs one’s interest
and holds it...very
convincing...will be
invaluable to many
coaches wishing to
refine their skills”

*Sir John Whitmore
author of Coaching for Performance
(originator of the GROW model)*

**Sabine Dembkowski
Fiona Eldridge
and Ian Hunter**

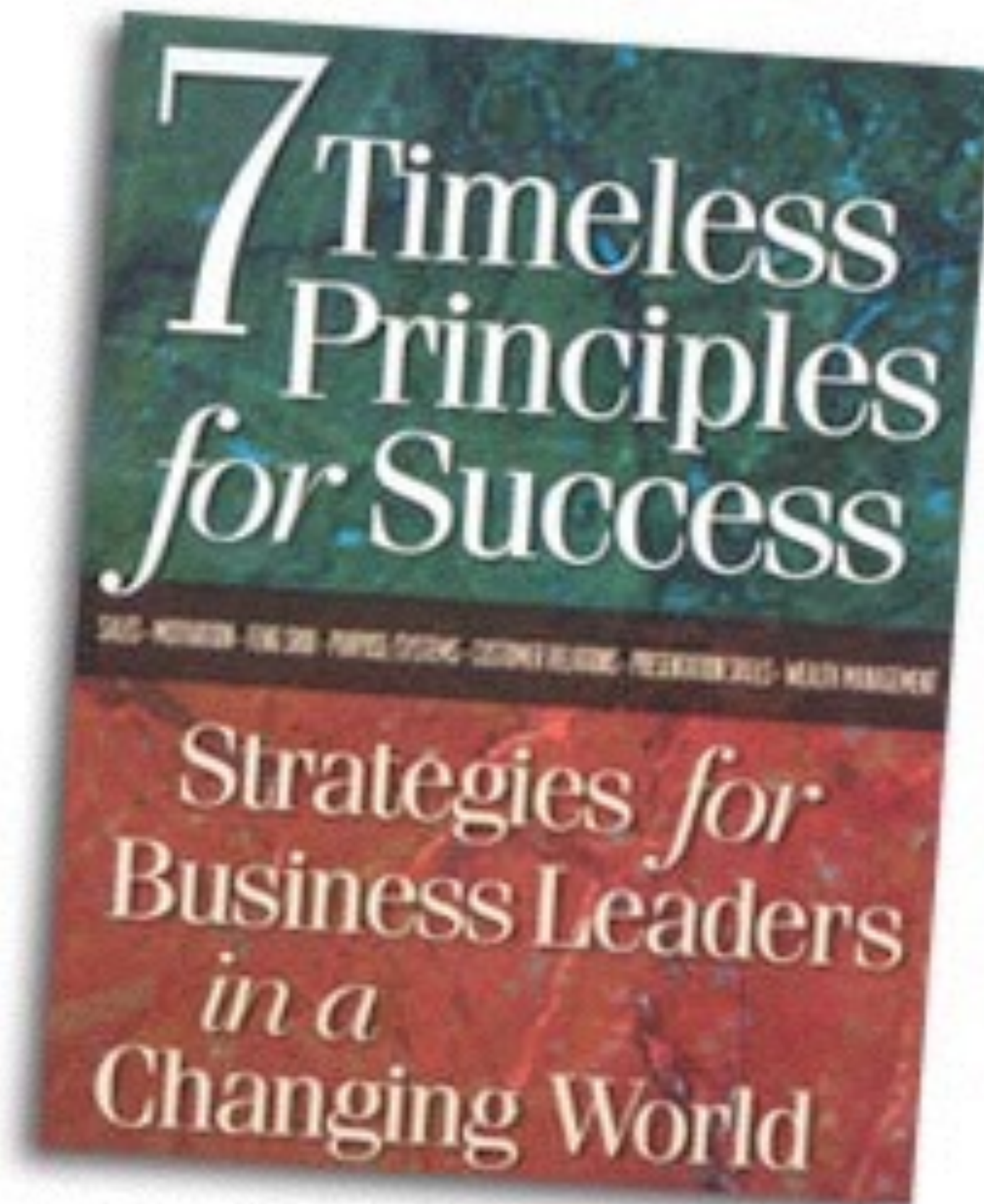
THE 9 STEPS TO FINANCIAL FREEDOM

Practical & Spiritual Steps So You Can Stop Worrying



INCLUDES
NEW
MATERIAL!

by Suze Orman



10 STEPS TO SUCCESS

A COMMONSENSE GUIDE
TO BUILDING
A SUCCESSFUL
INSURANCE BUSINESS

DANIEL S. FOWLER

11%
off

#1 NATIONAL BESTSELLER
OVER 10 MILLION SOLD

THE 7 HABITS OF
HIGHLY
EFFECTIVE
PEOPLE

Powerful Lessons
in Personal Change

"Destined to be the personal leadership handbook of the decade."—Scott DeGarmo, Editor-in-Chief, Success magazine

Stephen R. Covey

FRANKLIN COVEY CO.

#1 Bestselling Author of
The 7 Habits of Highly Effective People

**Stephen R.
Covey**

**BONUS
DVD
INCLUDED**
16 Inspirational
Companion
Films

The **8th**
HABIT
From Effectiveness
to Greatness

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 engineering aesthetic.

**What Do Startups
Know that We Don't?**




NO LONG-TERM RELATIONSHIPS

EVERYONE WEARS MULTIPLE "HATS."

VERY LITTLE OR NO MONEY

THEY TEND TO "SPECIALIZE"

HIGH ENERGY & STRONG MOTIVATION TO WIN

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 and engineering aesthetic.

Startups are Prone to Watch for Trends

Closed 60 Stores



**BUFFALO
WILD
WINGS.**



Closed 411 stores

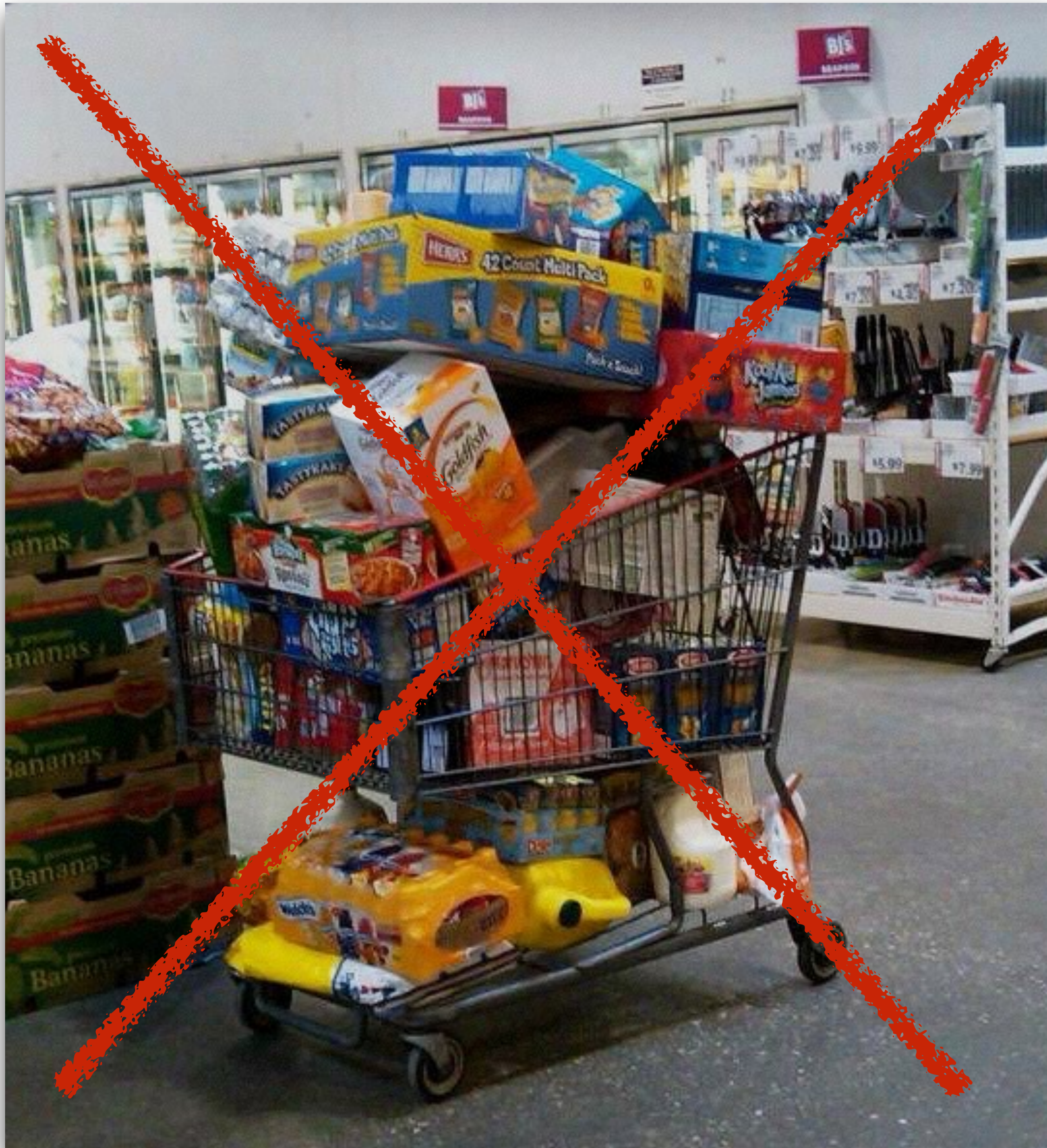
**Ruby
Tuesday**

Closed 95 stores



Closed 64 stores

2016: SMALL BASKET REVOLUTION





Marriott
NEW YORK MARQUIS

You'll Soon Be Able to Get Jack in the Box Delivered in Over 200 Cities

Reuters
Mar 30, 2017



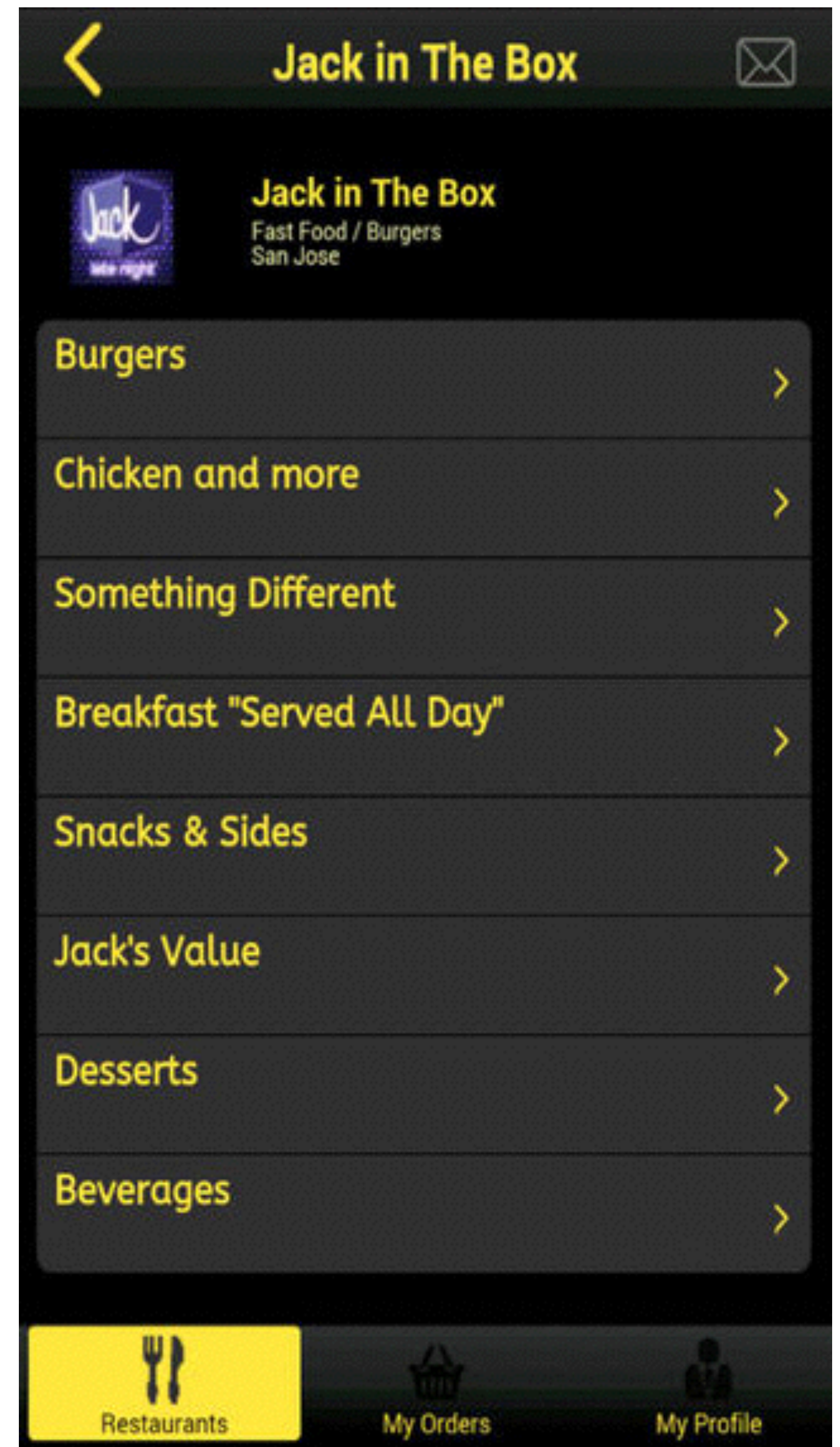
Jack in the Box said it is offering delivery services at more than 800 of the U.S. fast-food chain's restaurants starting on Thursday, under a new partnership with DoorDash.

The deal, which includes more than 200 cities, comes as chains ranging from McDonald's (MCD, -0.48%) to Panera Bread (PNRA, 0.00%) hope that appealing to convenience-seeking U.S. diners will help reverse the industry's stubborn traffic slump.

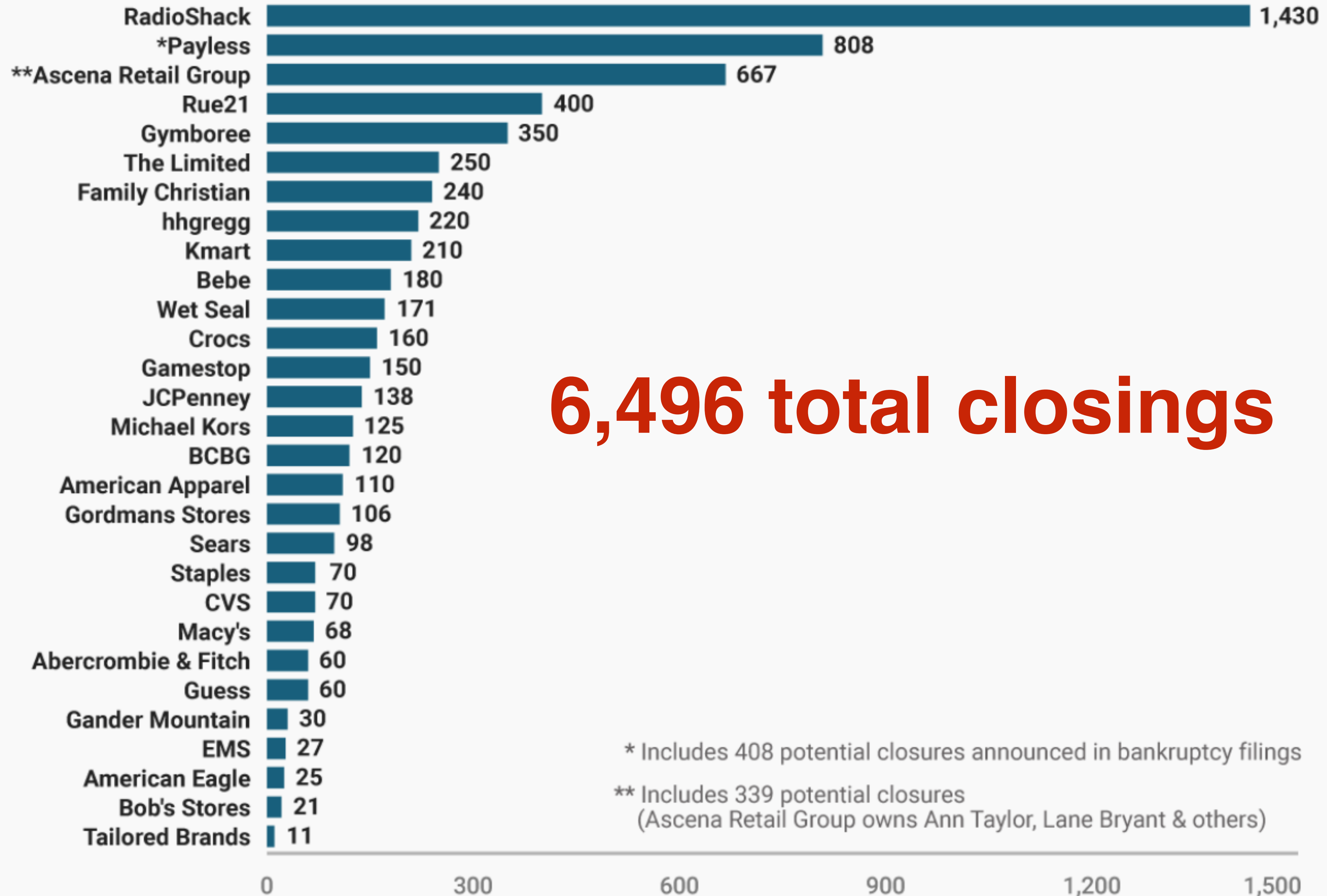
Partnering with DoorDash for delivery "is faster and more efficient" than doing it in-house, Iwona Alter, Jack's chief marketing officer, told Reuters.

And, it has boosted business. "We are seeing larger orders, which are beneficial to our business," Alter said.

Under its new deal, Jack (JACK, -1.14%) will extend delivery from its test market in San Francisco to cities such as Los Angeles, Dallas, Phoenix and Seattle. The deal, terms of which were not disclosed, covers almost 40% of the chain's 2,200 restaurants.



NUMBER OF RETAIL STORES CLOSING IN 2017



When anyone complains, “I’m getting killed by...

amazon.com

The Amazon logo, which is a curved orange arrow pointing from the letter 'a' to the letter 'z'.

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



High Touch



Adding Value

DOES THIS WORK IN A DENTAL OFFICE?



You Get the Full Office Tour

Introduced to
ALL Equipment

Everything Clean & Updated

Gift Chair

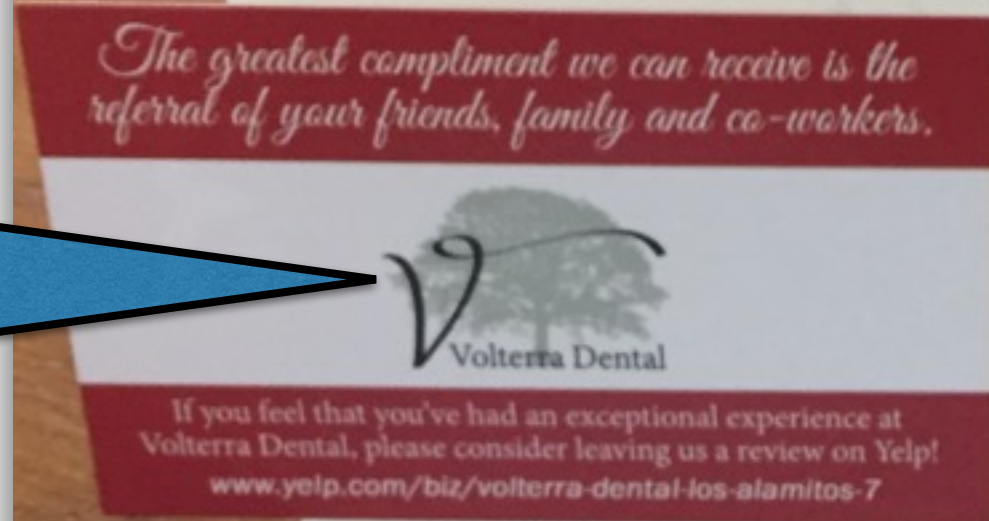
Welcome Packet

Flat Screen @ Face Level While He Explained Diagnosis

Expert Specialist Referral
Next DAY Follow Up Call

Doc Called in Pain Meds
from a Dental Conference

Dr. Art Laos's Welcome Packet



9-14-17

Dear Michael,

Welcome to our office! It was a pleasure meeting you today! I hope all of your needs were addressed in today's appointment. Let us know if there is anything else we can do to make your appointments more comfortable.

Sincerely, Yvette (RDA)

Arthur P. Laos

Personalized
Thank You
Card
Encourages a
Review on
Yelp

New Patient:
Free X-Ray
and Exam
Card

YOU:

**1. HOW DO YOU PRACTICE
HIGH TOUCH?**

YOU:

**2. HOW DO YOU ADD VALUE
FOR THE PATIENT?**

What Causes Patients to Find Another Dentist?

34% Felt Cheated or Lied to

27% Felt Ignored and/or
Treated Rudely

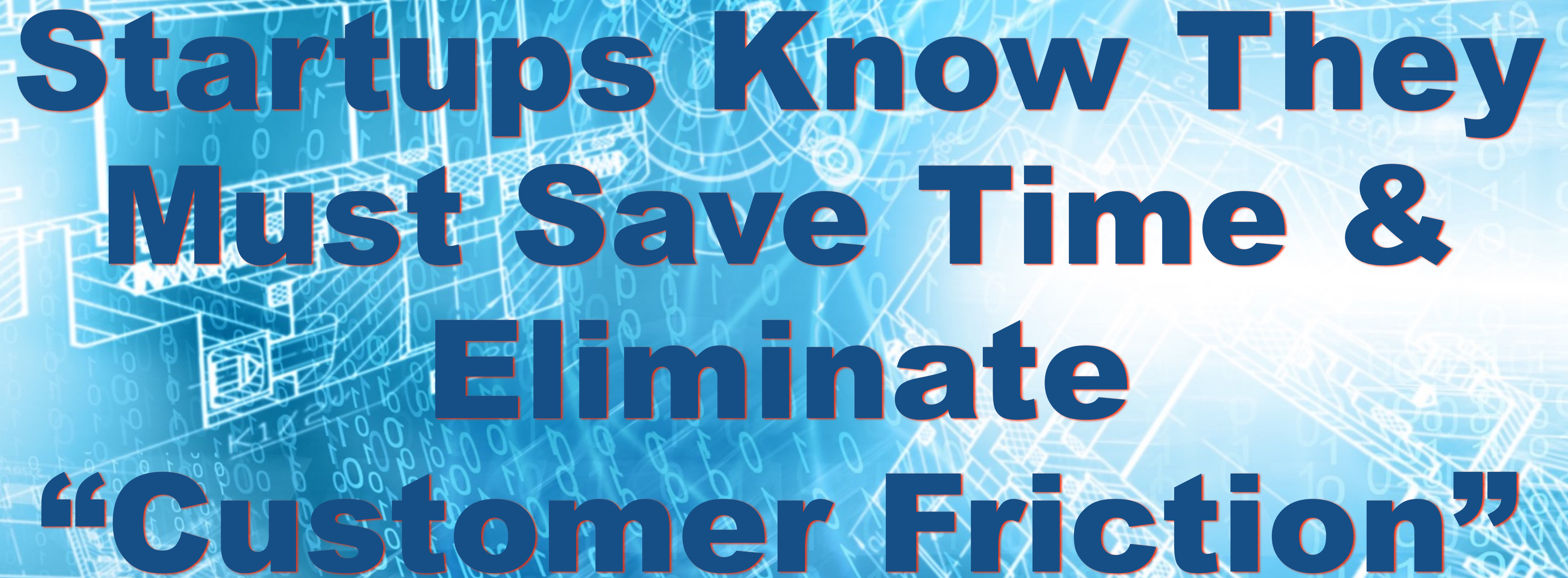
23% Company refused to
take responsibility

10% Dealt w/ Incompetence

6% Customer was Flat-Out
Unreasonable

A woman with long, dark, wavy hair is shown from the chest up. She has a frustrated or angry expression, with furrowed brows and a slightly open mouth showing teeth. A blue speech bubble is positioned to her right, containing the text "I have a complaint!".

**“I have a
complaint!”**

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 vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven theme.

**Startups Know They
Must Save Time &
Eliminate
“Customer Friction”**



MDLIVE[®]

Virtual Care, Anywhere.

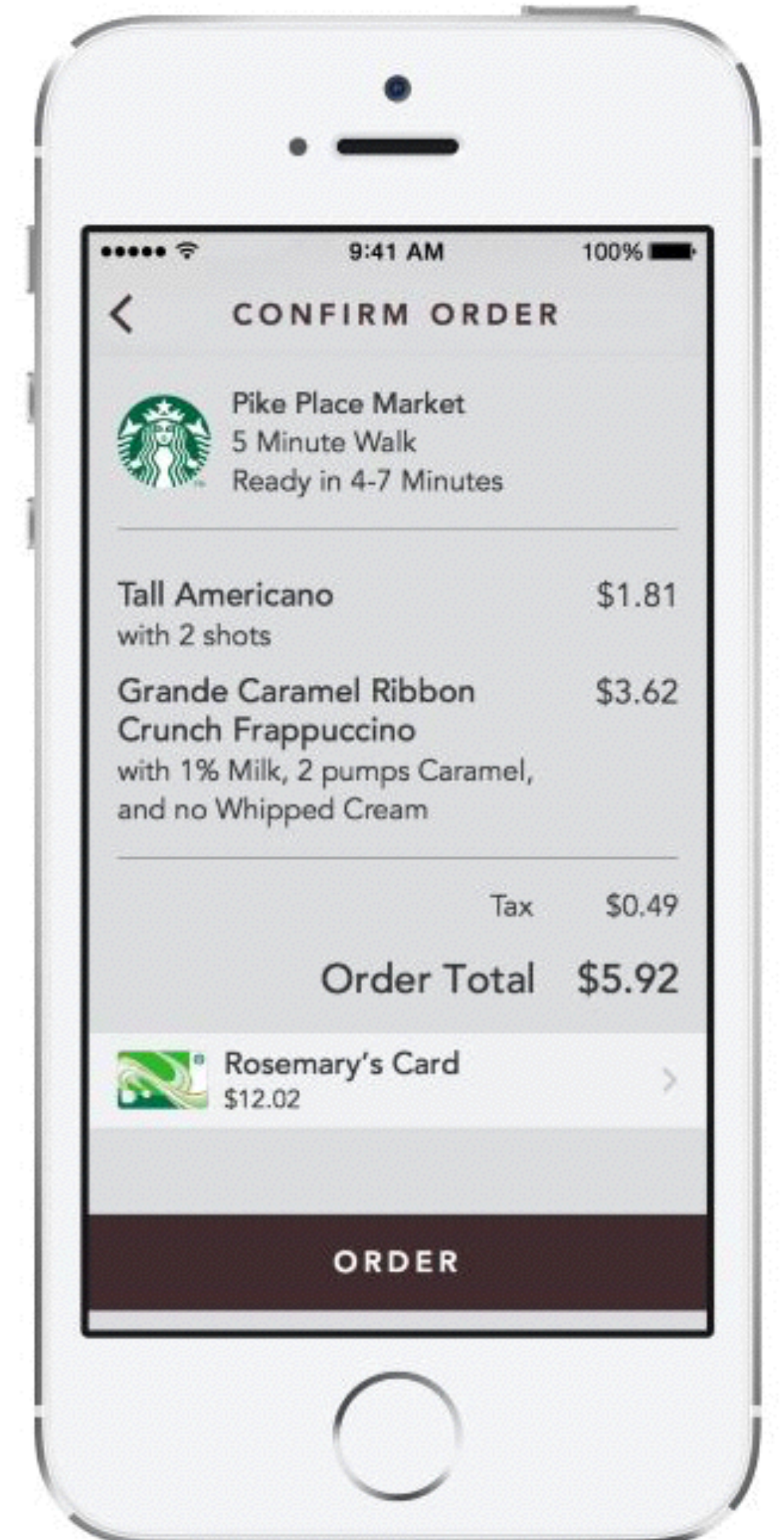
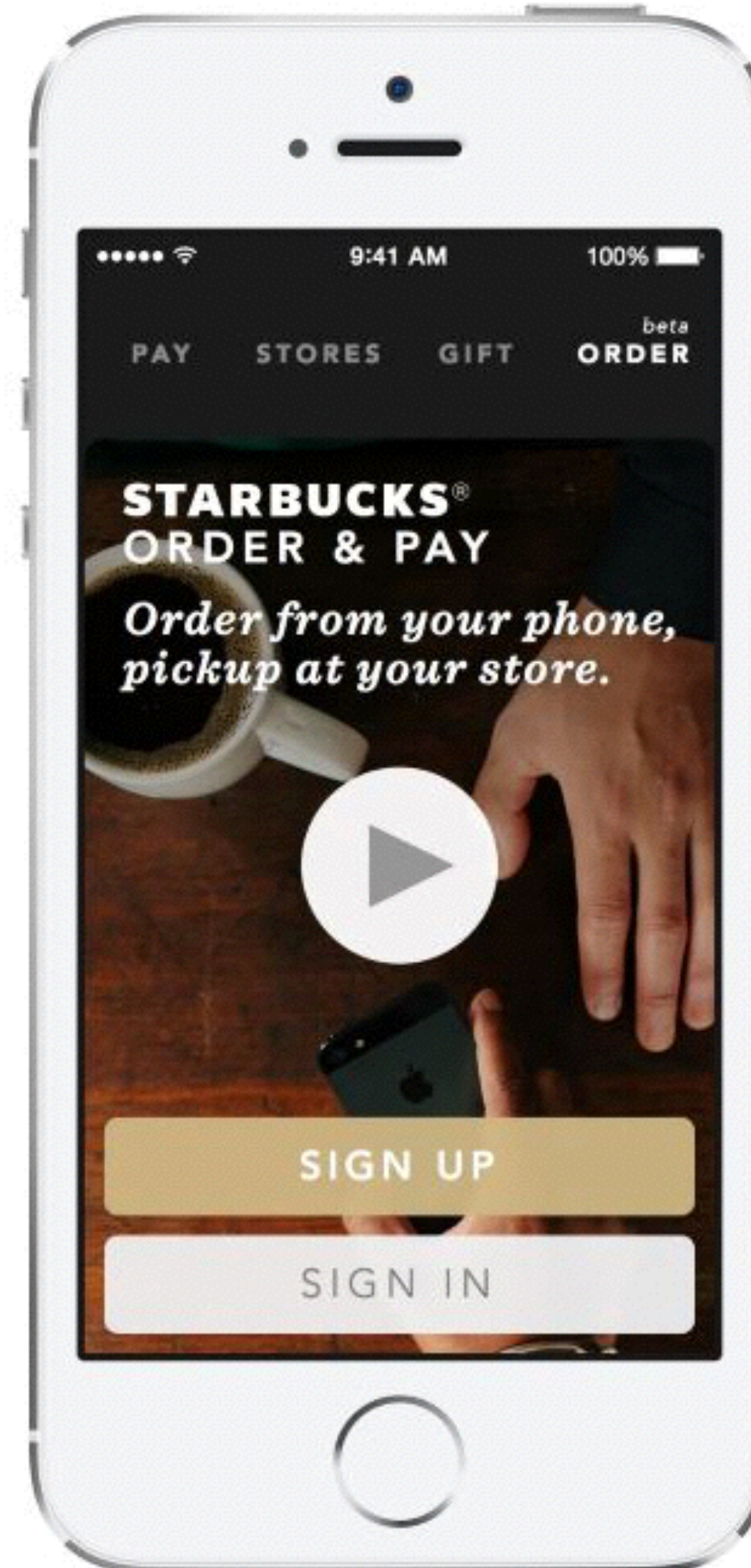
American Well[®]

Teladoc⁺



1,500,000 patients
prefer this

Order in Advance for Pick Up



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...



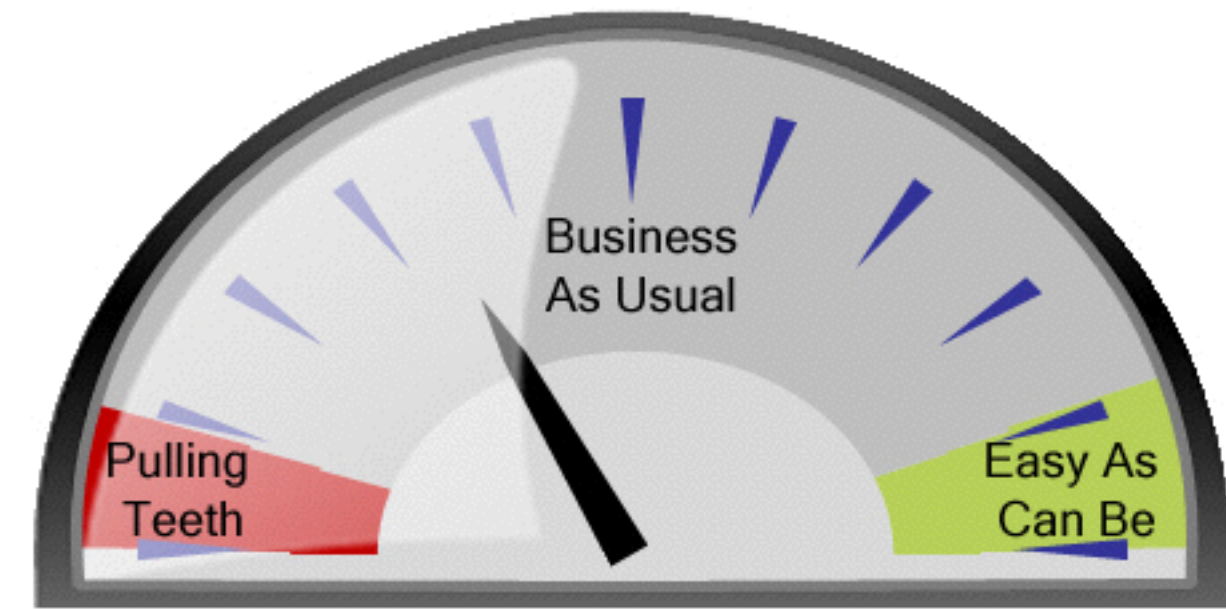
CSAT (Customer SATisfaction)



“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.**”



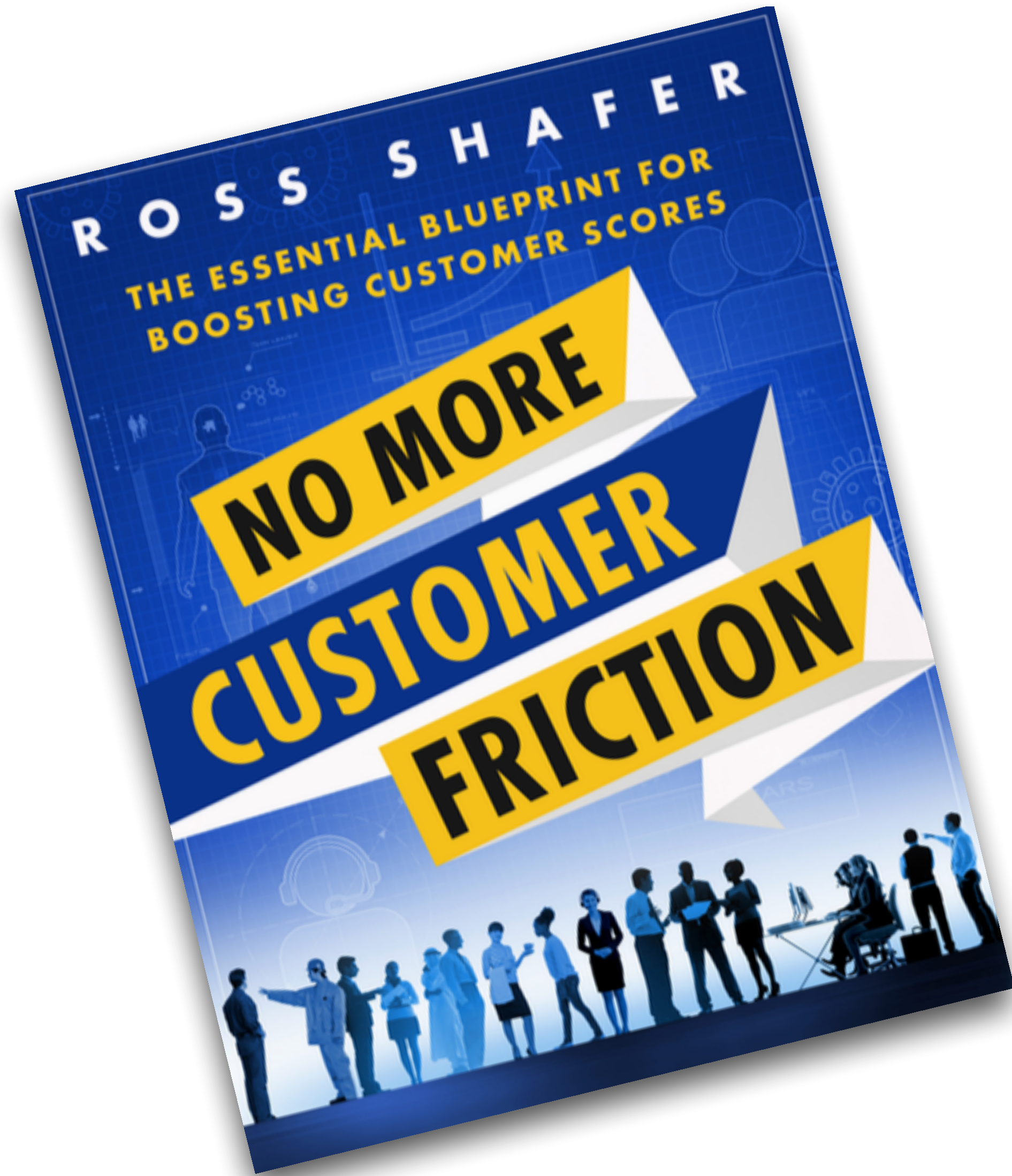
erases



sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016

Empower an On-The-Spot Solution for Every



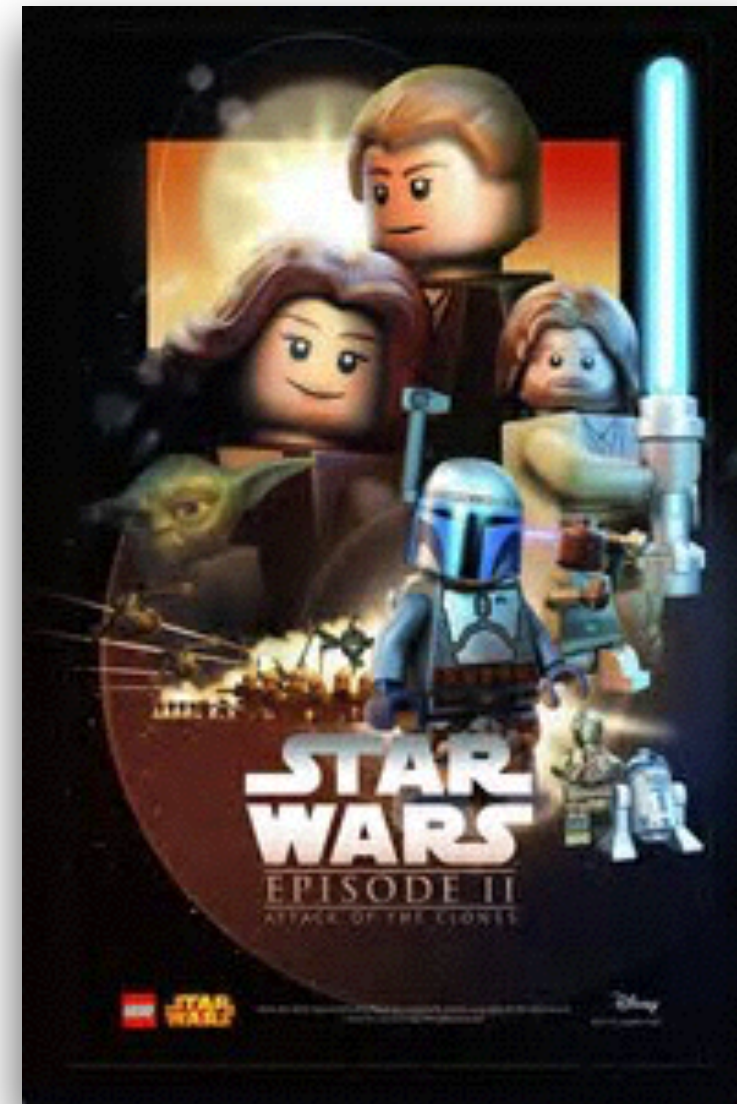


**Does This
System
Work?**



They spent \$300M to improve ALL processes.

**Today, billing, call centers, and installation are rock-solid.
Comcast is #1 in customer sign-ups & retention in their
industry.**



Lego has become the largest toy company in the world.



By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we corrected customer complaints and empowered on-the-spot fixes.

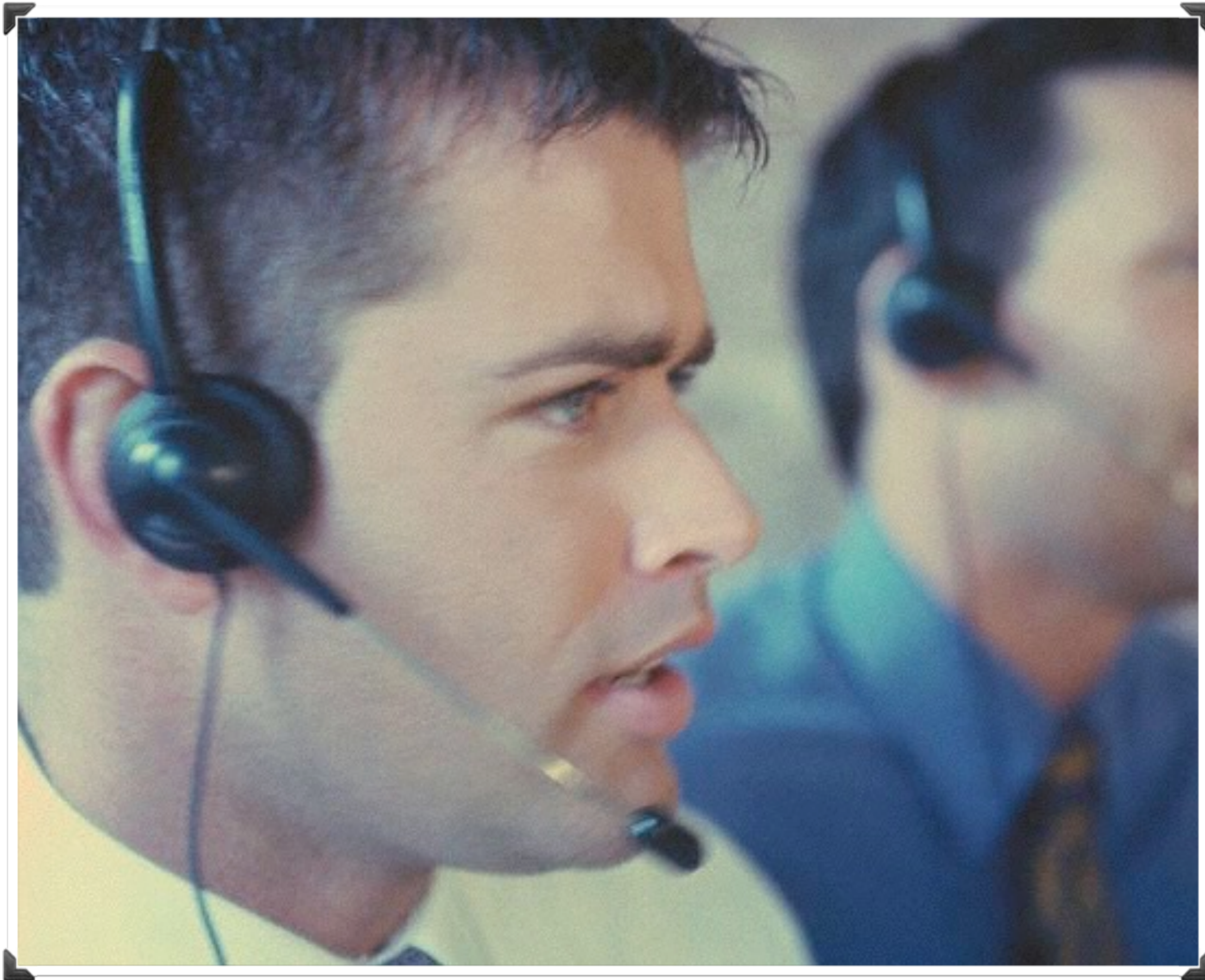
**In 90 days, their J.D. Power scores rose 21 Points.
They became #1 in their industry.**

The background features a complex, light blue and white technical drawing or blueprint, overlaid with a pattern of binary code (0s and 1s). The text is centered and rendered in a bold, dark blue font with a thin orange outline.

**What do Startups
Know About
Motivating and
Retaining Young
Talent?**

#1:

Skill of the Future?



**“Welcome to AT&T.
My name is Jason.
How may I
provide you with
outstanding
customer care?”**

#2:

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

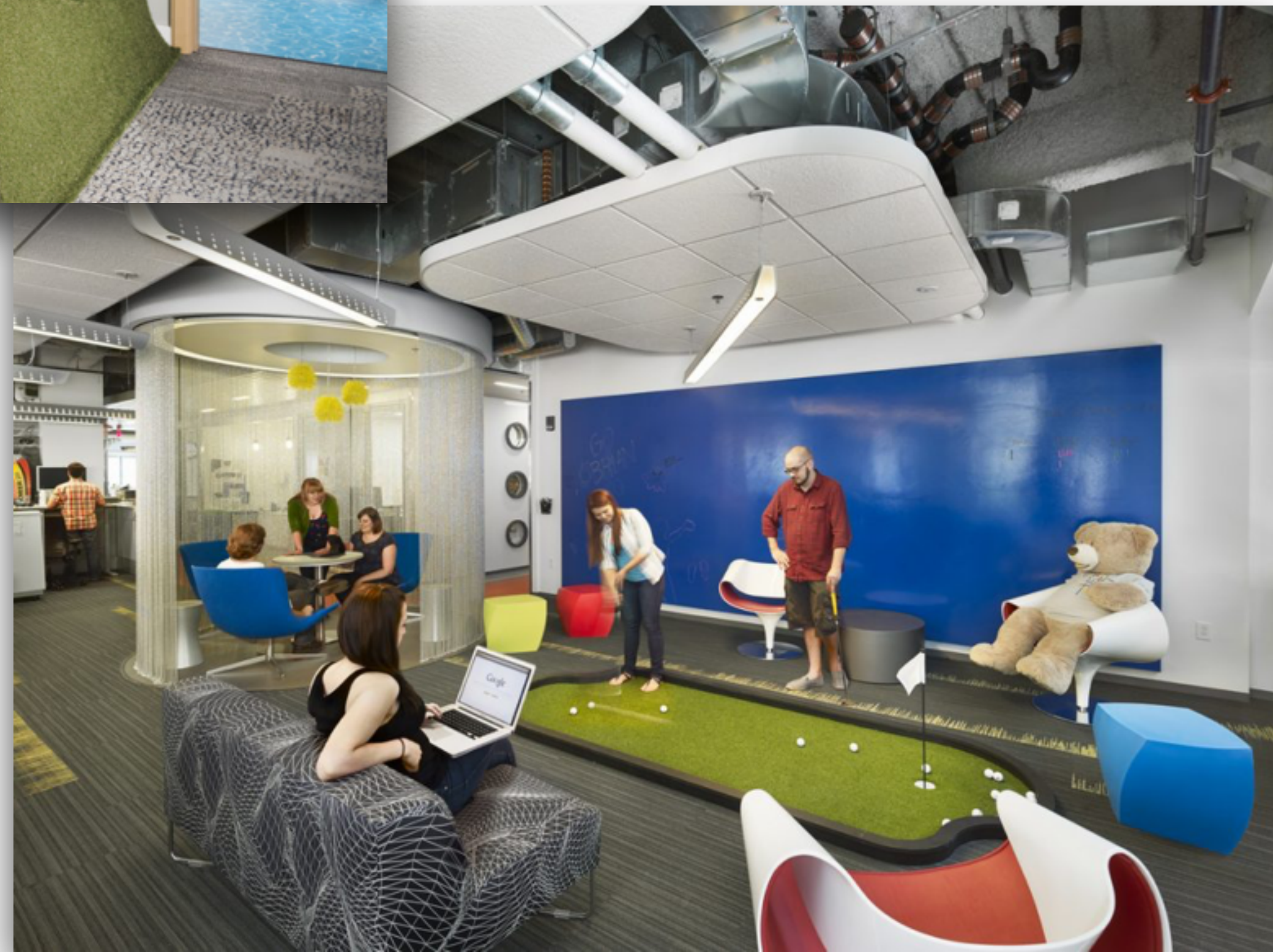
Zappos.com

POWERED *by* SERVICE®





Google



#3:

**What 'Tools' Will
They Expect from
You?**

Hololens

Buy devices for yourself or your team.



Development Edition

Devices ship immediately to Australia, Canada, France, Germany, Ireland, New Zealand, the United States, and the United Kingdom. Shipping to Japan starts in January.

\$3,000

Commercial Suite

Ideal for organizations, the Commercial Suite includes the Development Edition, enterprise features, and a warranty. Volume orders welcome.

\$5,000



#4:

**What Motivates
Millennials?**

DON'T MENTOR. ADVOCATE.



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

**The Organization
with the Best
‘Brand Story’
Always Wins**

Is YOUR perception of YOU...
...the same as YOUR Patient's?

WE SAY "This is who we are..."

THEY SAY "We see you THIS way"



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 vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven theme.

**The Customer/Patient
Often Figures Out
Your Brand Identity**

Rodney Dangerfield



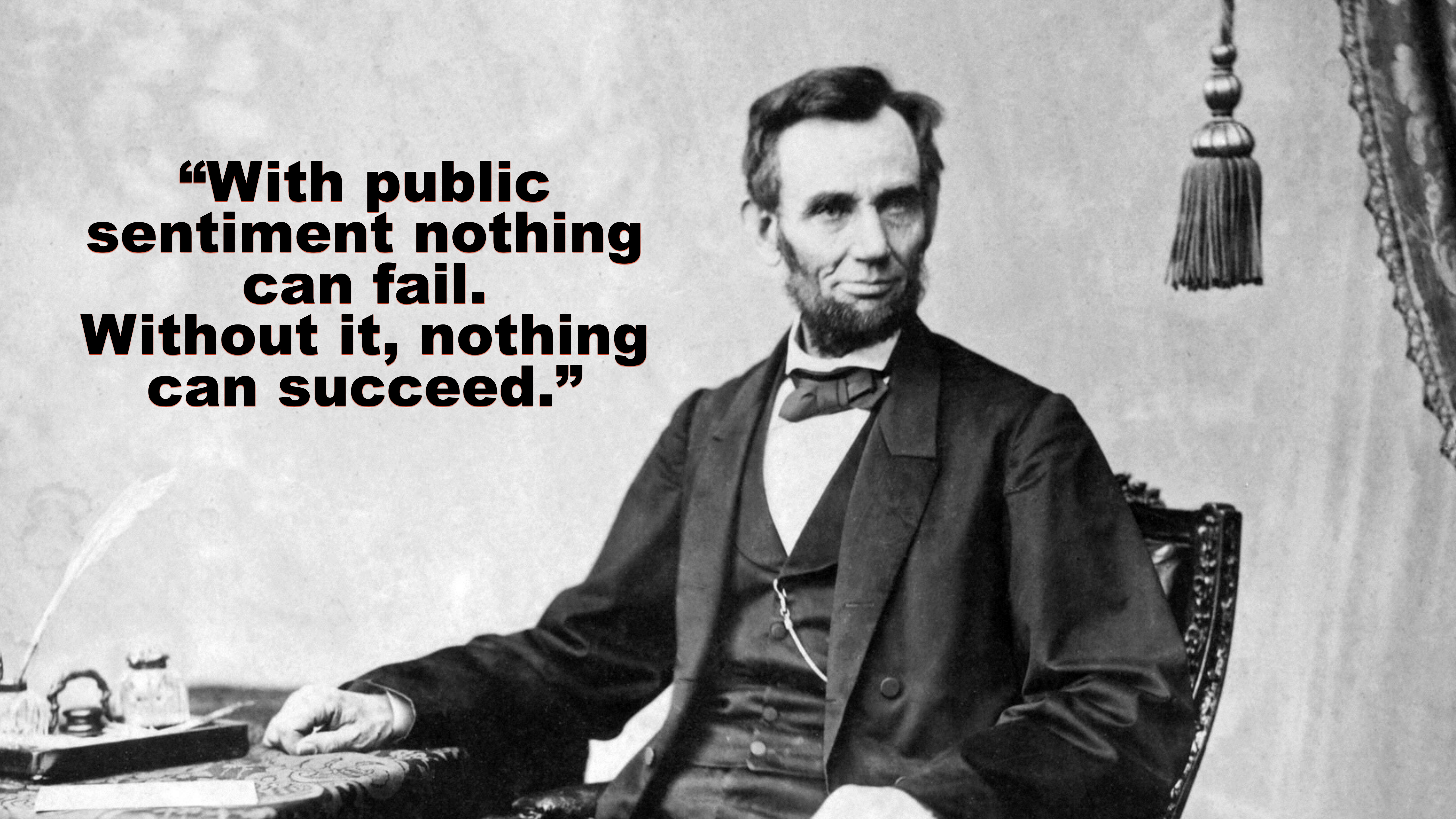


**DO YOU HAVE SERVICES
THAT COULD BE
RE-COMMUNICATED?**

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

How to Cause Your Brand Story Go VIRAL

**“With public
sentiment nothing
can fail.
Without it, nothing
can succeed.”**





JJ Watt ✓
@JJWatt



\$29 MILLION!

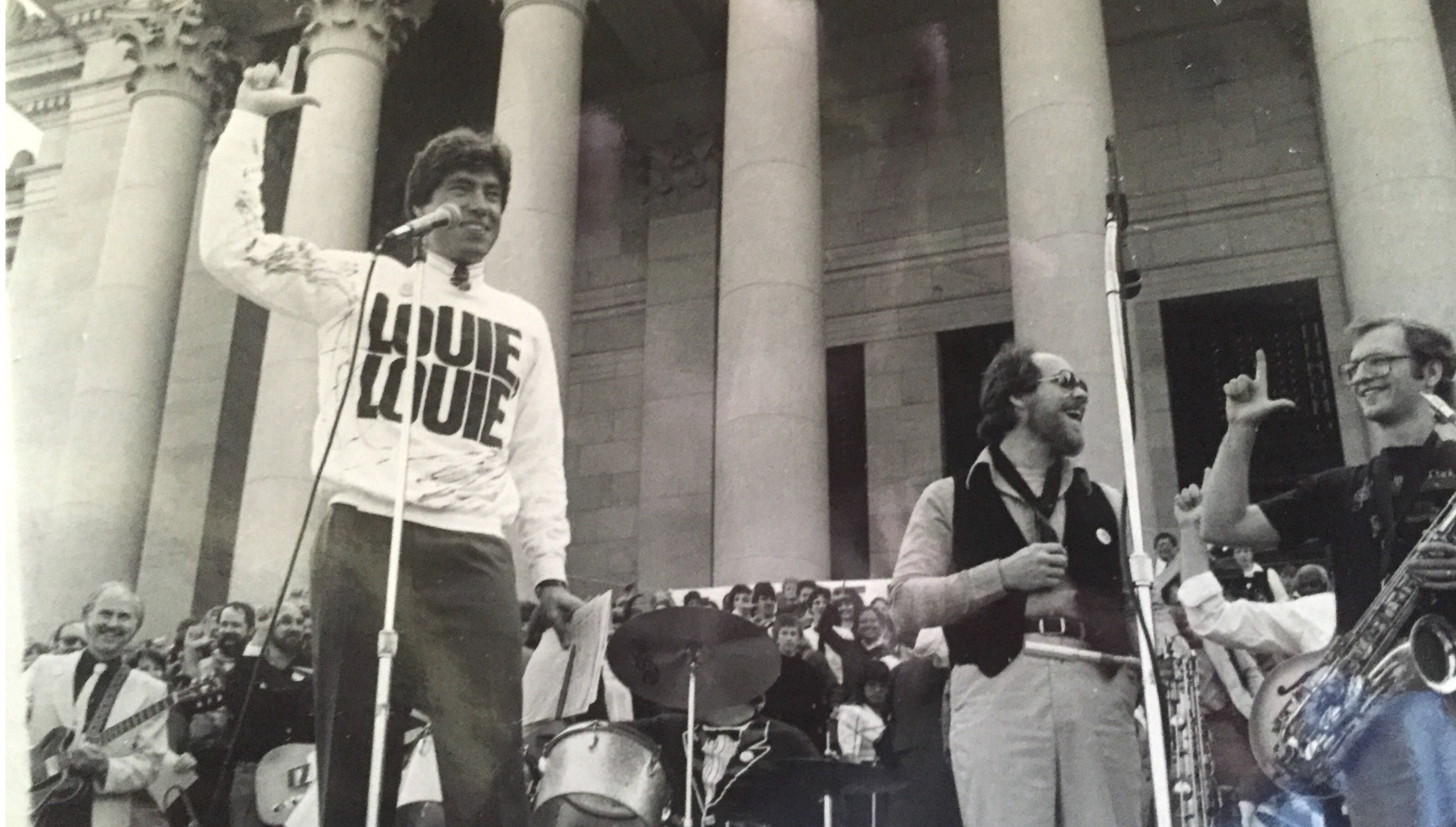
Thanks in part to an incredibly generous \$5 million donation from Mr. Charles Butt at HEB. YouCaring.com/JJWatt

10:36 AM - Sep 6, 2017



ICE BUCKET CHALLENGE





FREE RESOURCES

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

Ross Shafer View as: Yourself

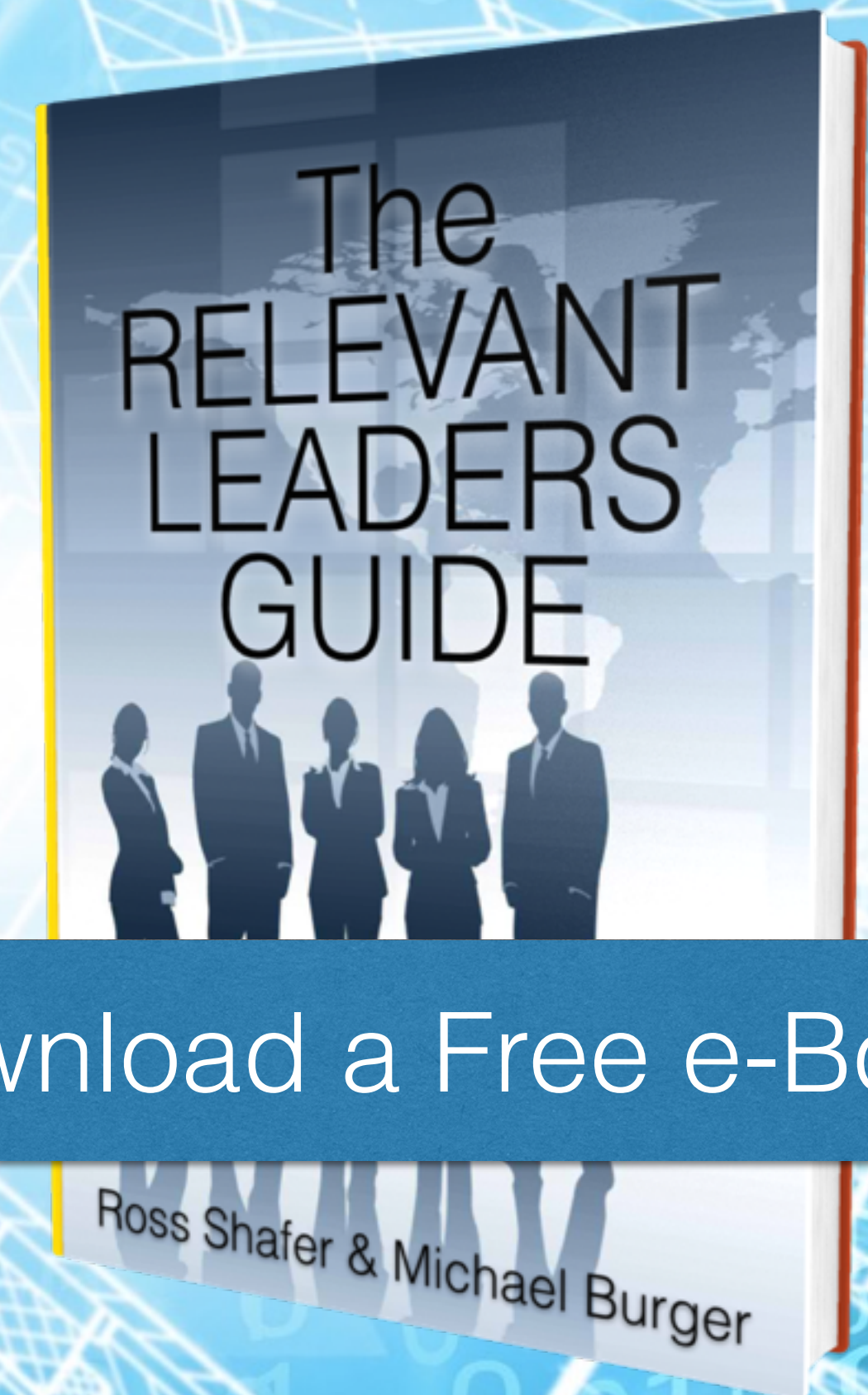
Home Videos Playlists Channels Discussion About

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
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...
- 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...

Leadership Video Blog

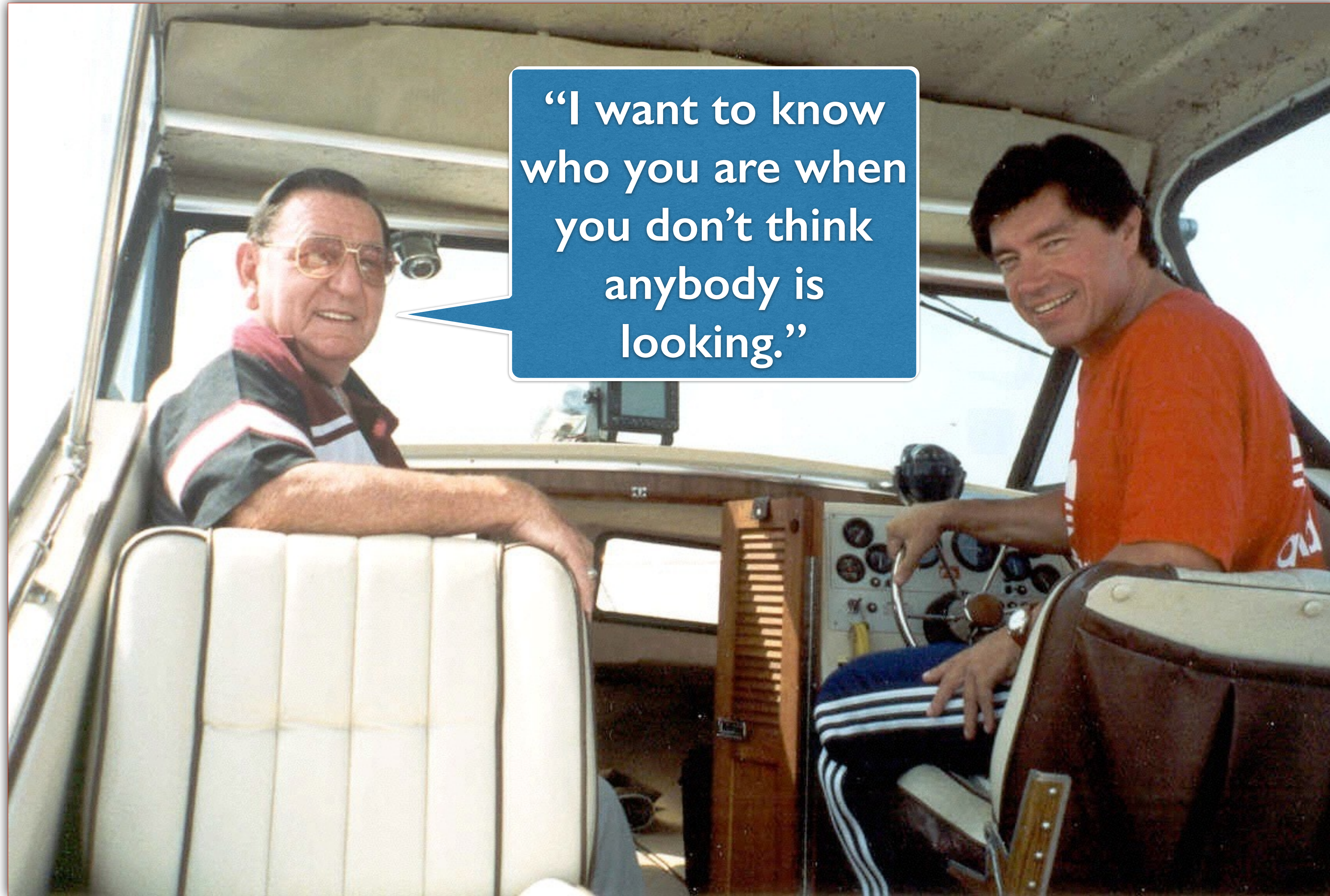


Download a Free e-Book

www.RossShafer.com

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CHARACTER



“I want to know
who you are when
you don’t think
anybody is
looking.”

Chuck Shafer 1927-2001

The background features a complex overlay of technical drawings, including cross-sections of mechanical parts and various circular diagrams, all rendered in a light blue color. Superimposed on these drawings is a pattern of binary code (0s and 1s) in a slightly darker blue, creating a digital and engineering aesthetic.

Ongoing Encouragement

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

AUTHOR: ROSS SHAFER

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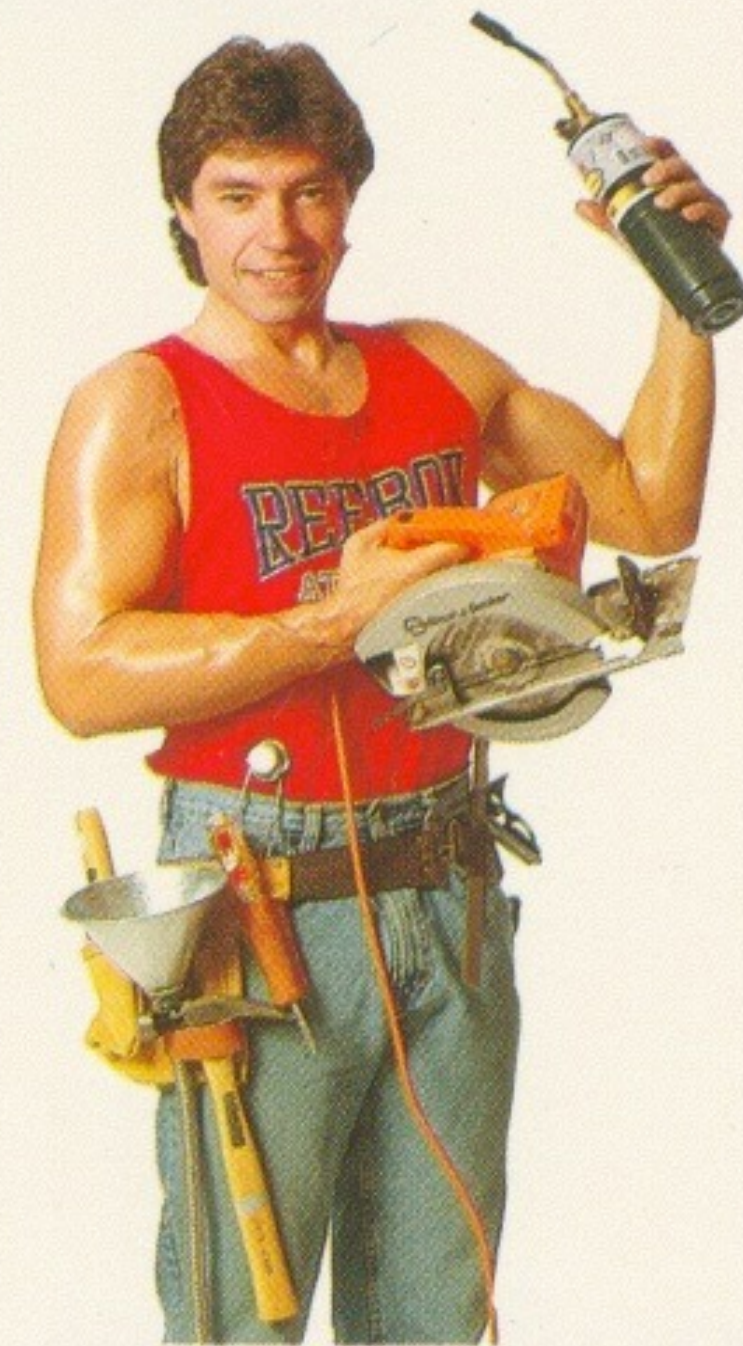
**Being Aggressive is
Always Relevant**

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, 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.

**Innovate Before Your
Competitors Can
Catch Up**

[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](#)

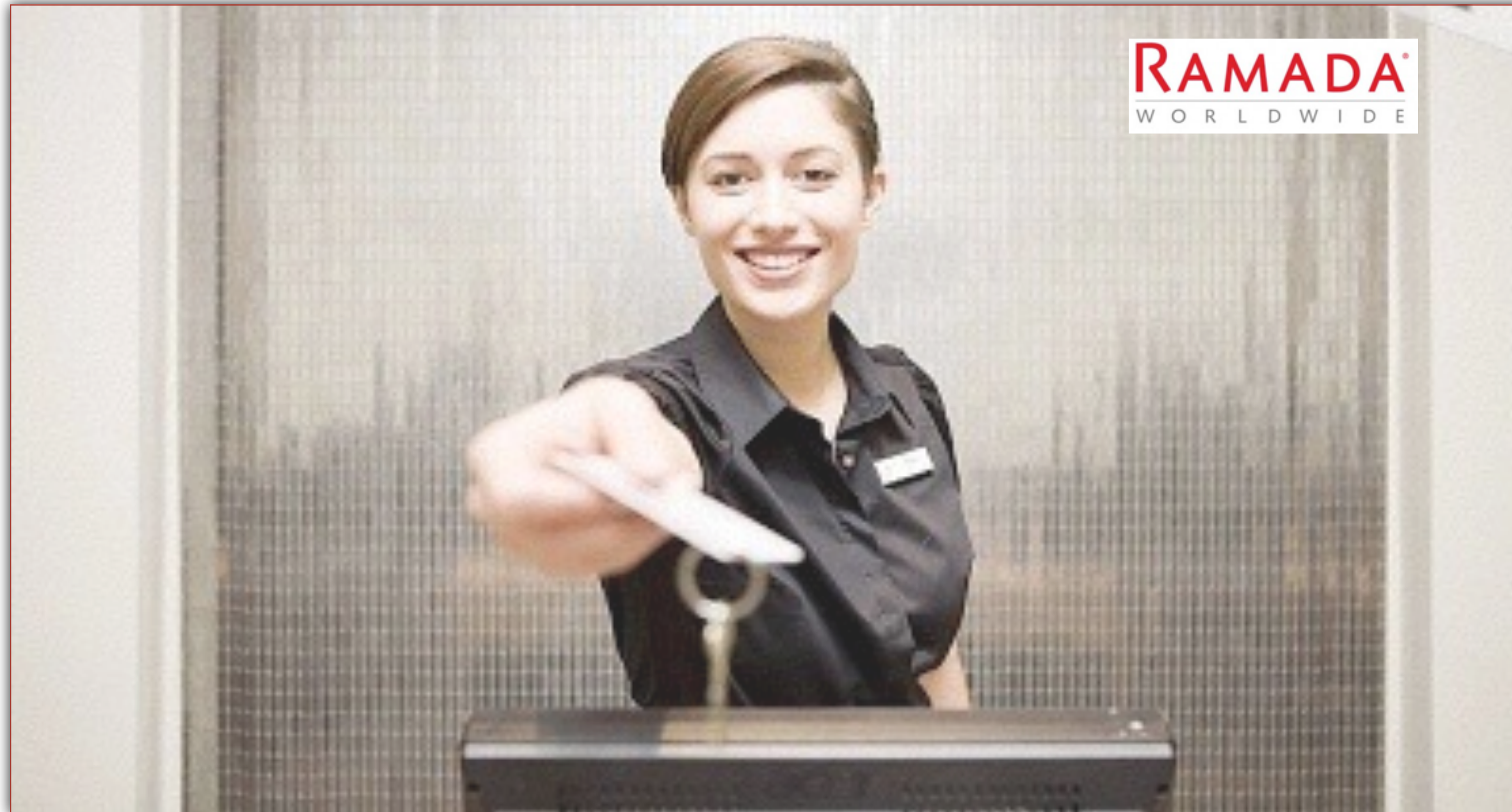
[All Denver, CO Locations](#)

[View All Locations](#)



34% growth
for the past six
years.







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, 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.

**“Will I Ever Get to
Do What I Love?”**

“What can you love?”

JENNIFER LAWRENCE ROBERT DENIRO... BRADLEY COOPER

From the Director of
The Fighter, Silver Linings Playbook and American Hustle

JOY

CHRISTMAS

© 2015 TWENTIETH CENTURY FOX FILM CORPORATION.
ALL RIGHTS RESERVED.





Enzo Ferrari





Dale Chihuly



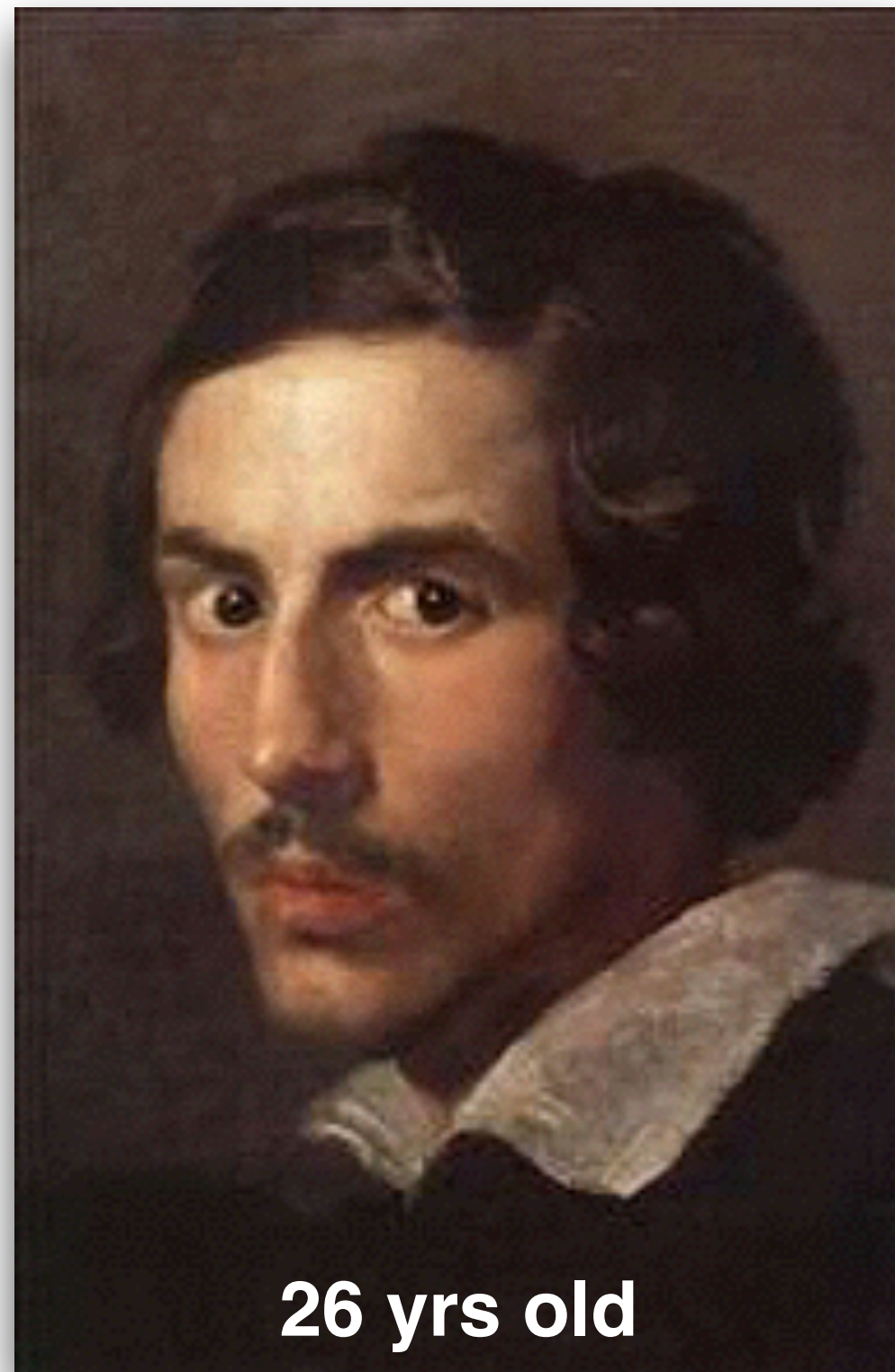
They didn't 'love' their choices...



Mastering Your Craft

- Self Confidence
- Respect of Peers
- Personal Reward

Michelangelo's David 1501-1504

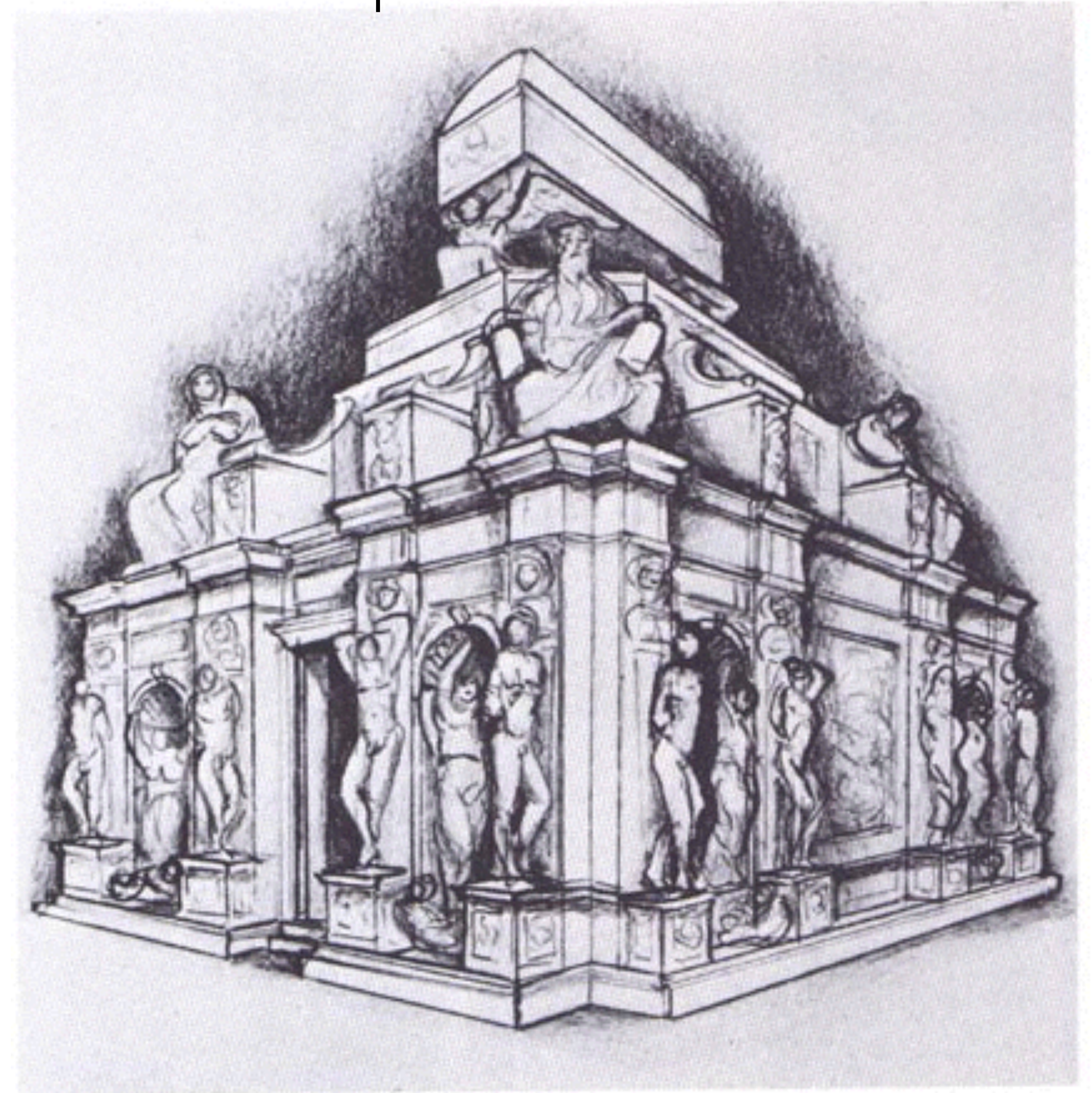


26 yrs old

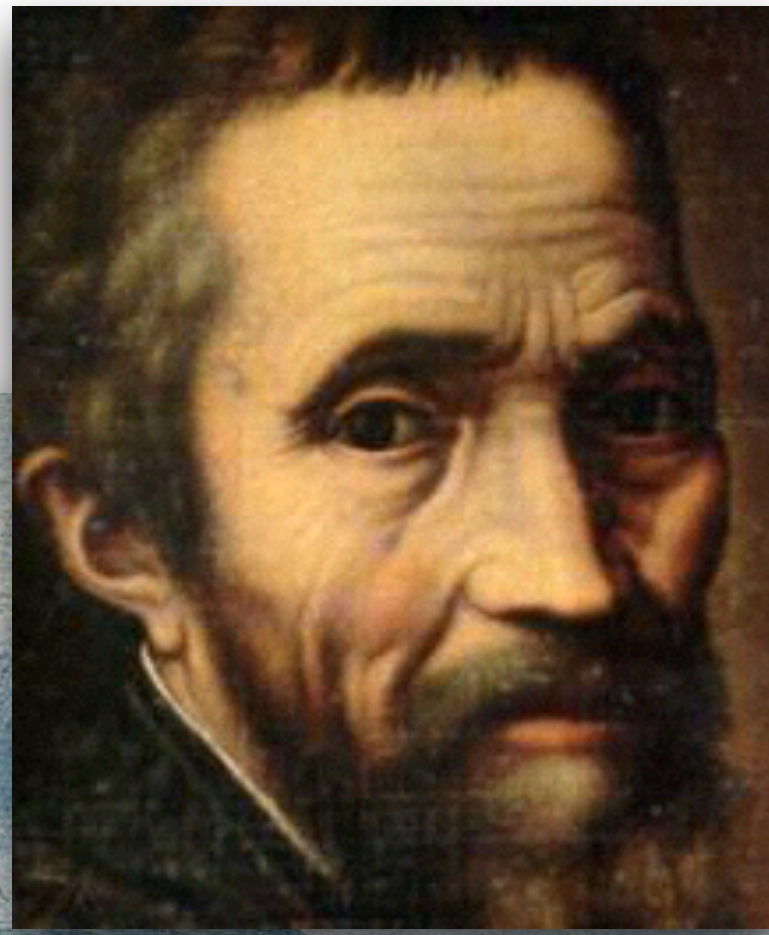
"I saw the angel in the marble and carved until I set him free."



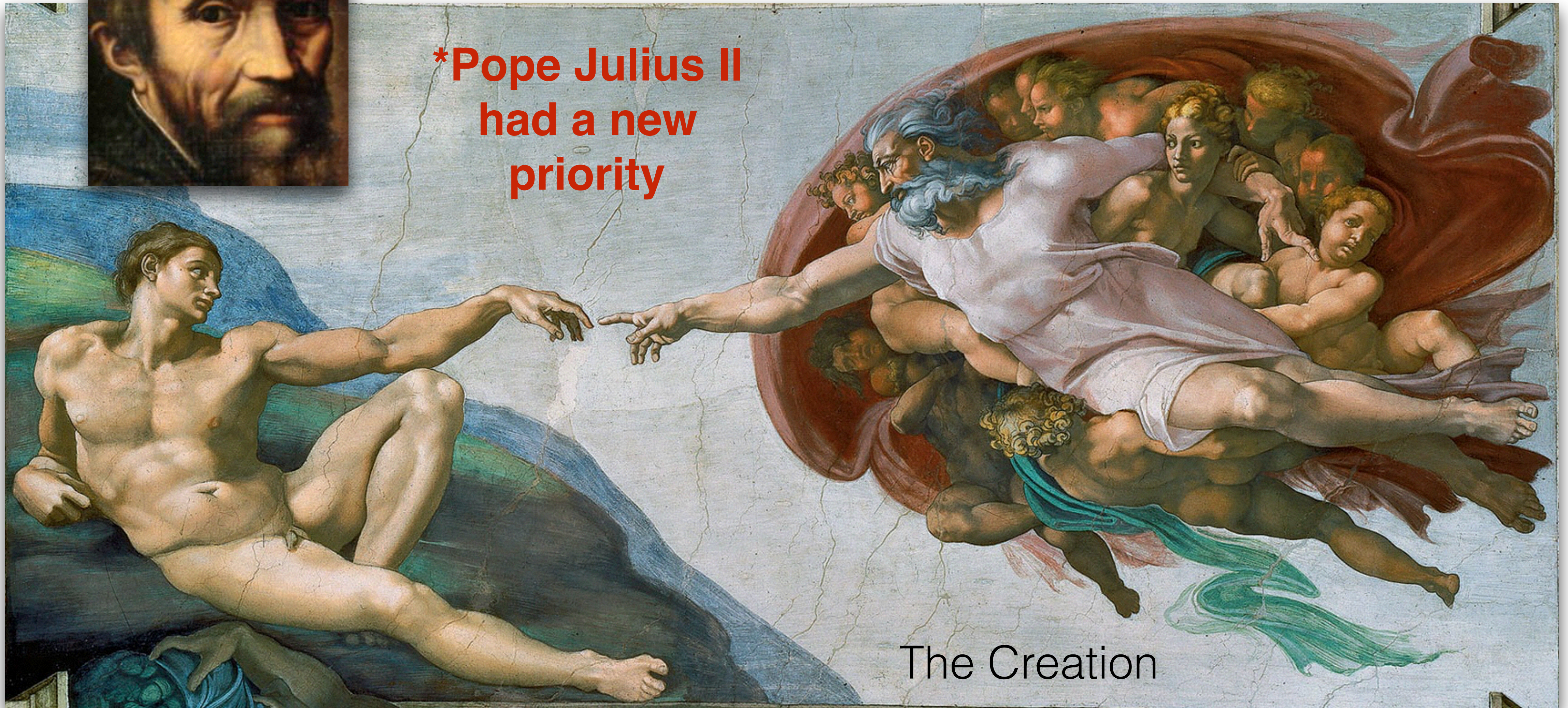
By Age 33: He was hired to carve Pope Julius II Tomb - 1505



1508 - Michelangelo starts painting the Sistine Chapel



*Pope Julius II
had a new
priority

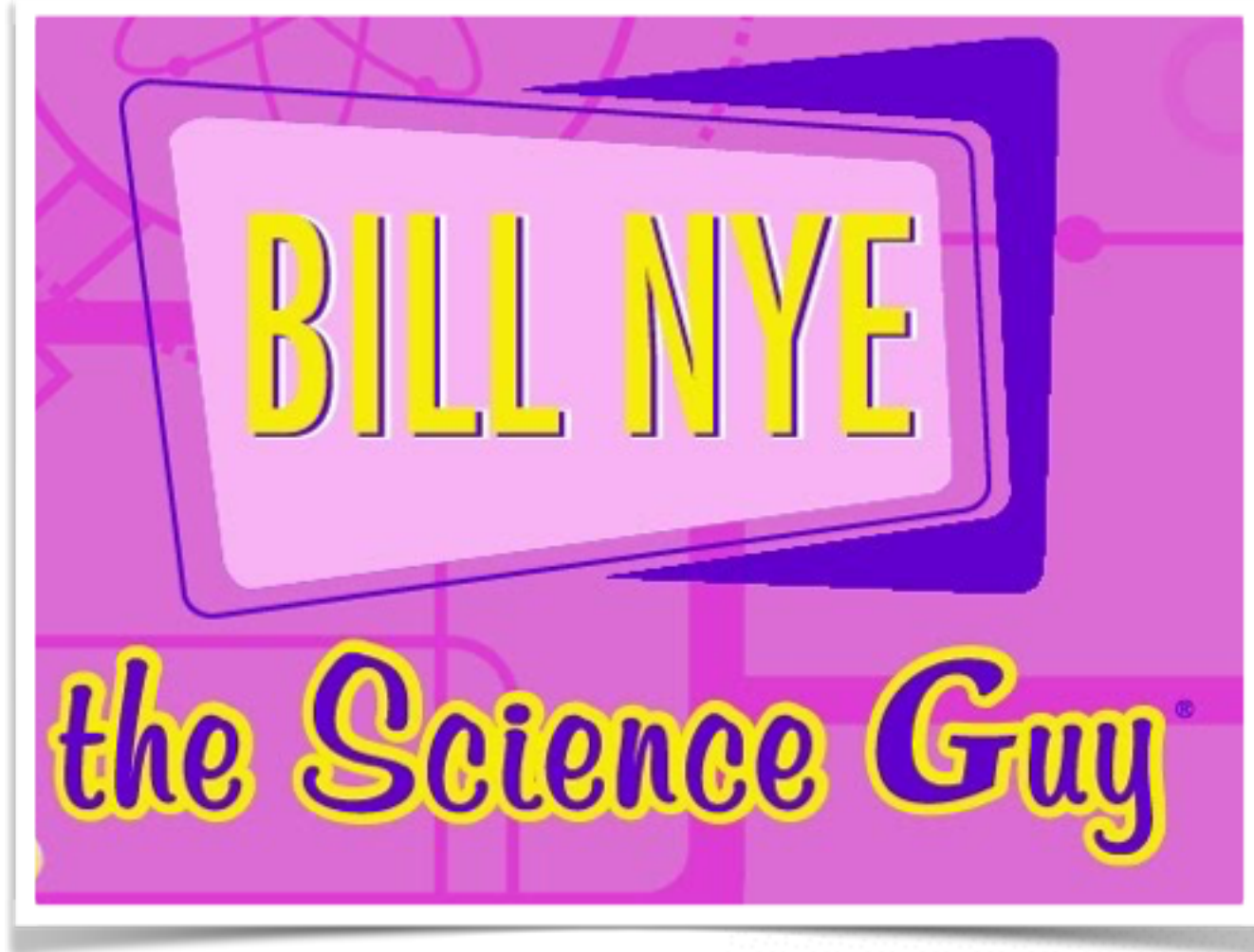


The Creation

Startups Aspire to Superiority

World's Greatest Shooter





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 and engineering aesthetic.

Startups Trust Facts & Data

“Lifespan” of S & P 500 Companies

In 1968 - Companies lasted an average of 70 years

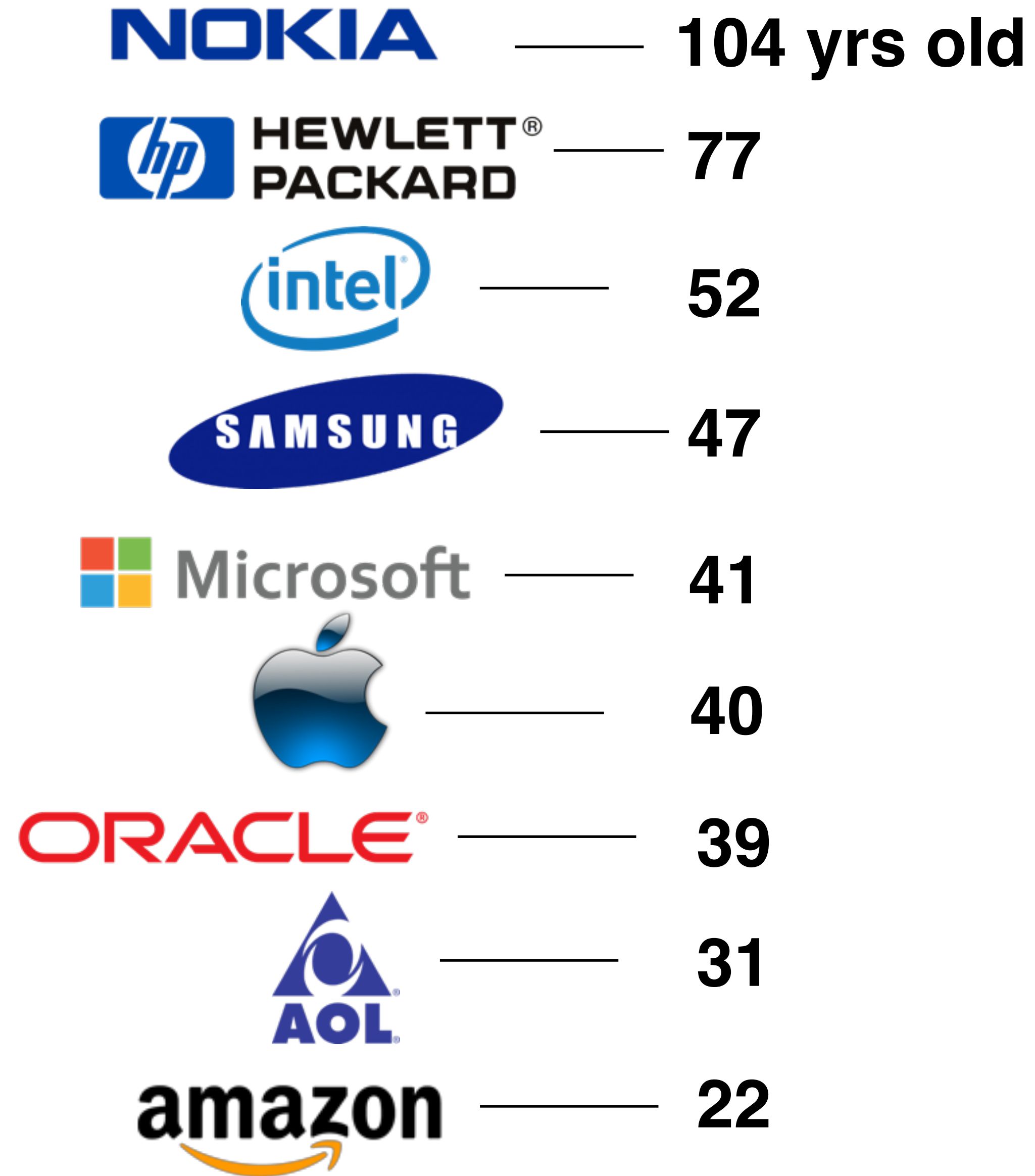
By 1980 - Companies lived only 25 years

2017 - Less than 14 years

NOTE #1: S & P replaces companies on average every two weeks! 75% of them will be replaced by 2027

NOTE #2 Standard & Poor's Index is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

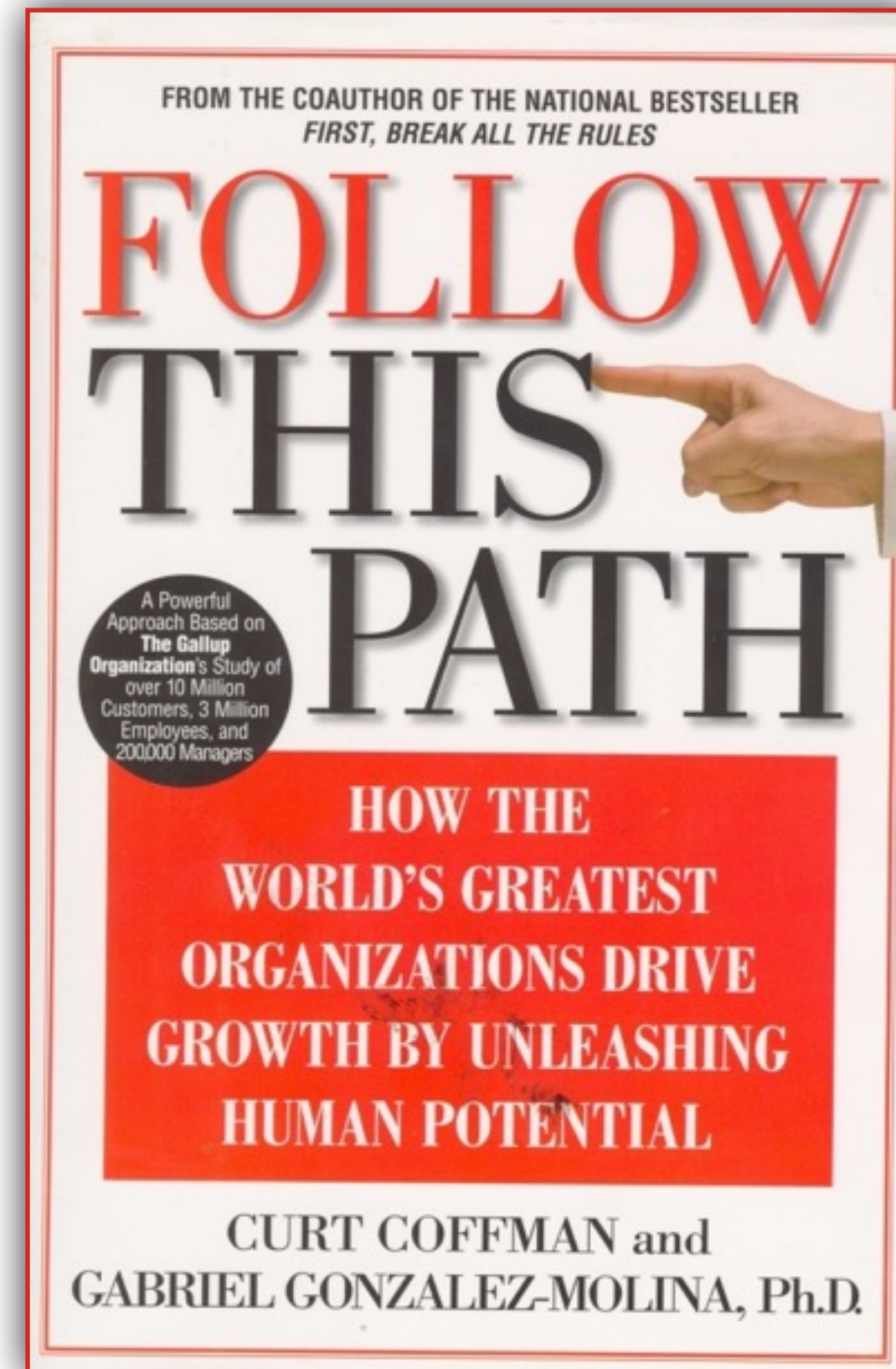
Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>



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 vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-related theme.

**When People Love
You...they give you
more Time, Money,
and Attention**

Gallup Case Study: The Large Bank



6% more 'loving the bank' translated to...



**\$1 billion in
Deposits.**





**Other-Centered People
and Companies are
Always in Demand**



Talk Show Hosts: *Masters of Curiosity*





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GROUPS



-  University of Puget Soun...

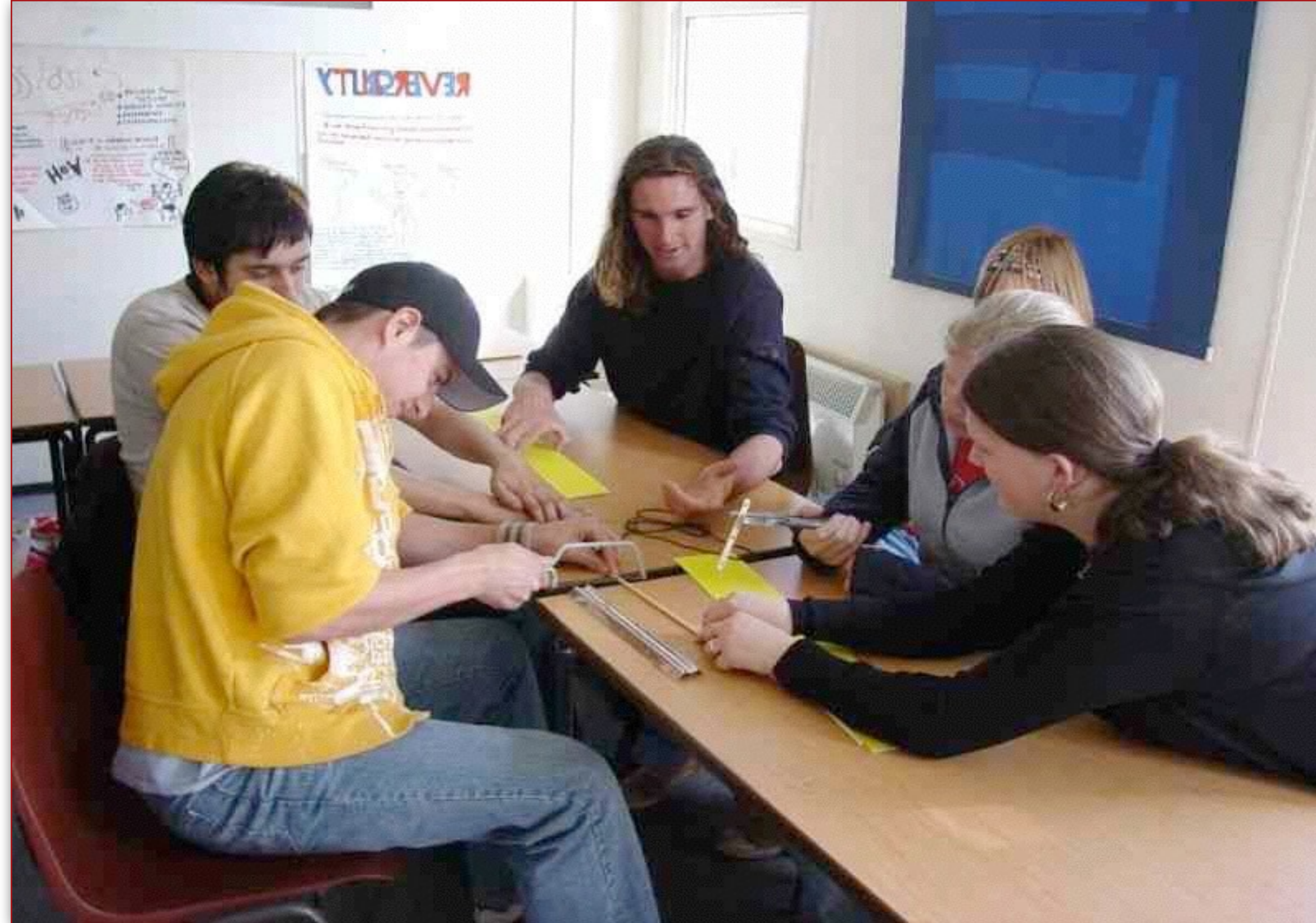
 **Nancy Vogl**
Is anyone else having problems posting on FB today?
Like · Comment · Share · 10 hours ago near Traverse City, MI · 

 Monika Laschkolnig and 7 others like this.

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 **Aileen Bennett** Thank you - I thought i had broken the internet (again)
6 hours ago · Like ·  1

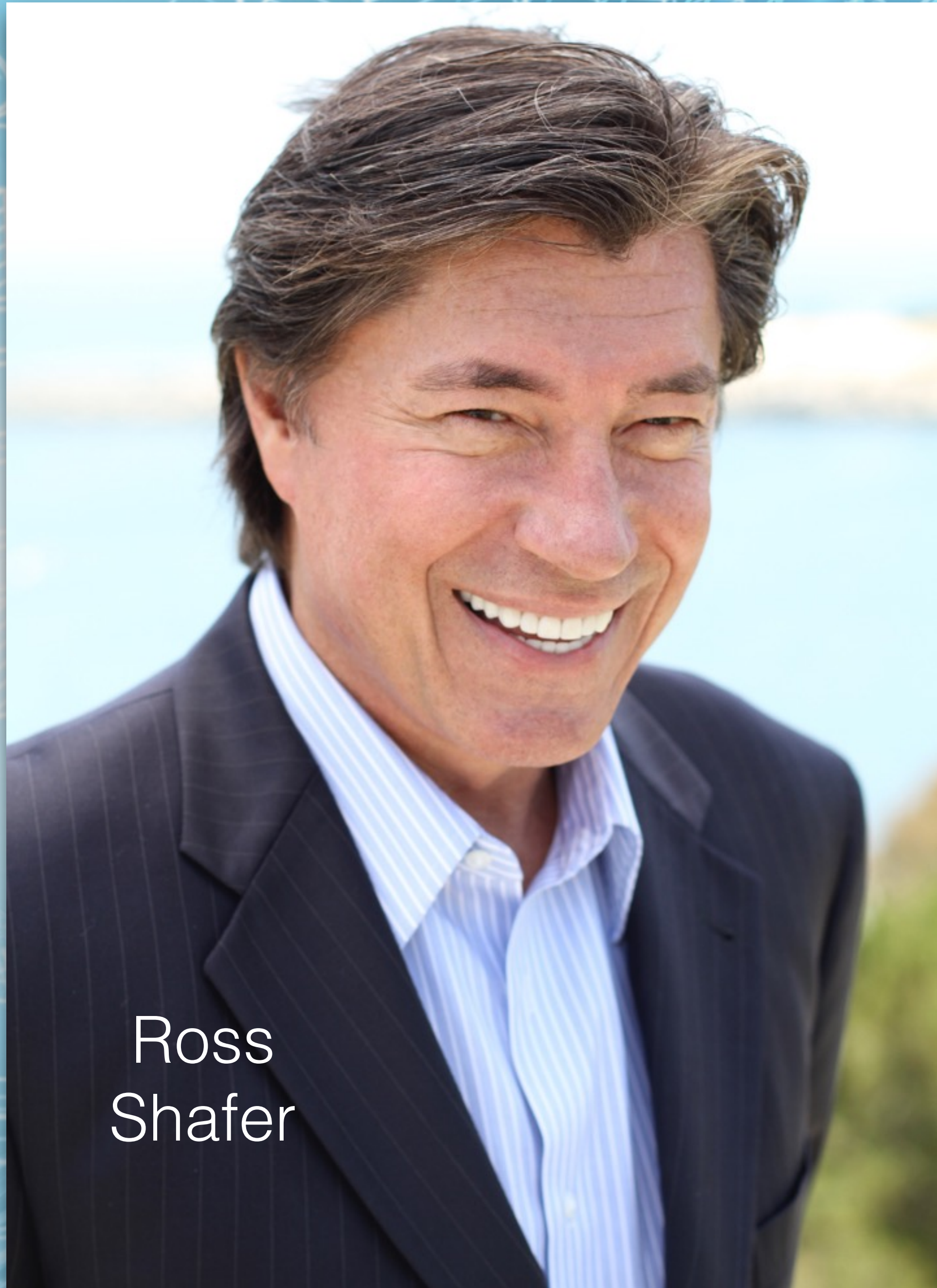
 **Kathleen Hassan** yup
5 hours ago · Like ·  1



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

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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Ongoing Encouragement?



Ross
Shafer

**Want Ross for your
next meeting?**

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