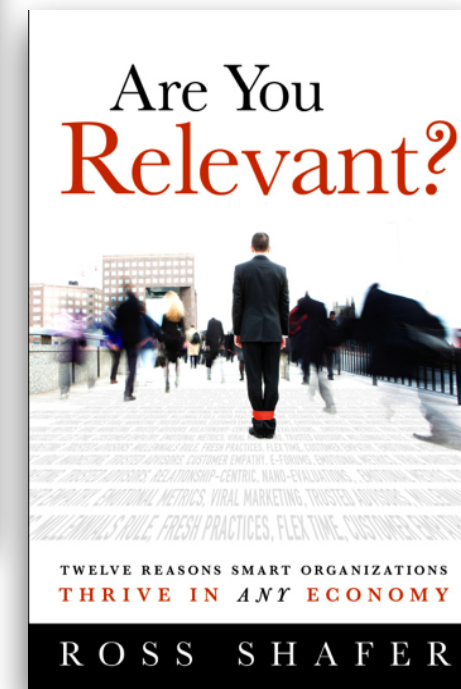
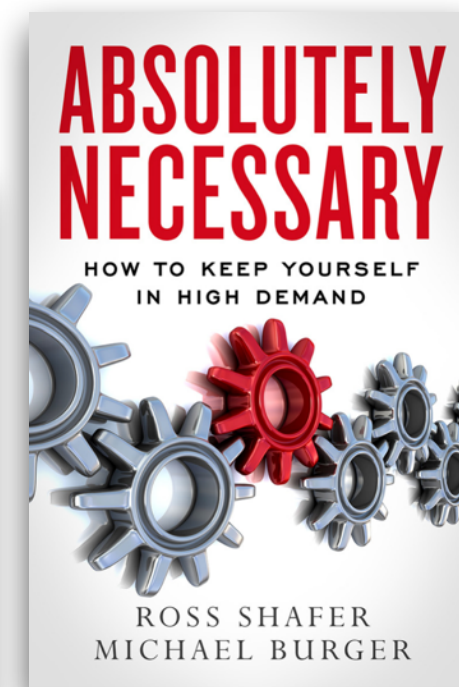
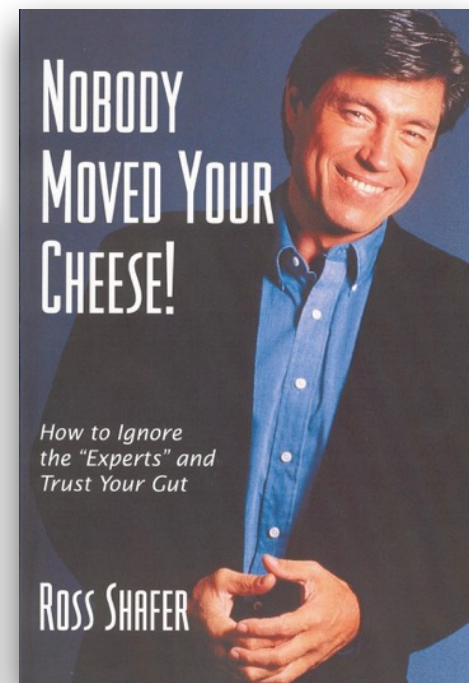
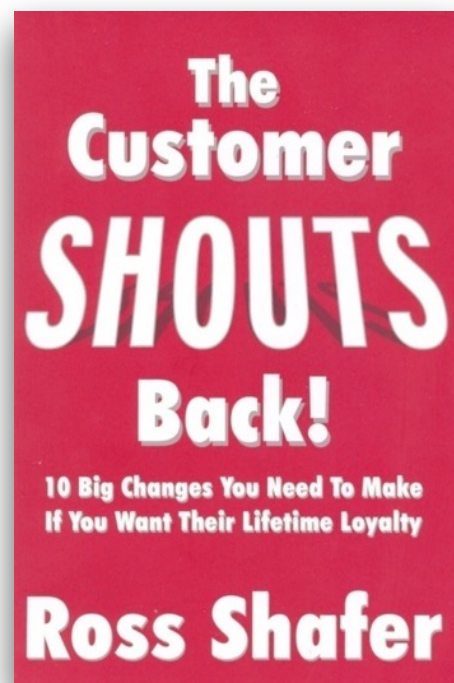
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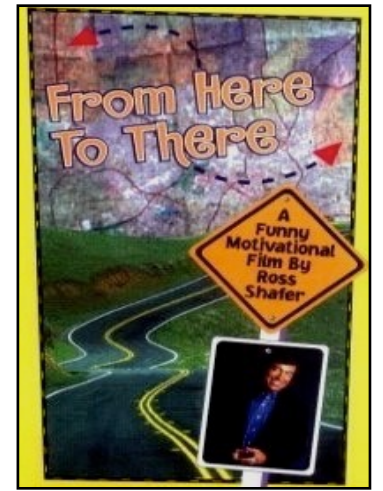
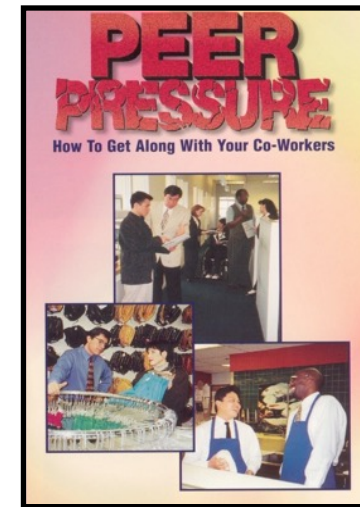
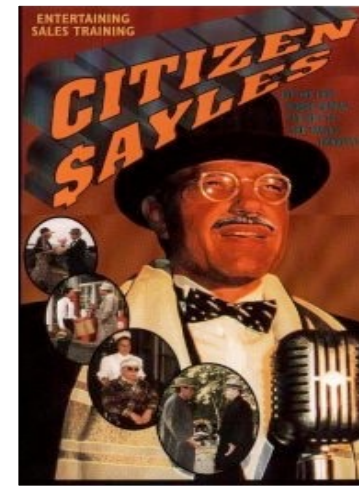
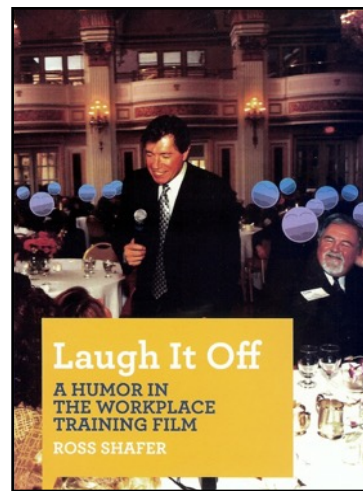
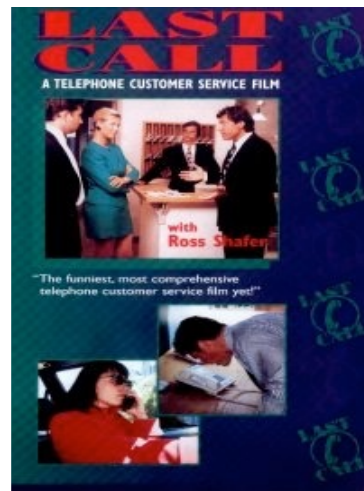
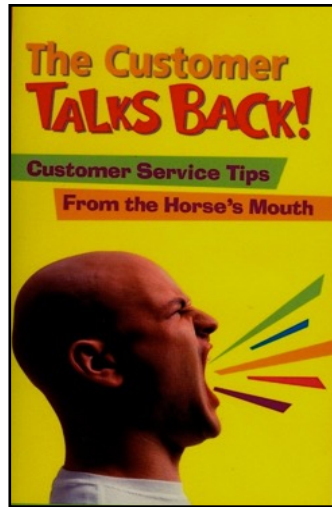
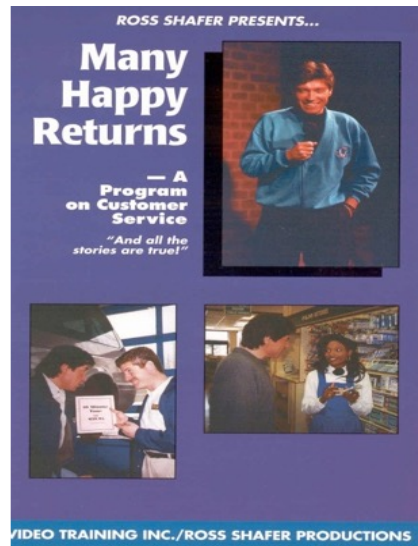
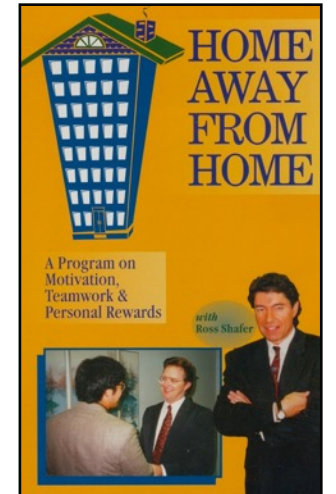
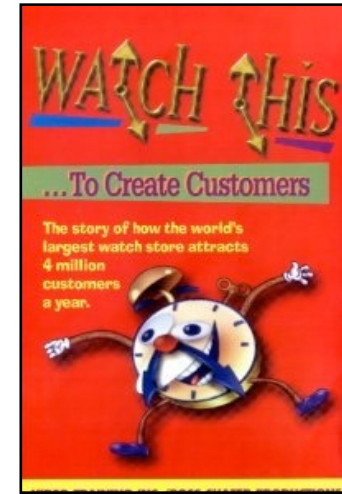
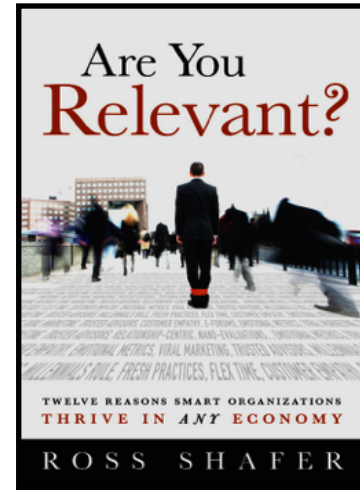
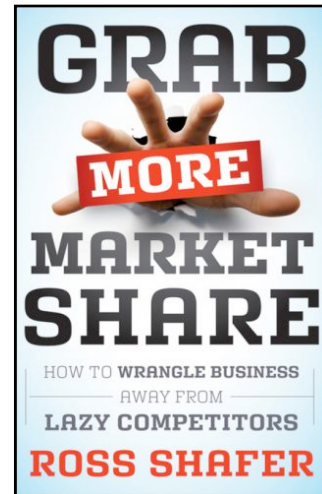
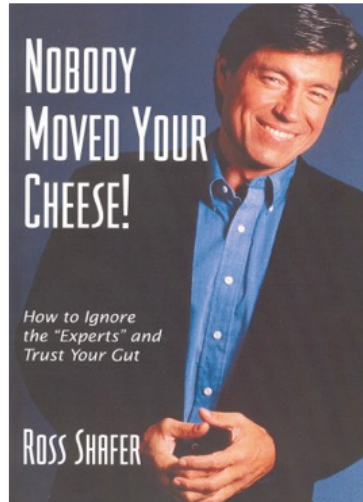
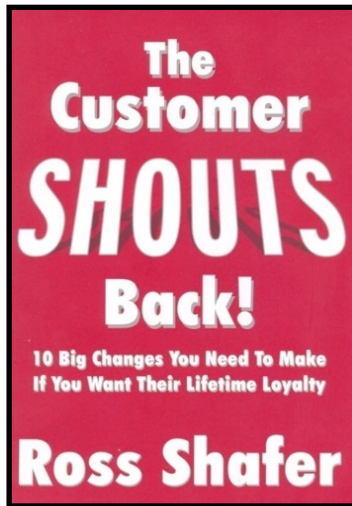
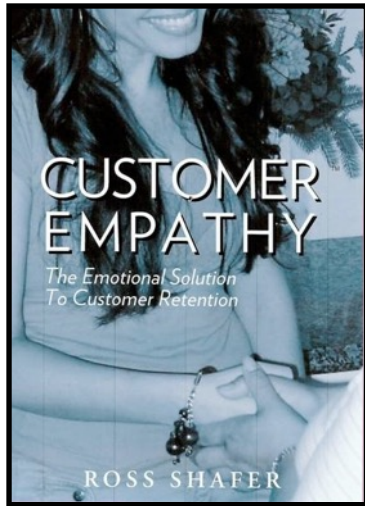
Accountability Builds Absolutely Necessary Teams

by Ross Shafer

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KPMG

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Allstate
You're in good hands.



Honeywell



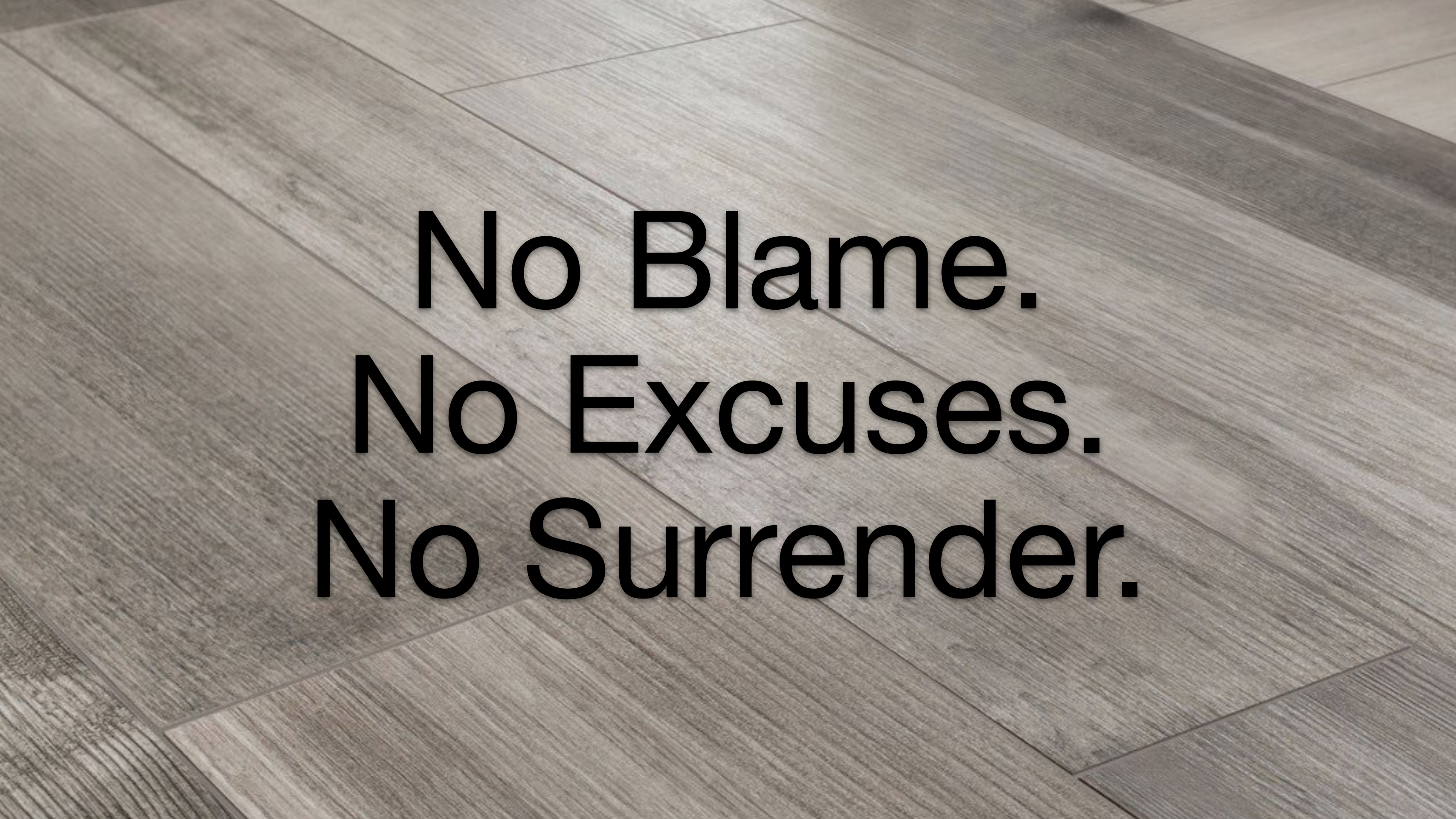
Marriott
HOTELS & RESORTS

Cargill

FedEx

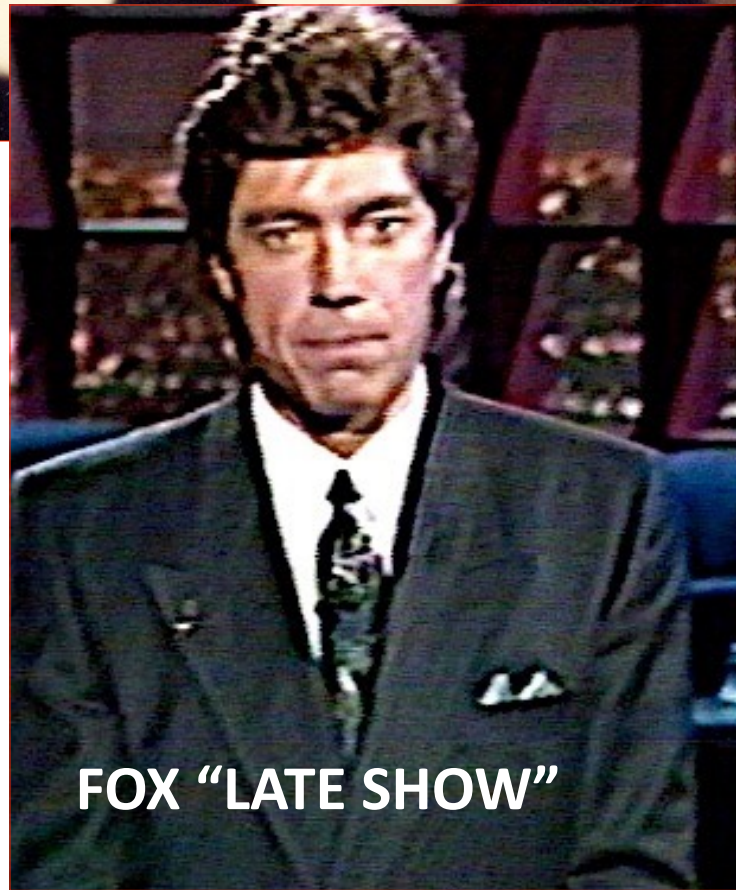
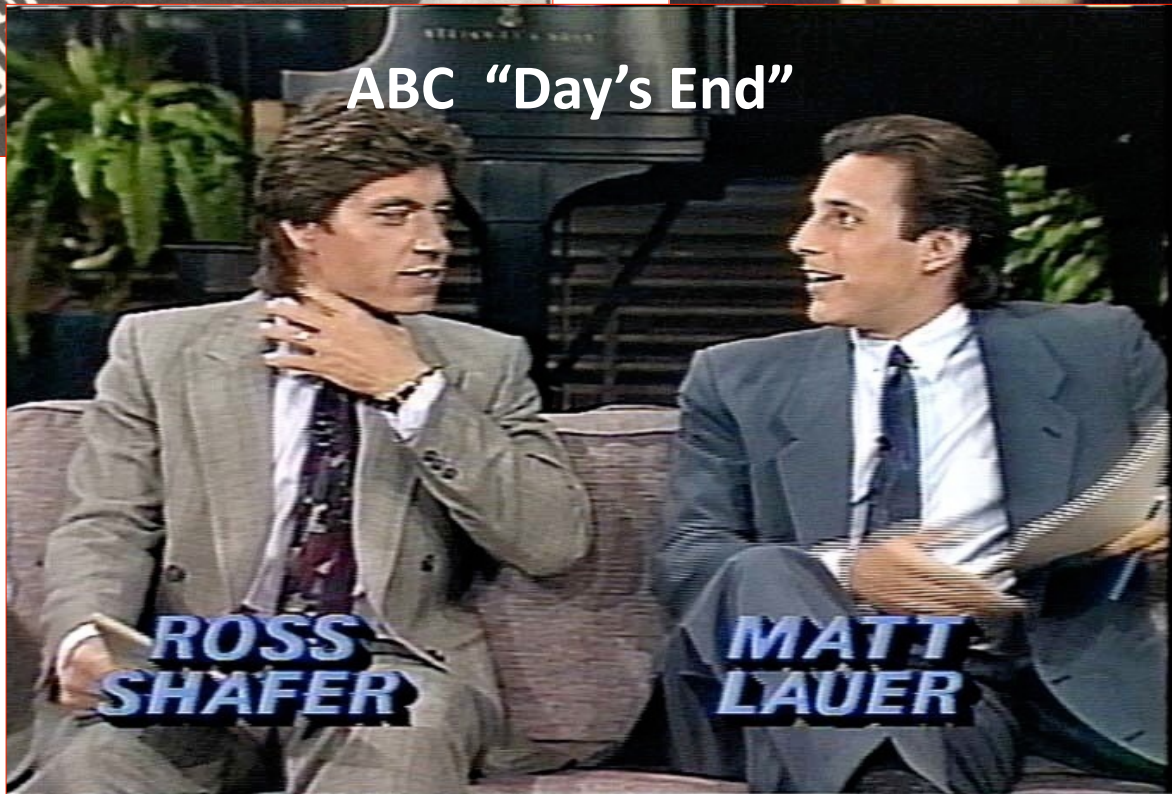
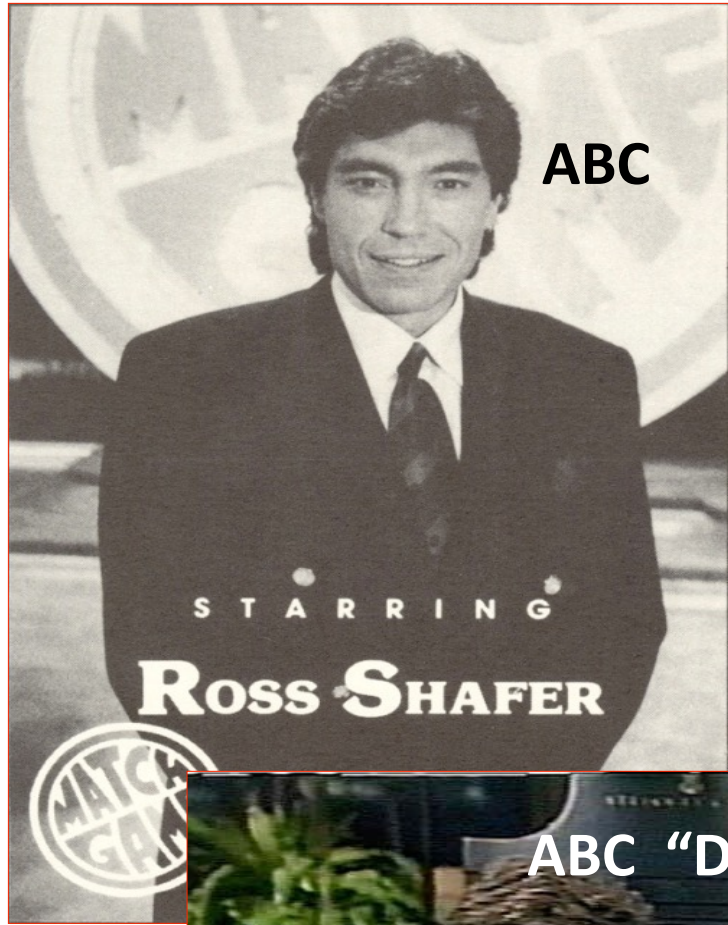
SYSCO

We Study 18 Different Industries

The background of the image is a close-up, slightly angled view of a light-colored wood-grain surface, possibly a floor or a wall. The wood grain runs diagonally from the top-left towards the bottom-right. The text is centered in the middle of the image.

**No Blame.
No Excuses.
No Surrender.**





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



**Do You Know Who
Influences Ceramic
Tile Sales Most?**

Women Buy Everything!

85% of ALL CONSUMER & B2B PURCHASES.

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

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

89% of Investment Services & Bank Accounts

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...**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 will pass along information re: quality and value to their friends....recommending to an average of 21 other people (not counting social media).”

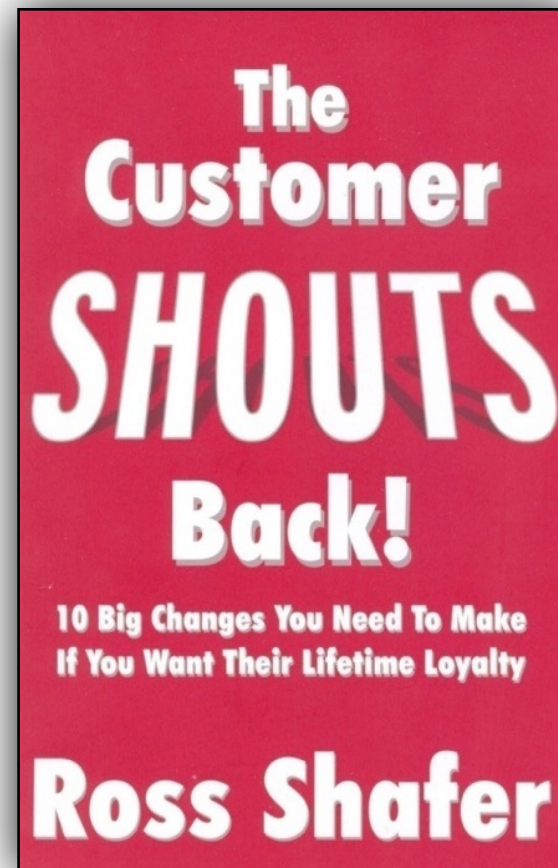


**“Men only
recommend
to 2.6 other
people.”**



The background of the image is a close-up, high-angle shot of a light-colored wood-grain floor. The planks are arranged in a staggered pattern, creating a strong sense of perspective and depth. The lighting is soft and even, highlighting the natural texture and grain of the wood. Centered over this background is the text "Be the Smartest Person in the Room" in a large, bold, black sans-serif font. The text is split across two lines, with "Be the Smartest" on the top line and "Person in the Room" on the bottom line. The overall composition is clean and minimalist, emphasizing the motivational message.

**Be the Smartest
Person in the Room**



**We dissected
2,000 complaints:
Blogs, Web sites,
& forums**

Customers Feel...

**Vulnerable,
Helpless,
Anxious,
Embarrassed,
& Out of Control**



**“Denying reality is for people
who can’t tolerate drugs.”**

Keith Richards



**Be the Go-To Person
for Brave Decisions**



Jon Vrabley CEO

HUTTING®

BUILDING PRODUCTS

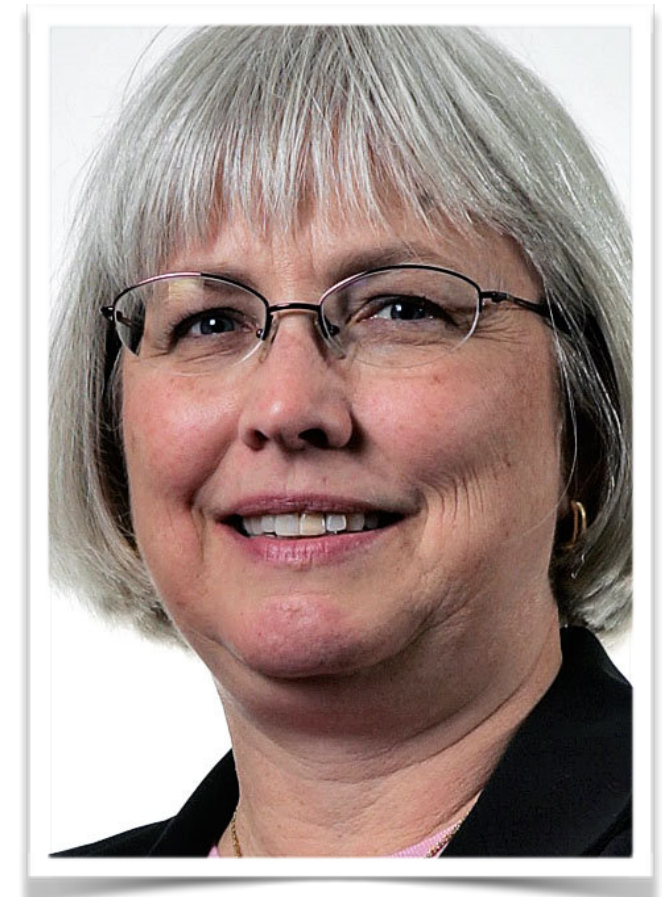
Constructive Solutions Since 1885



Huttig's Scaled Plan of Action

SALES	\$1,000,000,000	48 Distribution Centers
	800,000,000	Close 5 Distribution Centers
	700,000,000	Close 5 more DC's
	600,000,000	Close 5 more DC's
	<u>500,000,000</u>	<u>Close 4 more DC's</u>
	400,000,000	Close 4 more DC's
	300,000,000	Close 3 more DC's

“I’m saddened to
say...our future is
hopeless.”



CEO Julie Shimer

Welch **Alllyn**®

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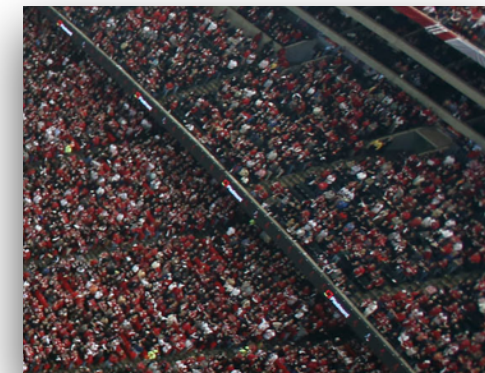
www.superdecisions.com

www.1000minds.com

The background of the image is a close-up, slightly angled view of a light-colored wood-grain surface, possibly a floor or a wall panel. The wood grain runs diagonally from the top-left towards the bottom-right. The text is centered horizontally and vertically over this background.

**Be a Renewable
Resource of Cool Ideas**

Tunnel Vision is Real



“Panic, Stress, and Anxiety are the usual suspects for tunnel and blurred vision. This occurs primarily because of a reduction of blood to the brain.”

Tunnel Vision is Real



“Panic, Stress, and Anxiety are the usual suspects for tunnel and blurred vision. This occurs primarily because of a reduction of blood to the brain.”

Peripheral Vision Prevents Injury



Matt Ryan
sees (3)
receivers
downfield &
who is
chasing him

**Get New Ideas
from the
WRONG MEETING**

Today's Events


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



Events for Friday, Oct. 16, 2015

Group/Event	Room	Start/End
 GENERAL ELECTRIC		
BREAK OUT SESSION: GROUP A	Olympic 1	1:00 PM - 2:45 PM
BREAK OUT SESSION: GROUP B	Evergreen 3 & 4	3:25 PM - 5:00 PM
BREAK OUT SESSION: GROUP C	Cascade 7 & 8	3:25 PM - 5:00 PM
 RAYTHEON		
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
 Home Depot		
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



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[All Denver, CO Locations](#)

[View All Locations](#)





“What can I get started for you today?”



“Please don’t sit on the bike.”

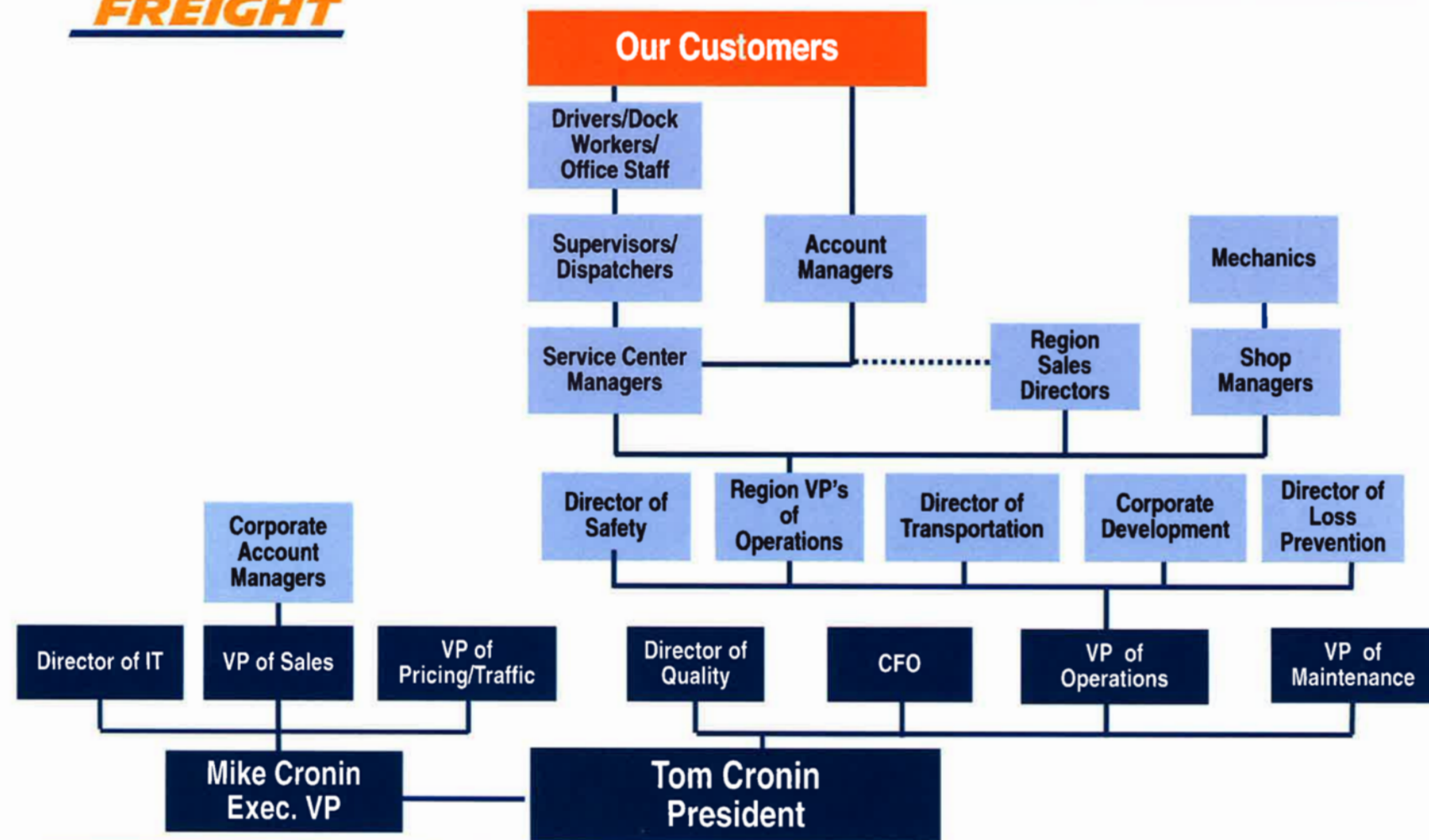


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WORLDWIDE





How We Are Organized To Serve You



Delivering Value Today. Driving The Standard For Tomorrow.®



Laramar Apartment Homes - 55,000 units

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Business Intelligence**

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- Twitter/Instagram
- RSS Feeds
- Press Releases
- Google Alerts
- YouTube
- www.Addictomatic.com

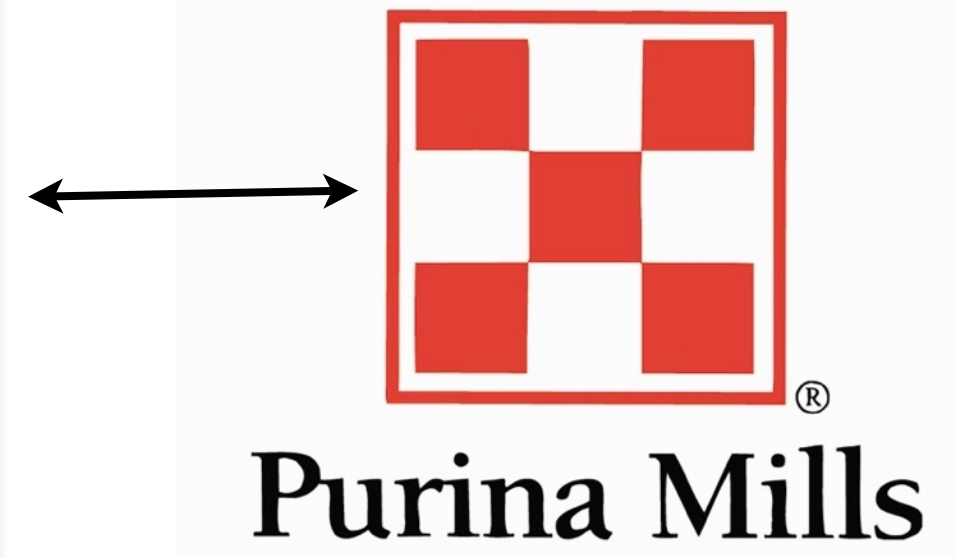




UNITED



“If we just ship one more pet a day,
that’d be \$1,000,000,000B a year.”



“At L’Oreal we have an exhaustive digital marketing outreach to the main influencers.”





3D Silver Glitter Lips: Tips Trick & Tutorial



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Chief Trending Officer



TREND SPOTTING SITES

<http://www.springwise.com> (My favorite weekly updates)

<http://www.forbes.com/sites/stevecooper/2013/11/19/how-to-become-a-trendspotter/>

www.Trendhunter.com (Cool inventions)

<http://dupress.com/periodical/trends/business-trends-2014/> (Deloitte University)

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI> (Business Wire & Forrester Research)

The image features a background of light-colored wood-grain planks, possibly laminate or engineered wood, arranged in a perspective view that recedes into the distance. The planks are oriented diagonally, creating a sense of depth and movement. The lighting is soft and even, highlighting the natural texture and grain of the wood. Centered horizontally across the middle of the image is the text "Tell Better Stories" in a large, bold, black, sans-serif font. The text is clear and legible against the light wood background.

Tell Better Stories

In 1953, Harry and Evelyn Carney bought this Home for \$3,900. Harry put in a rose garden while their two boys Donald and Lawrence built a 2-story tree fort on the side yard. Their daughter, Cynthia was married in the back yard.

Now, after 55 years, Harry and Evelyn have decided to simplify their lives and move to a beautiful assisted-living community just 2 miles away.

Last month, John and Heather Wallace bought The Carney Home at 378 Crestwood. They love the quaint sidewalks, the nearby park, and the short walk to what will eventually become 2-year old Ella's elementary school. We are proud to be a part of helping another generation create new memories in this lovingly cared-for home.



Claudine Bowers 1922-2010

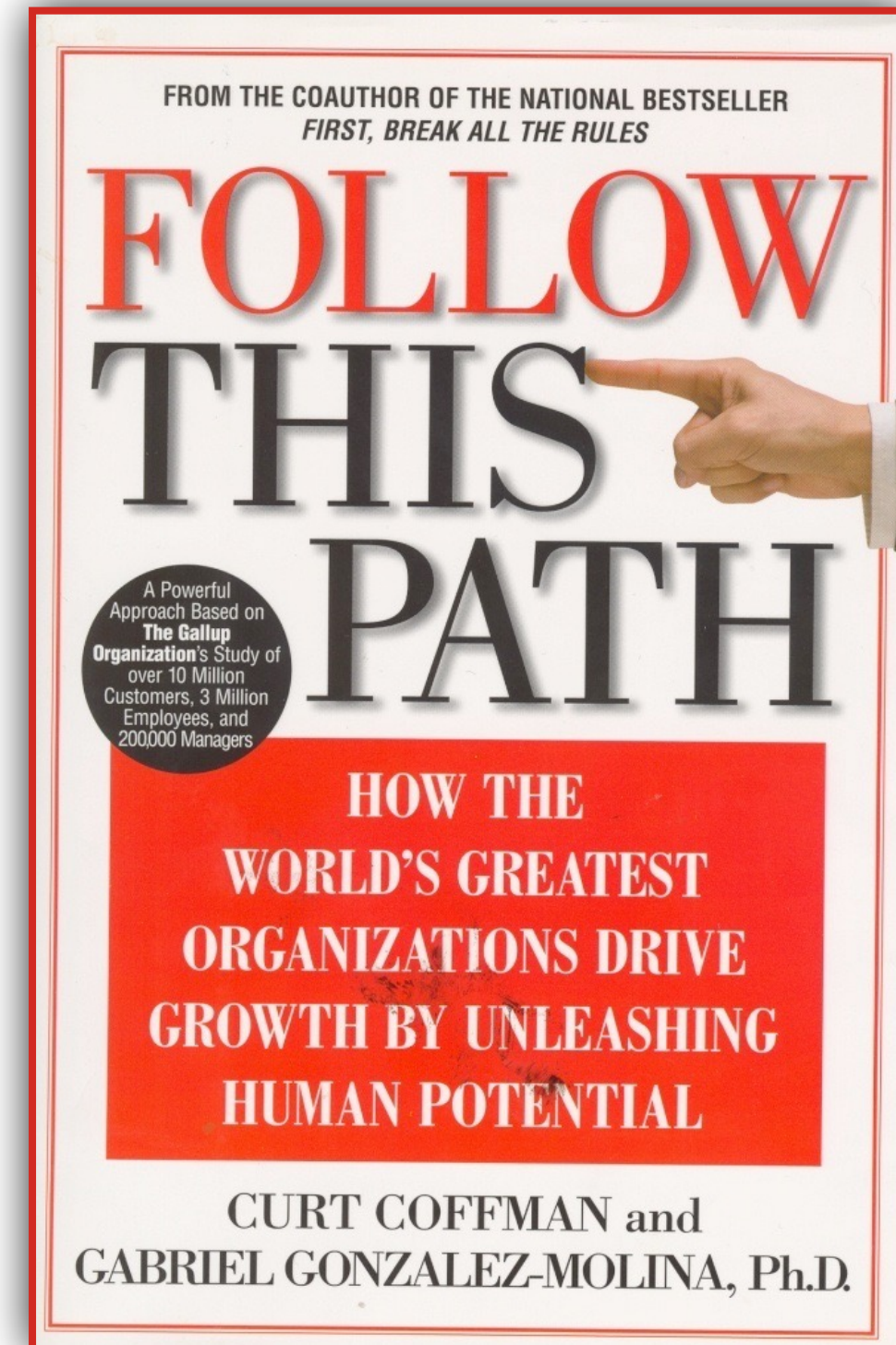


“We know who we are...
...and who we aren't.”



When People Love
You... They Give You
More Money

Gallup Case Study: The Large Bank



A Top 5 U.S Bank

11% Customers Love The Bank
(Won't go anywhere else)

22% Pretty Satisfied

38% Would Switch if Closer Bank

28% Not Happy w/ Anything

**Gallup case study – Follow This Path*

**They deposited \$8,136
more per customer**

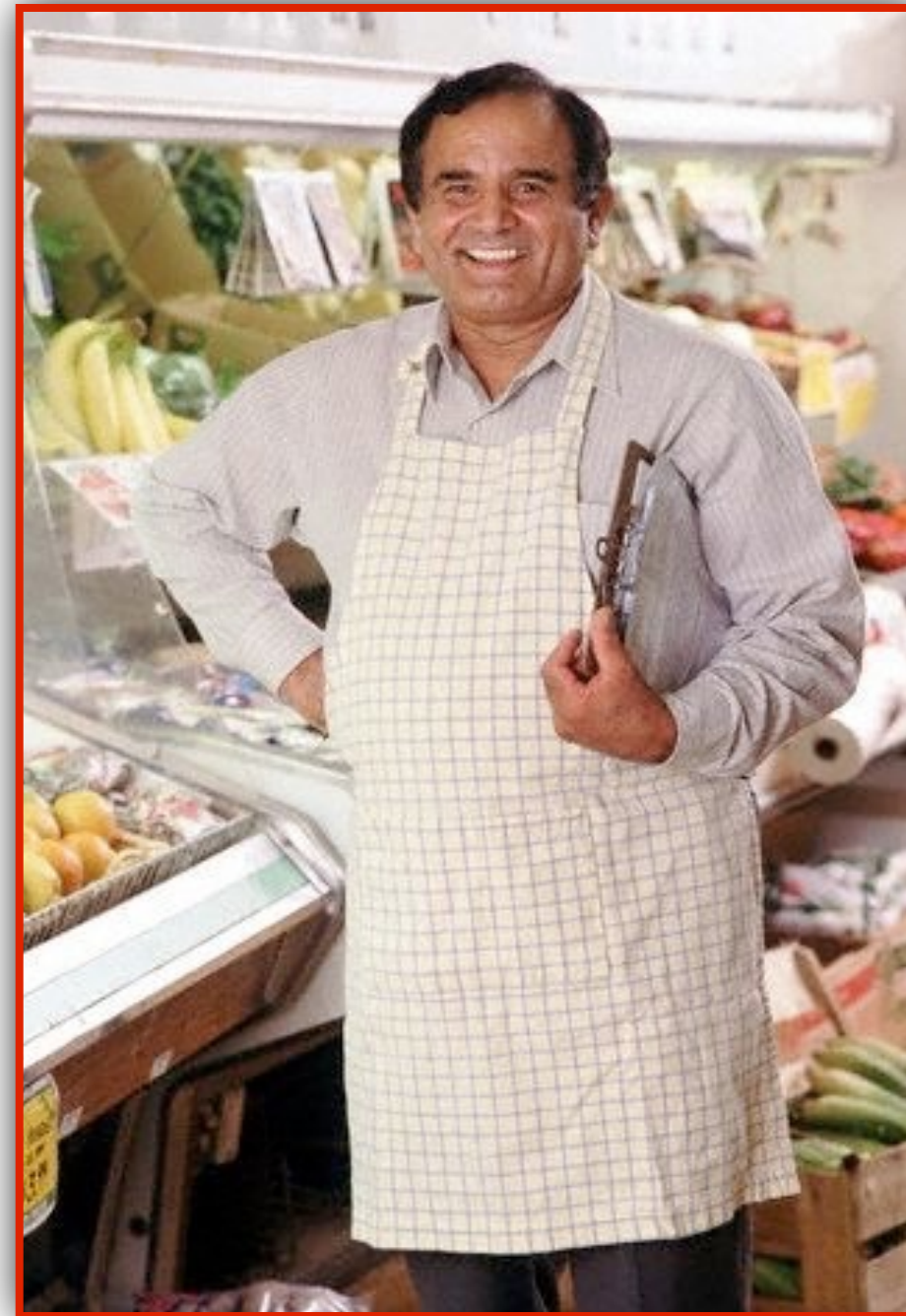
(“What if we could attract 10% more of these people?”)

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

\$1 billion in Deposits.

John Hixon Hixon's Market

Sweetwater, TX.



The image features a background of light-colored wood-grain laminate flooring. The planks are arranged in a staggered pattern and run diagonally from the top-left to the bottom-right. The text "Pretend to be Likable" is centered horizontally across the middle of the image in a large, bold, black, sans-serif font.

Pretend to be Likable



Learn vital talk show skills.



“I never tried to be the best guest on my own show.”

**“People want to
feel valued and
appreciated.
They want to
feel interesting”**



Katie Couric



Search for people, places and things



Ross Shafer
Edit Profile

FAVORITES

News Feed

Messages 99+

Photos

Browse

PAGES

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

University of Puget Soun...

Update Status Add Photos/Video

What's on your mind?

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)

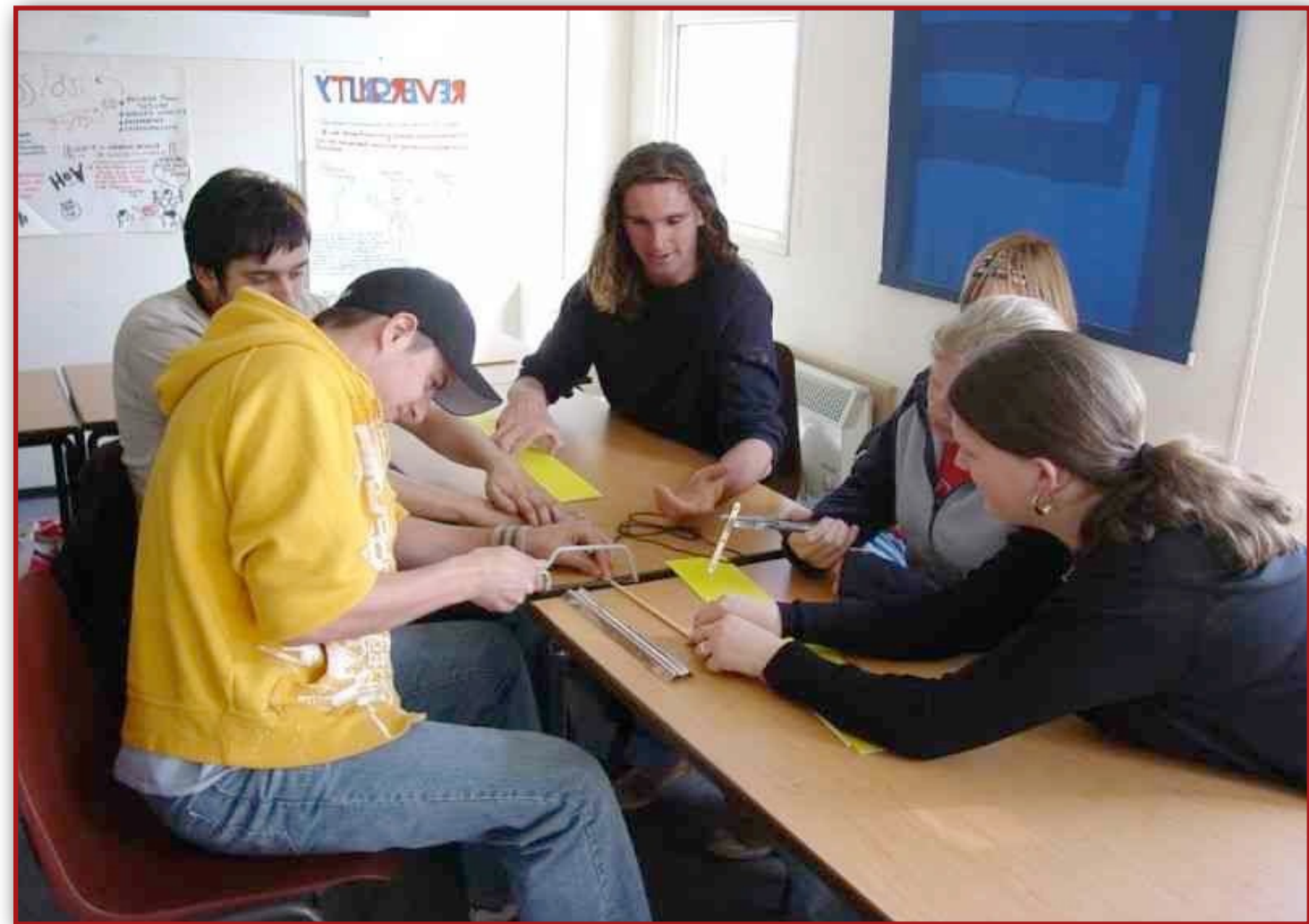
6 hours ago · Like · 1



Kathleen Hassan yup

5 hours ago · Like · 1

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



Source: 2014 Achieve Academic Standards

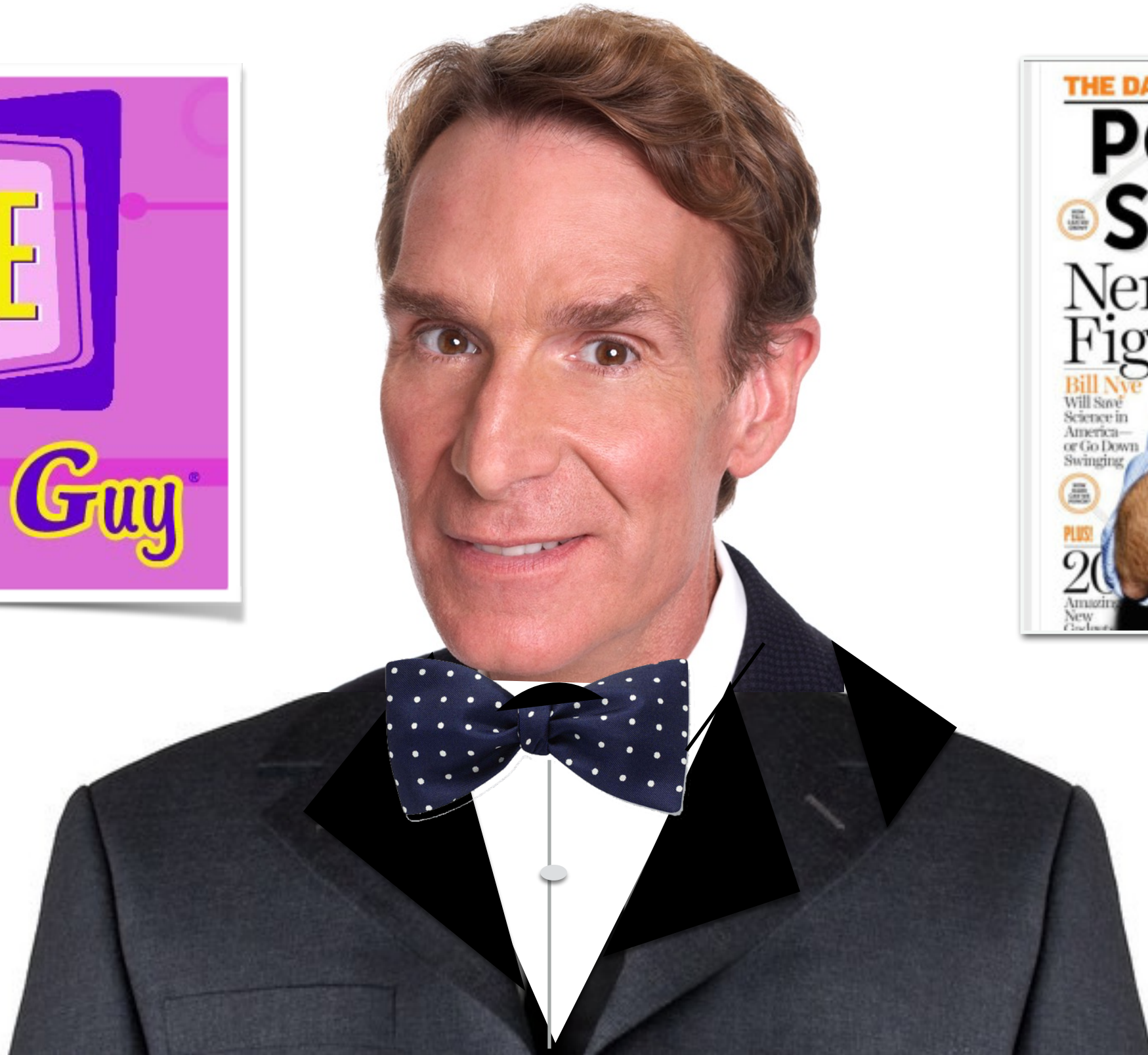
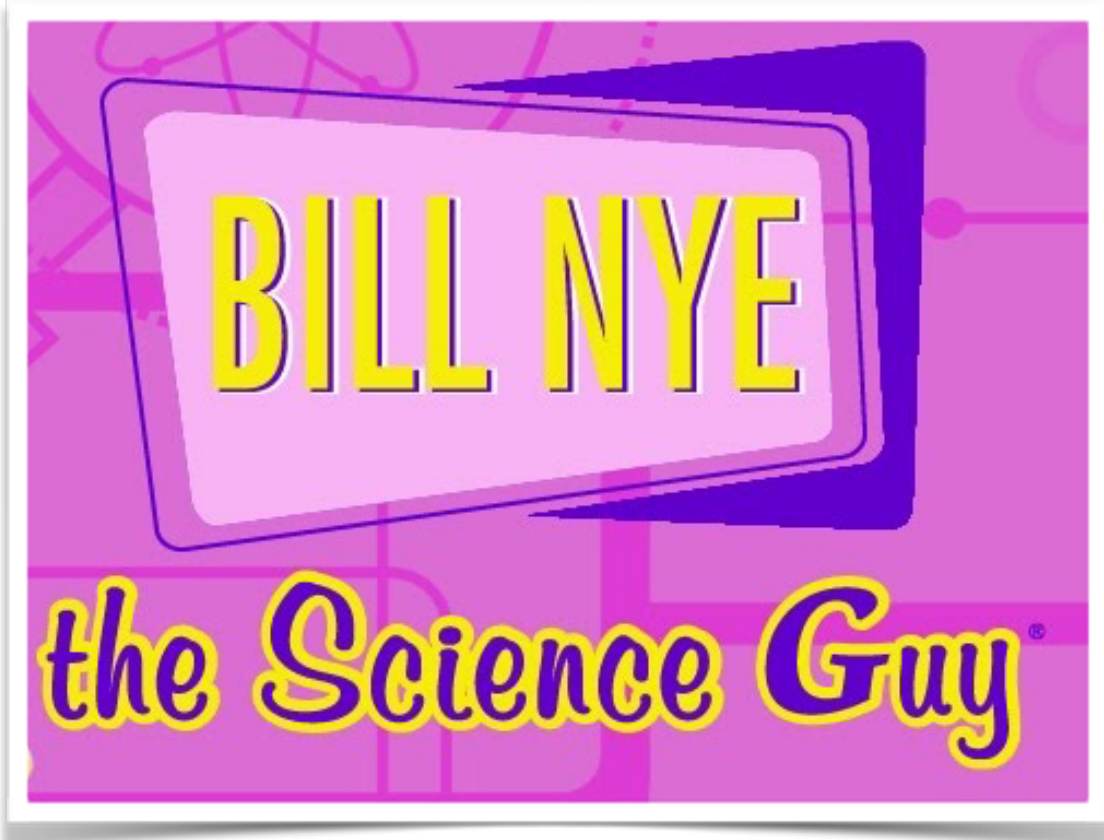
**Demand 'World-Class'
Excellence...from
Yourself**

1,127 Free Throws in a Row









**Final Moments Drive
Short-Term Loyalty**

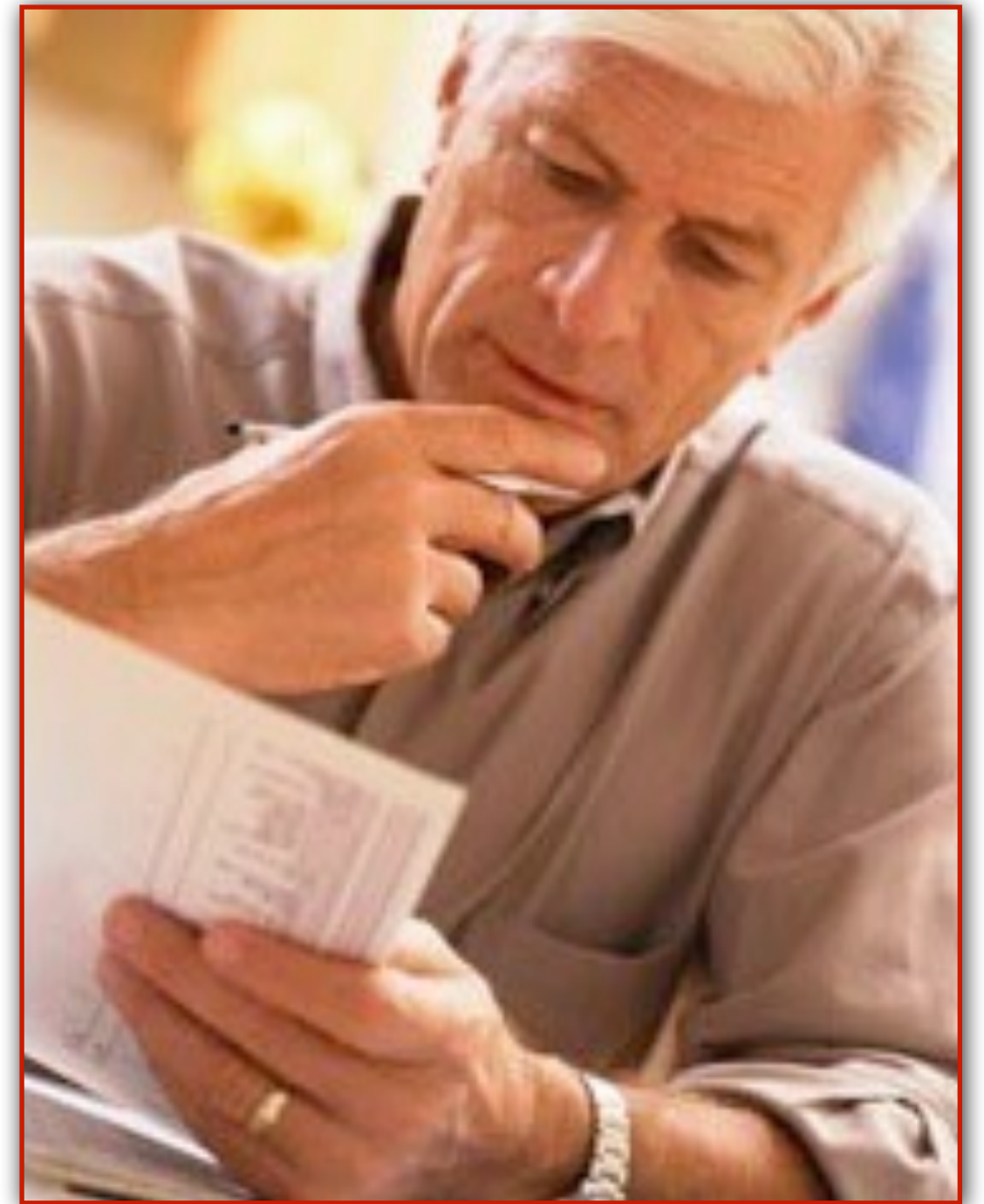


Tonight's KICKER Story

NORDSTROM



Which is why we
must be careful re:
**Customer
Evaluation Forms**



**Please rate your satisfaction
with each of the following:**

Overall satisfaction with this
experience

Receiving a warm and sincere
greeting upon arrival

Staff greeting you by name

Staff remembering you as a
regular guest

▼ VERY SATISFIED

▼ SOMEWHAT SATISFIED

▼ NEUTRAL

▼ SOMEWHAT DISSATISFIED

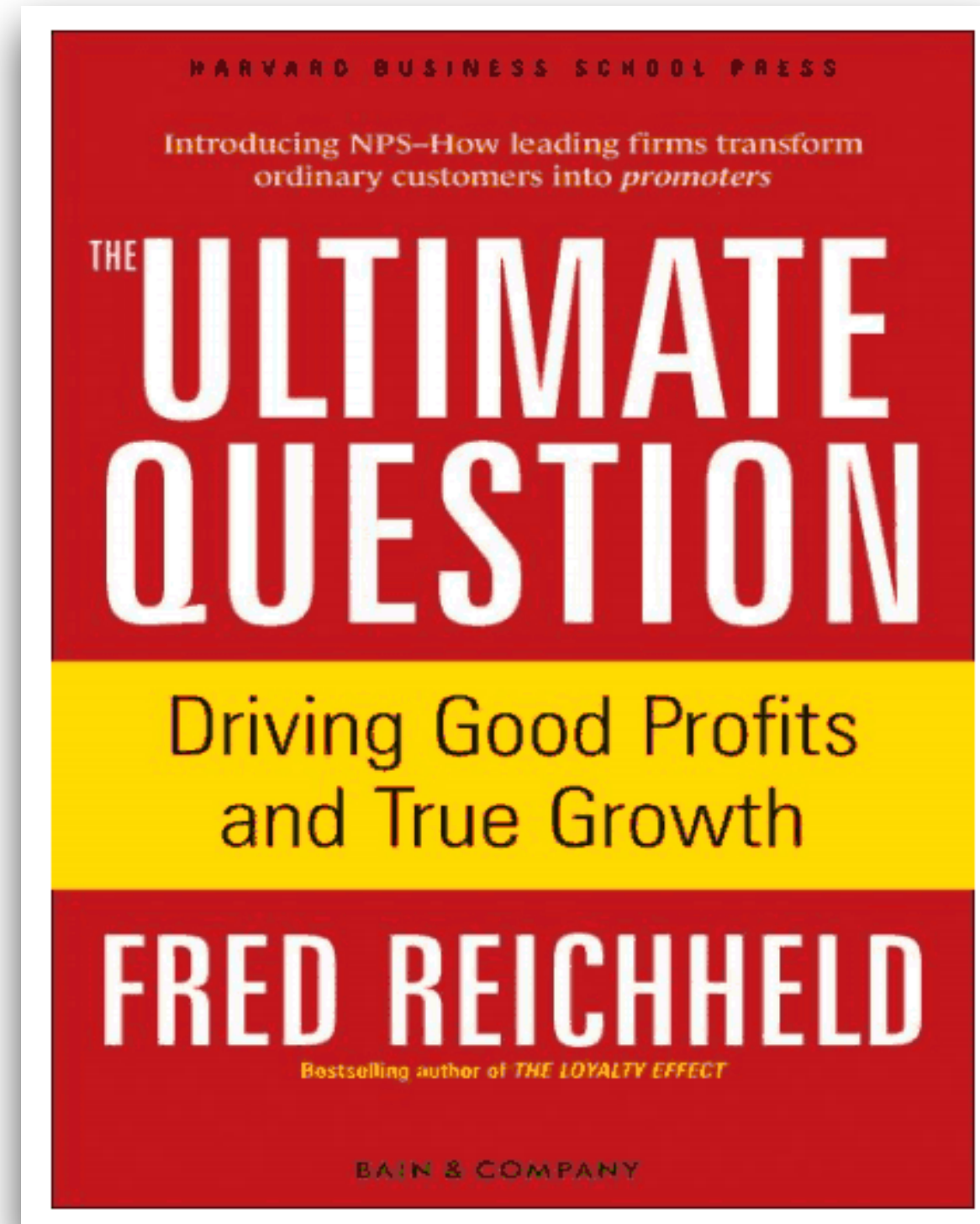
▼ VERY DISSATISFIED

**Don't make people
think too hard
about YOU.**



**Allow People to Use
THEIR OWN WORDS.**

**NET
PROMOTER
SCORES
ROCK!**



How Do You Re-ignite Yourself?



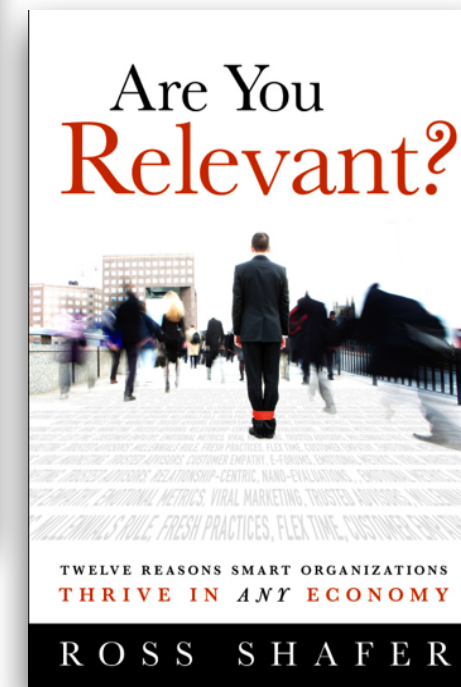
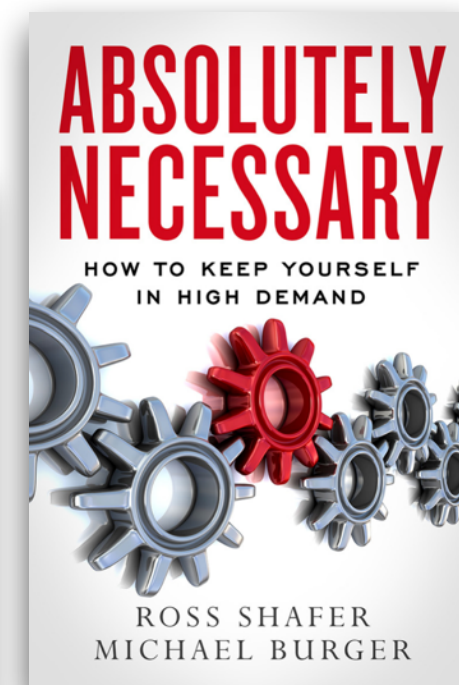
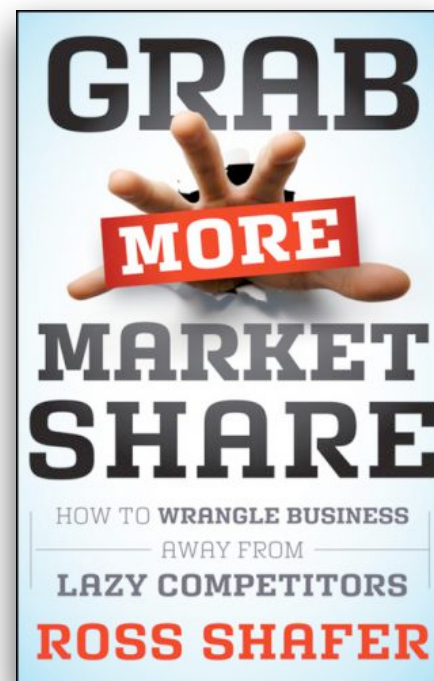
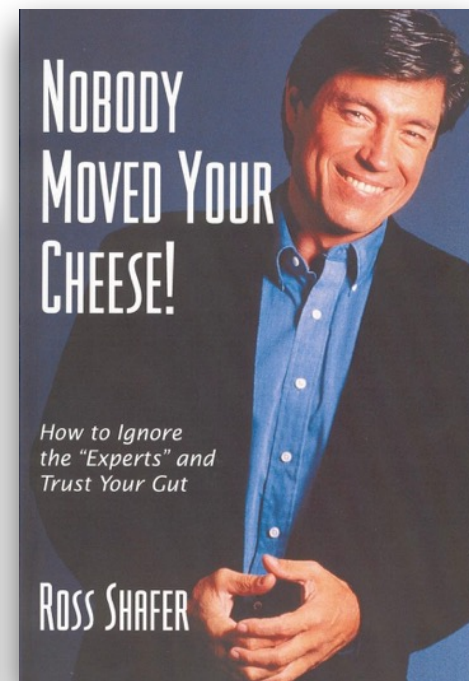
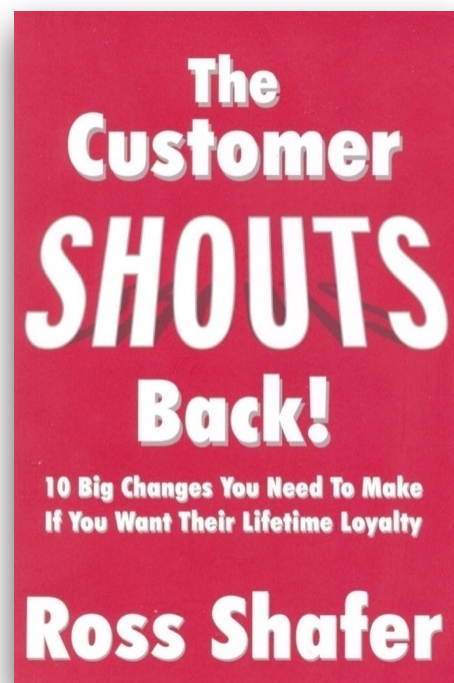


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Chuck Shafer 1927-2001

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