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Ross Shafer's presentation for Tower Hill Insurance
in Orlando, FL November 17, 2015

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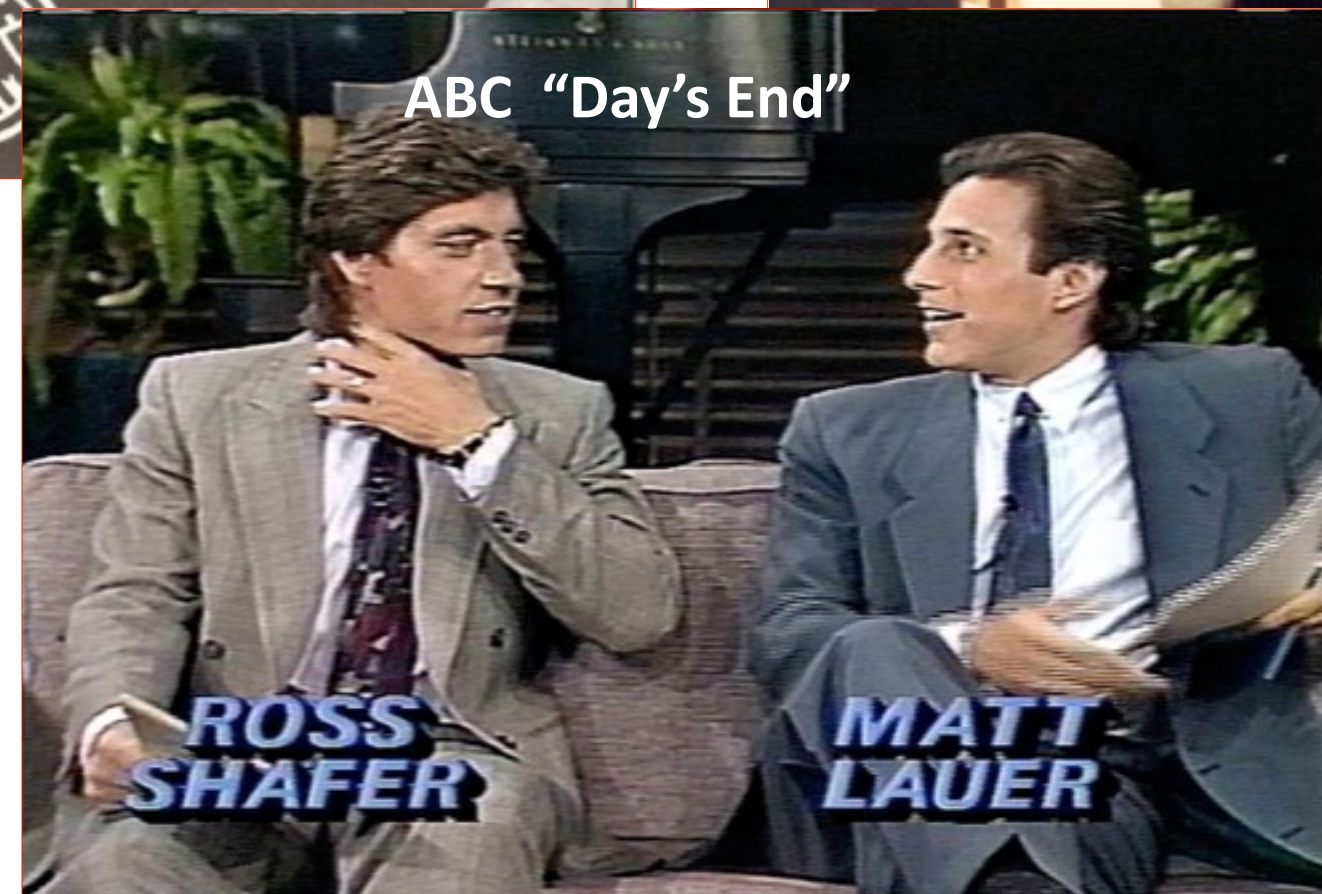
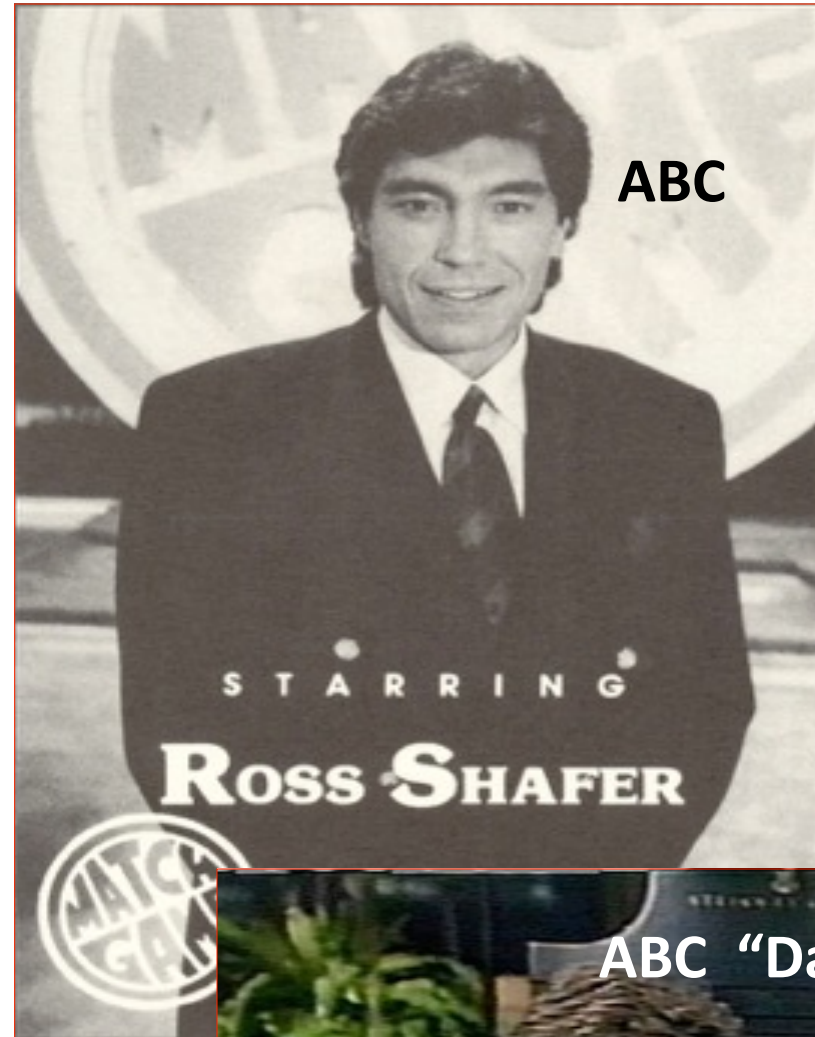
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CONTACT: Brian Lord (615) 261-4000 ext 1005

The background of the image is a vibrant sunset or sunrise. The sky is filled with layers of clouds, ranging from deep blues and purples at the top to bright oranges and yellows near the horizon. The sun is low on the horizon, creating a strong glow. In the foreground, there is a dark silhouette of a shoreline with trees and a flagpole. The overall mood is one of hope and transition.

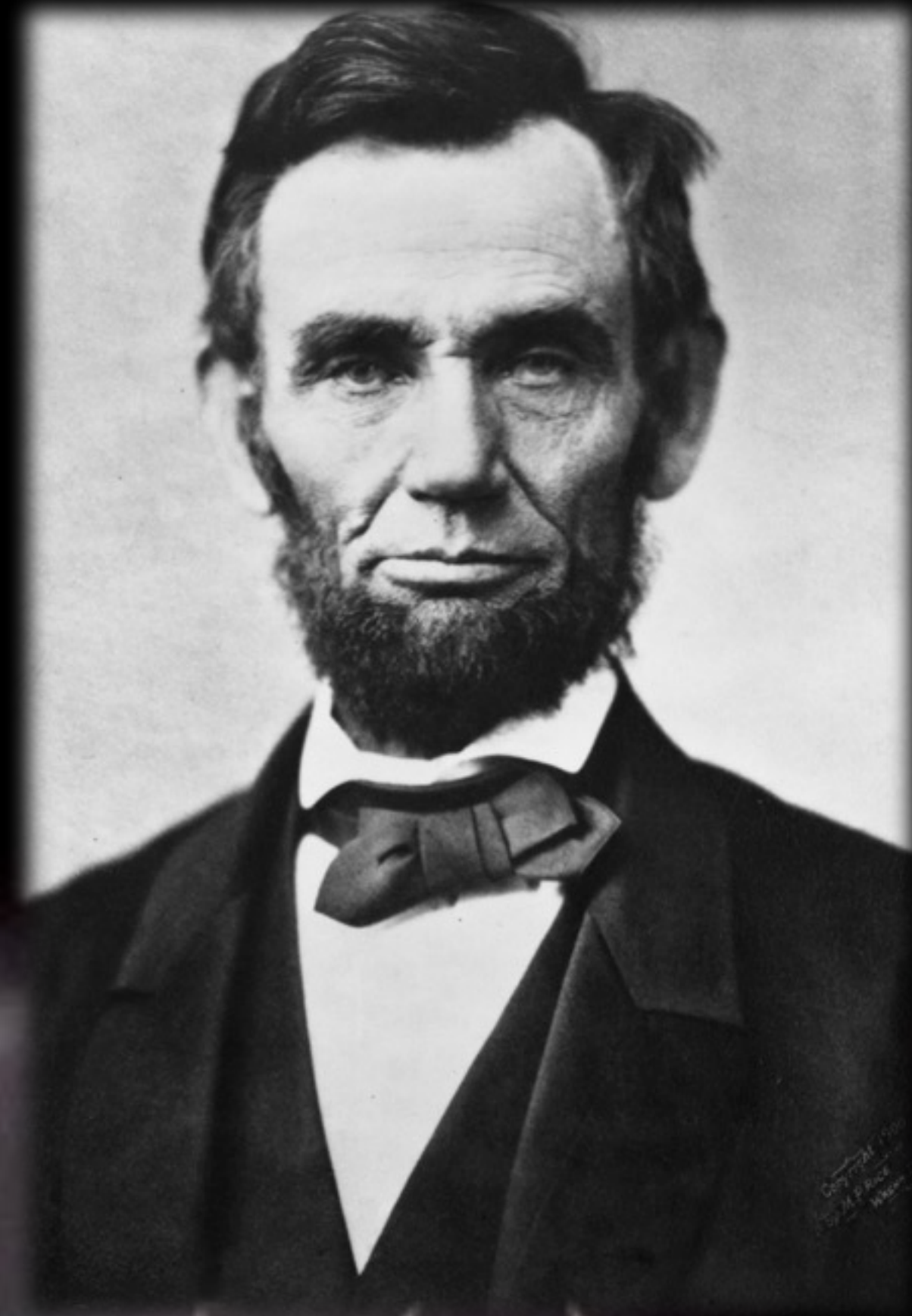
Relevant Leaders Will Get to the Future First

by Ross Shafer





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



ABRAHAM LINCOLN

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



A dramatic sunset over a body of water. The sky is filled with vibrant orange, yellow, and blue clouds. The sun is low on the horizon, creating a bright glow. In the foreground, there are silhouettes of trees and a flagpole. The overall scene is serene and inspiring.

Are Your Efforts Leveraging Cultural Trends?

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)





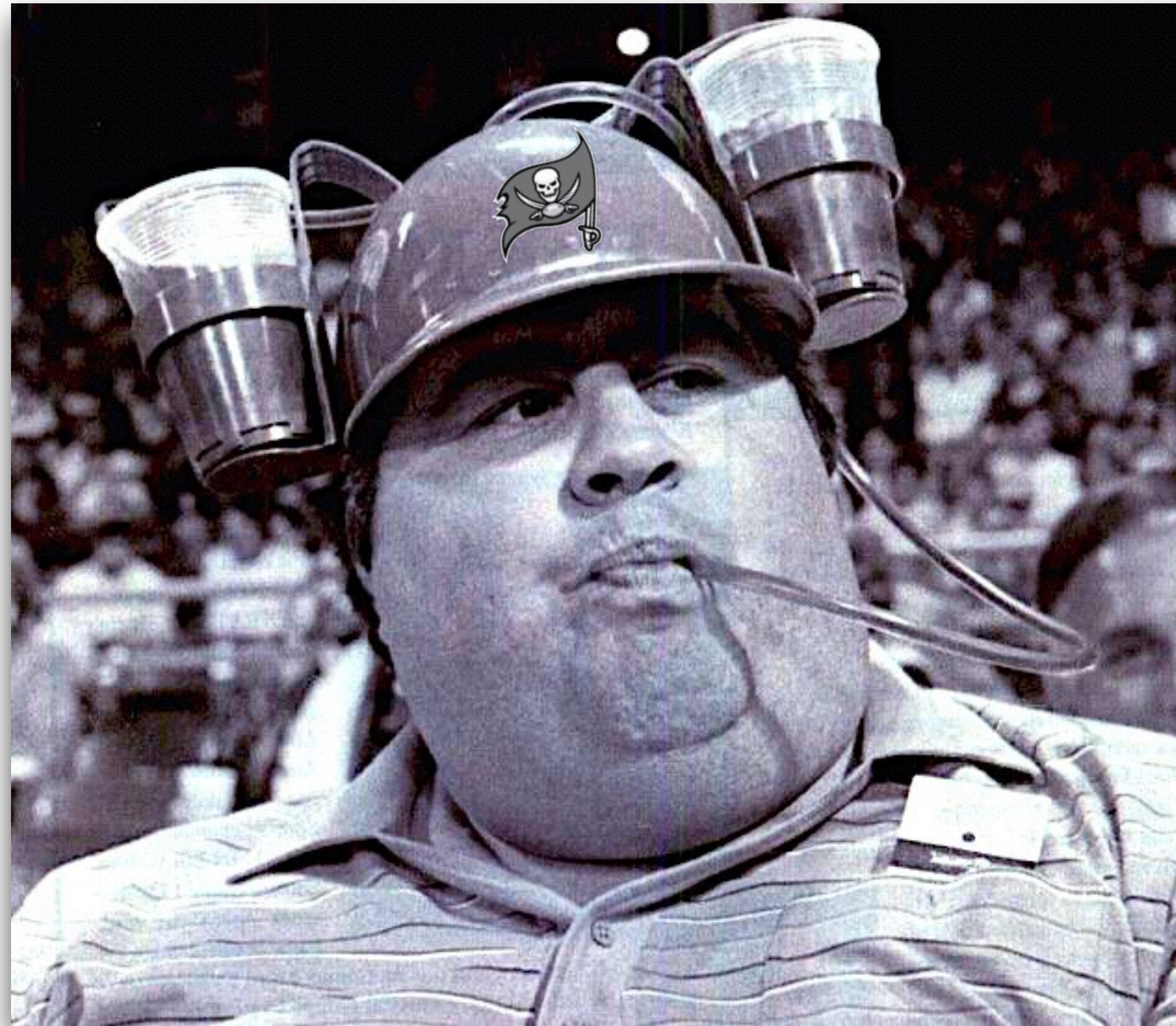
She-Commerce

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

“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.”



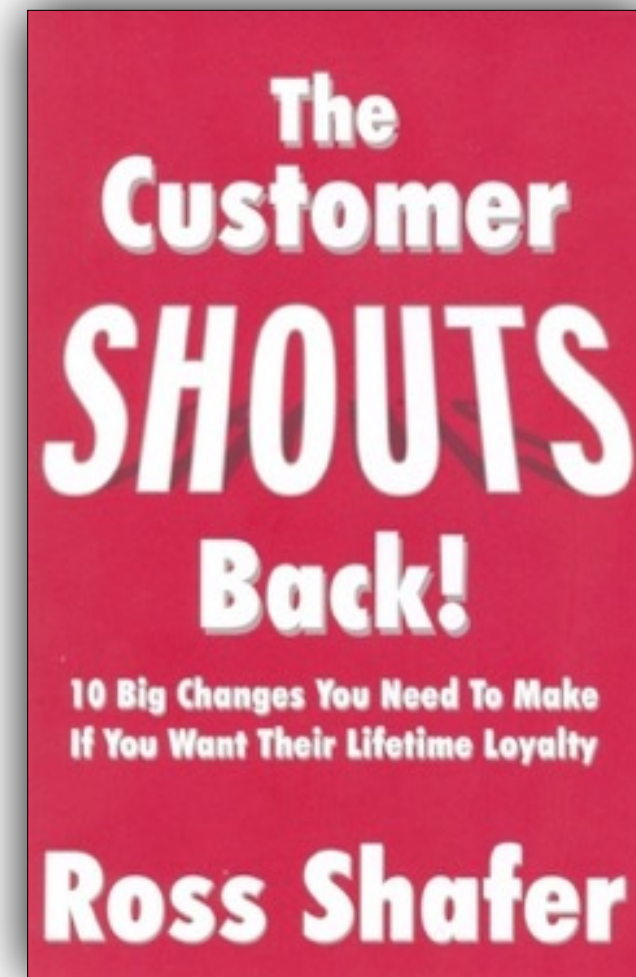




Sometimes we ignore that
WE are the problem.

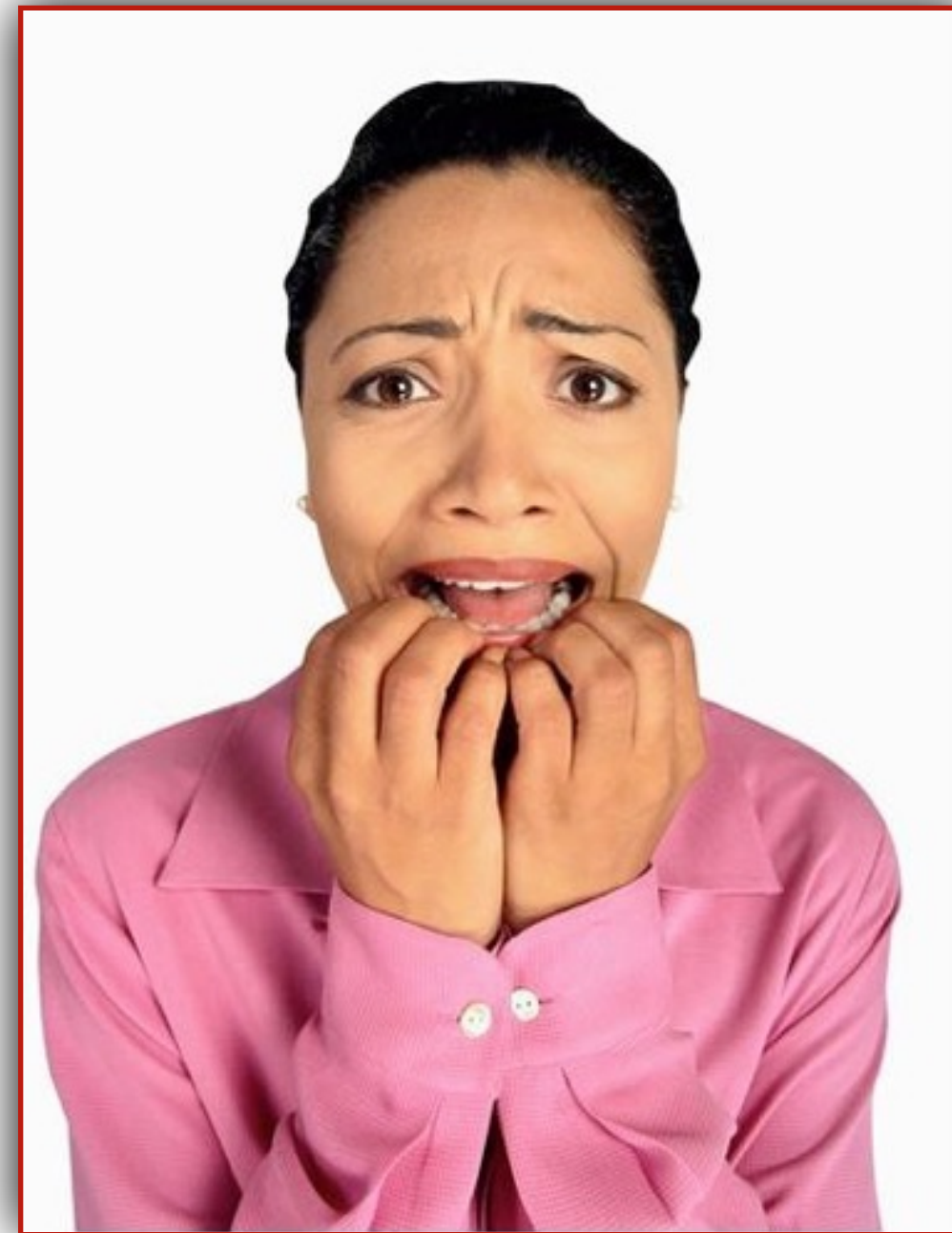
A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, with some darker blue and grey clouds scattered throughout. The sun is low on the horizon, creating a bright glow. In the foreground, there are silhouettes of trees and a flagpole with a flag flying. The water is dark and calm.

**Be the Smartest Person
in Your Industry**



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

Client's Feel...
Vulnerable,
Helpless,
Anxious,
Embarrassed,
& Out of Control





**Fast is the New
S - L - O - W**

Their Expectation is ON-DEMAND



What's at stake?

“73% of customers 18-45 will bolt to a competitor after just **one** negative customer experience...”

Avaya Research: TMCNet.com

What's at stake?

...And, 85% will tell their friends via a social network.”

Avaya Research: TMCNet.com

A dramatic sunset over a body of water. The sky is filled with vibrant orange, yellow, and red clouds, with some darker blue patches. The sun is low on the horizon, creating a bright glow. In the foreground, there are silhouettes of trees and a flagpole on the right side. The overall scene is serene and inspiring.

Design & Engineer Your Client's Journey



WESTIN[®]

HOTELS & RESORTS



The Hyatt Grand Bed



47% more repeat patient visits



Gentle
Dental

**“We promise
our plumbers
will show up on
time and smell
good.”**



A dramatic sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, transitioning to a deep blue at the top. The sun is low on the horizon, creating a bright glow. In the foreground, the silhouettes of trees and a flagpole are visible against the bright light of the setting sun.

**Innovate...
Before You Must**

Peripheral Vision Prevents Injury



Seahawks
Russell
Wilson
sees (3)
receivers
AND
“the
rush”

Go To the Wrong Meeting

Hotel Events



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

9:34

Events for November 11, 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

**“What can I get started
for you?”**



“Please don’t sit on the bike.”





ROSE 31
90ml 3 FL. OZ.
LE LABO®
NEW YORK
conditioner/
apres shampooing
For:
Mr. Shafer
LE LABO - 233 Elizabeth Street, New York, New York 10012

ROSE 31
90ml 3 FL. OZ.
LE LABO®
NEW YORK
shower gel/
gel douche
For:
Mr. Shafer
LE LABO - 233 Elizabeth Street, New York, New York 10012

ROSE 31
90ml 3 FL. OZ.
LE LABO®
NEW YORK
body lotion/
lotion pour le corps
For:
Mr. Shafer
LE LABO - 233 Elizabeth Street, New York, New York 10012



Laramar Apartment Homes - 55,000 units



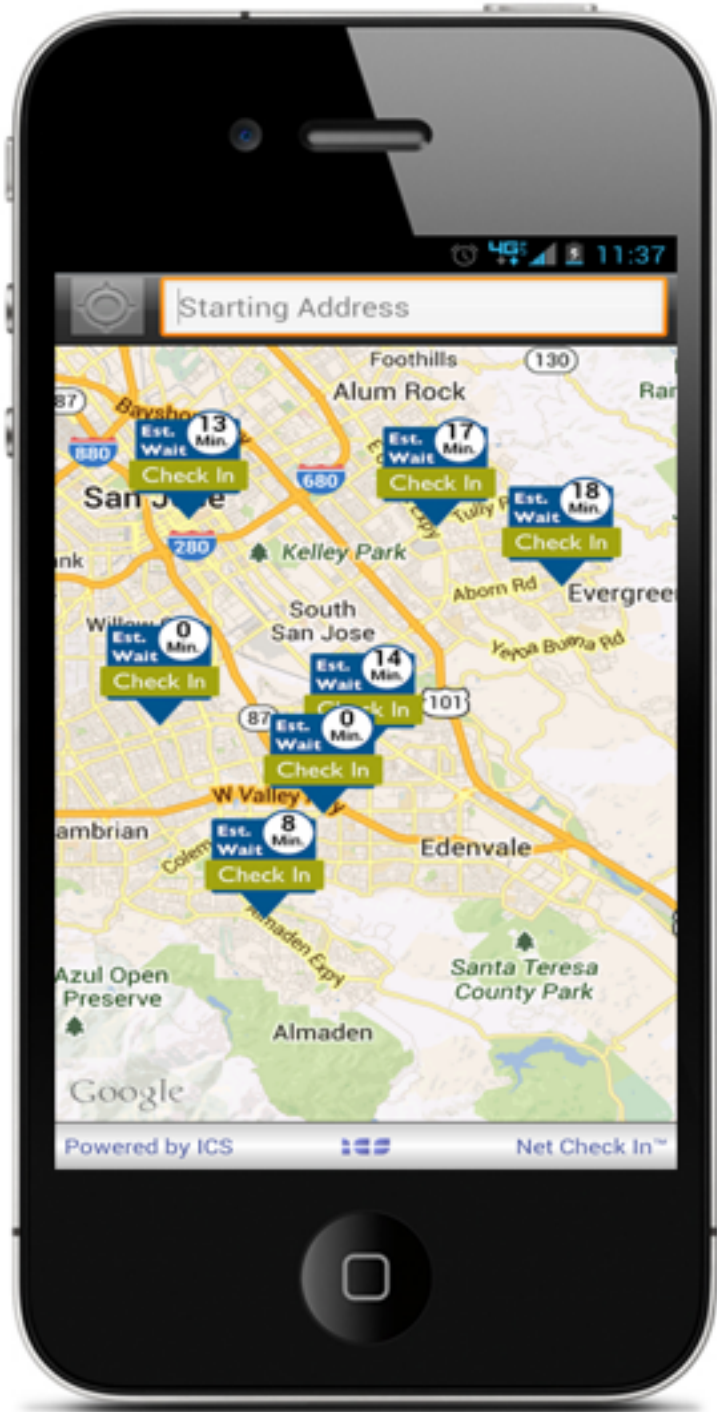
**The Future WILL
Be Scary to Some of You**

***Big Data**

***Digital Marketing**

***Customer Journey Mapping**

*Persona-Based Engagement



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**How Will We Work in the
year 2020?**

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



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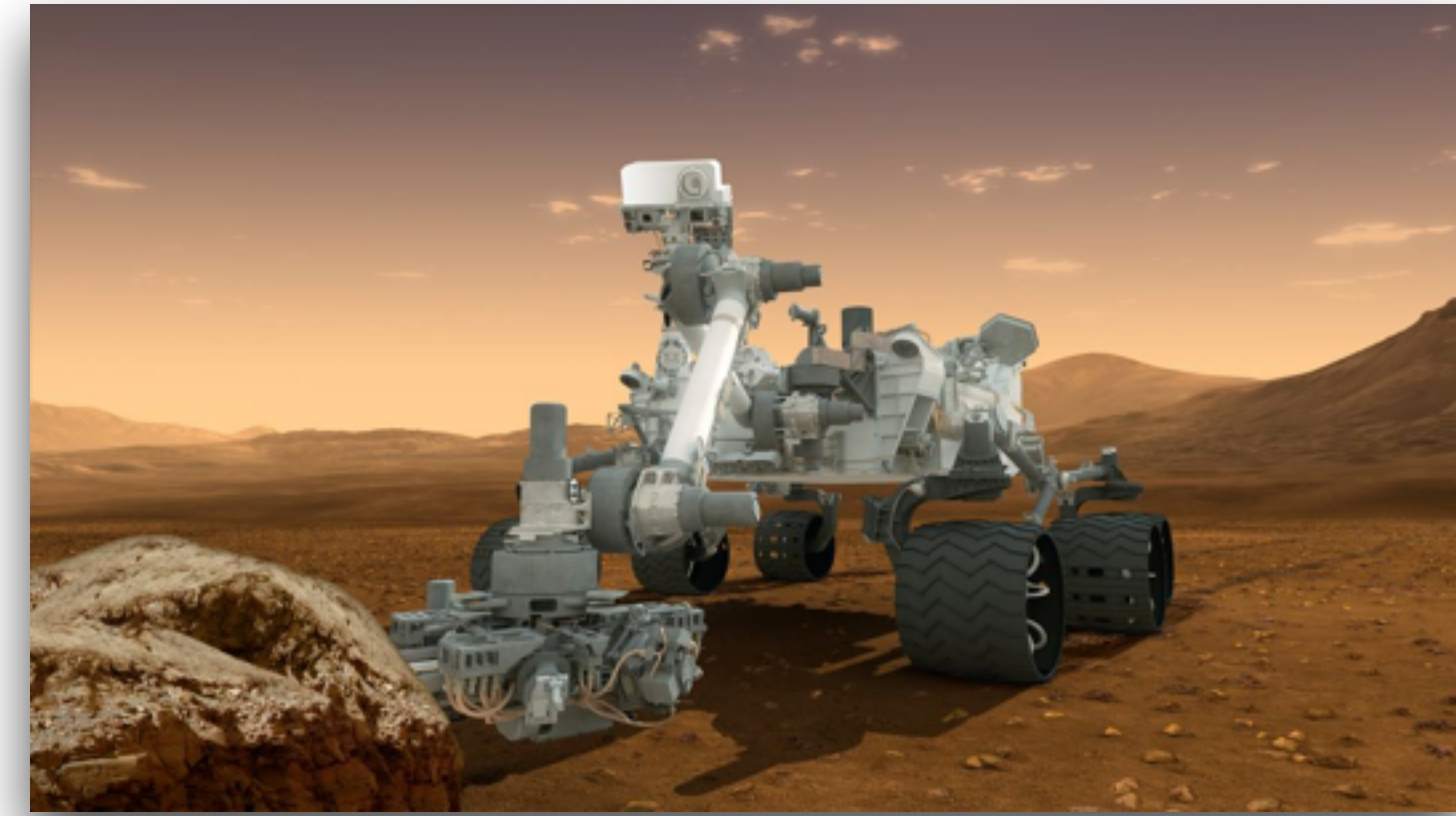
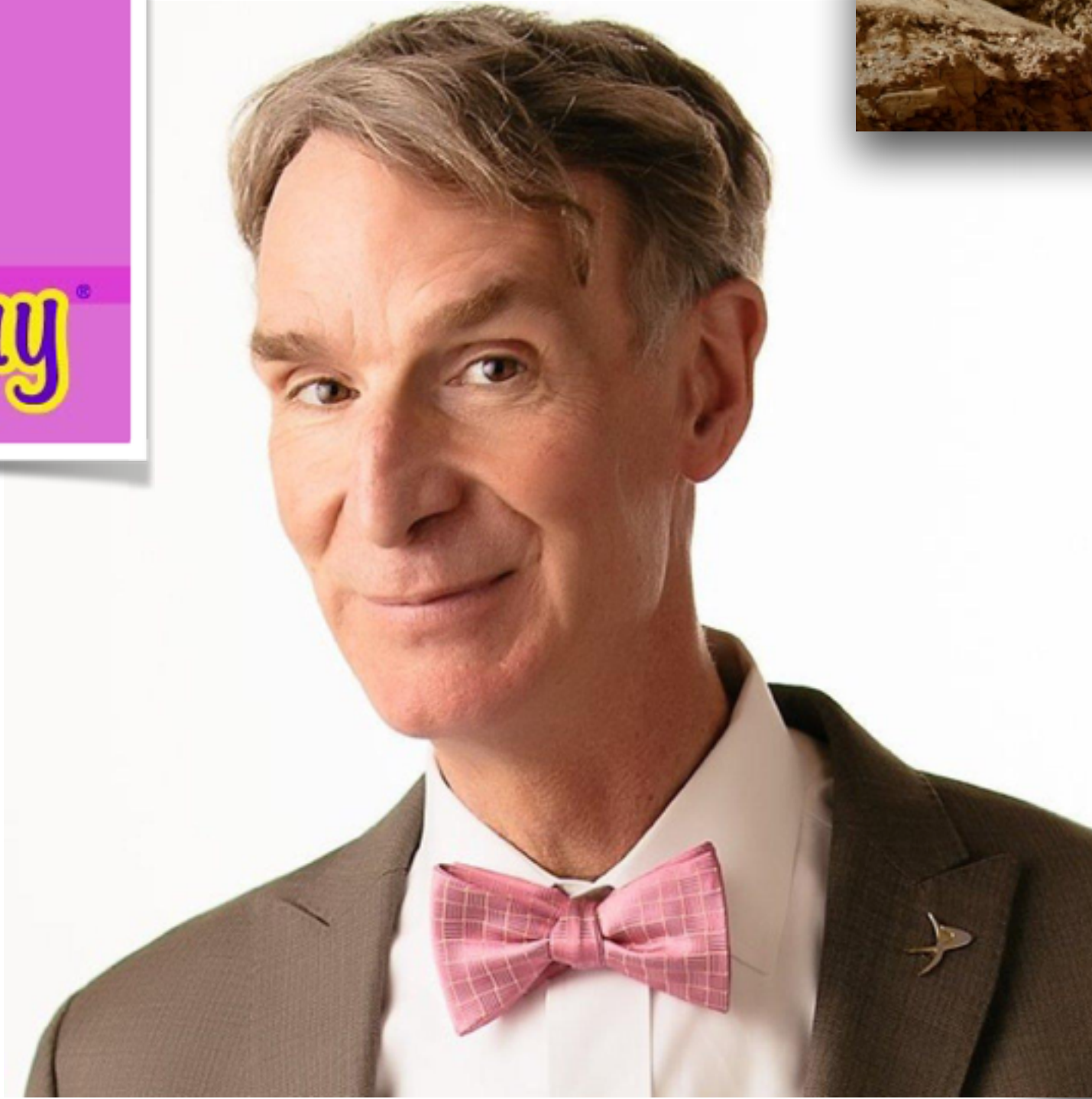
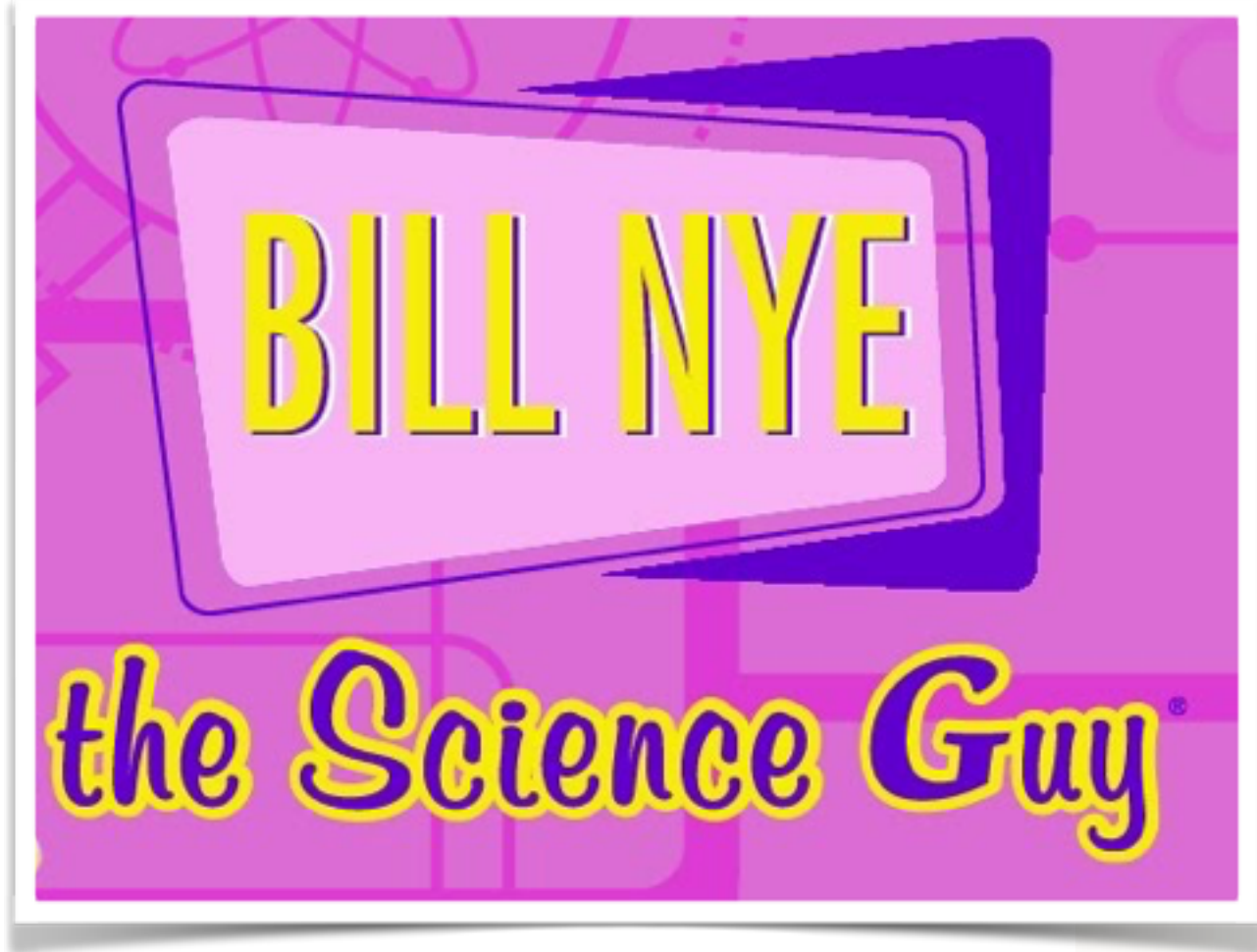
**Teach YOUR Specific
'Science of Excellence'**

World's Greatest Shooter









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**Encourage Your Team
to be Likable**

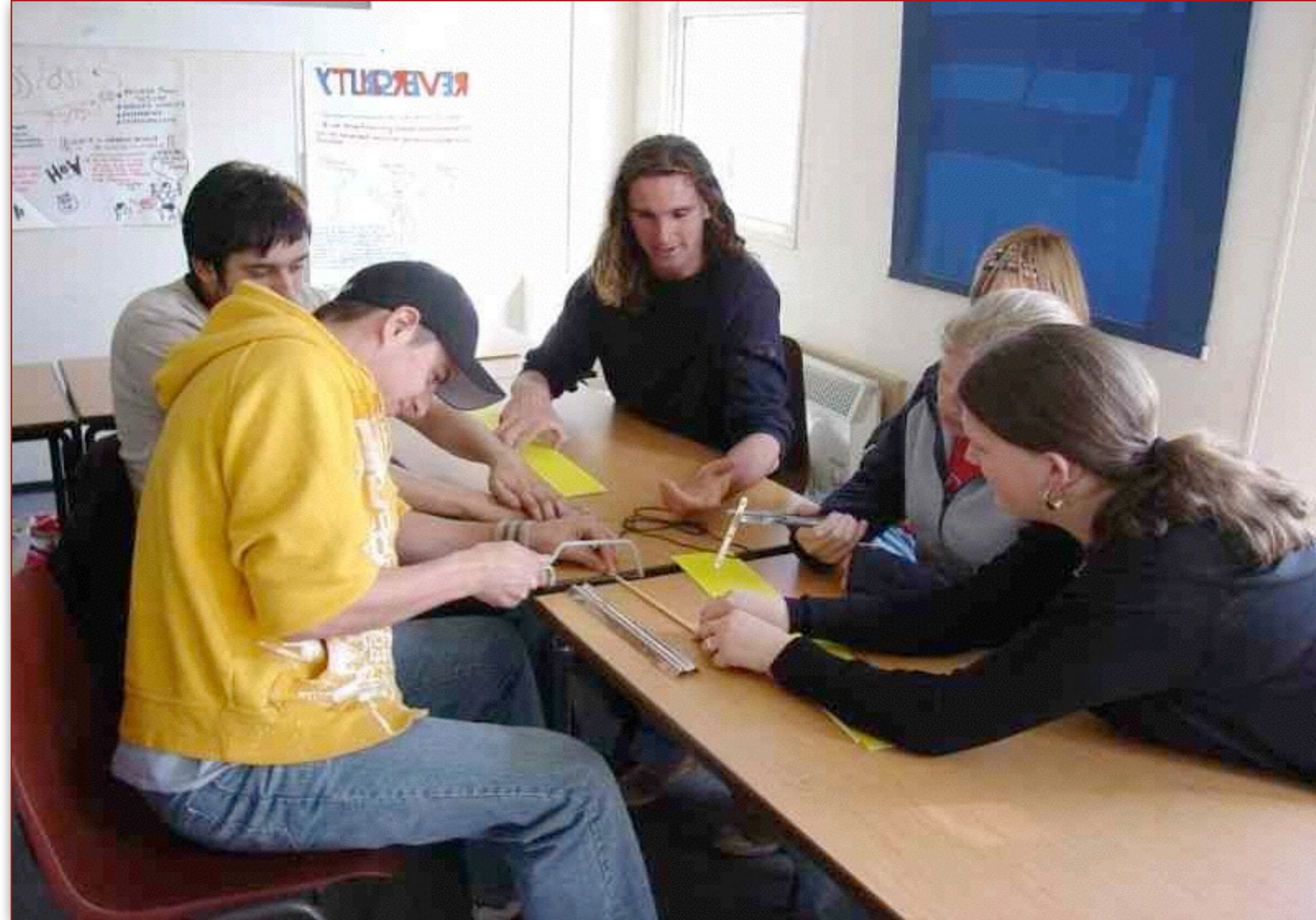


Talk Show Hosts Show Extreme Interest

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



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

‘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)



How Do You Hire Millennials?

A dramatic sunset over a body of water. The sky is filled with layers of clouds, ranging from dark blue and grey to bright orange and yellow. The sun is low on the horizon, creating a strong glow. In the foreground, there are silhouettes of trees and a flagpole on the right side. The overall mood is serene and contemplative.

How Do You Hire Millennials?

**“Don’t!
Skip a Generation.”**

Bill Shively

“Are you MY Employer of Choice.”



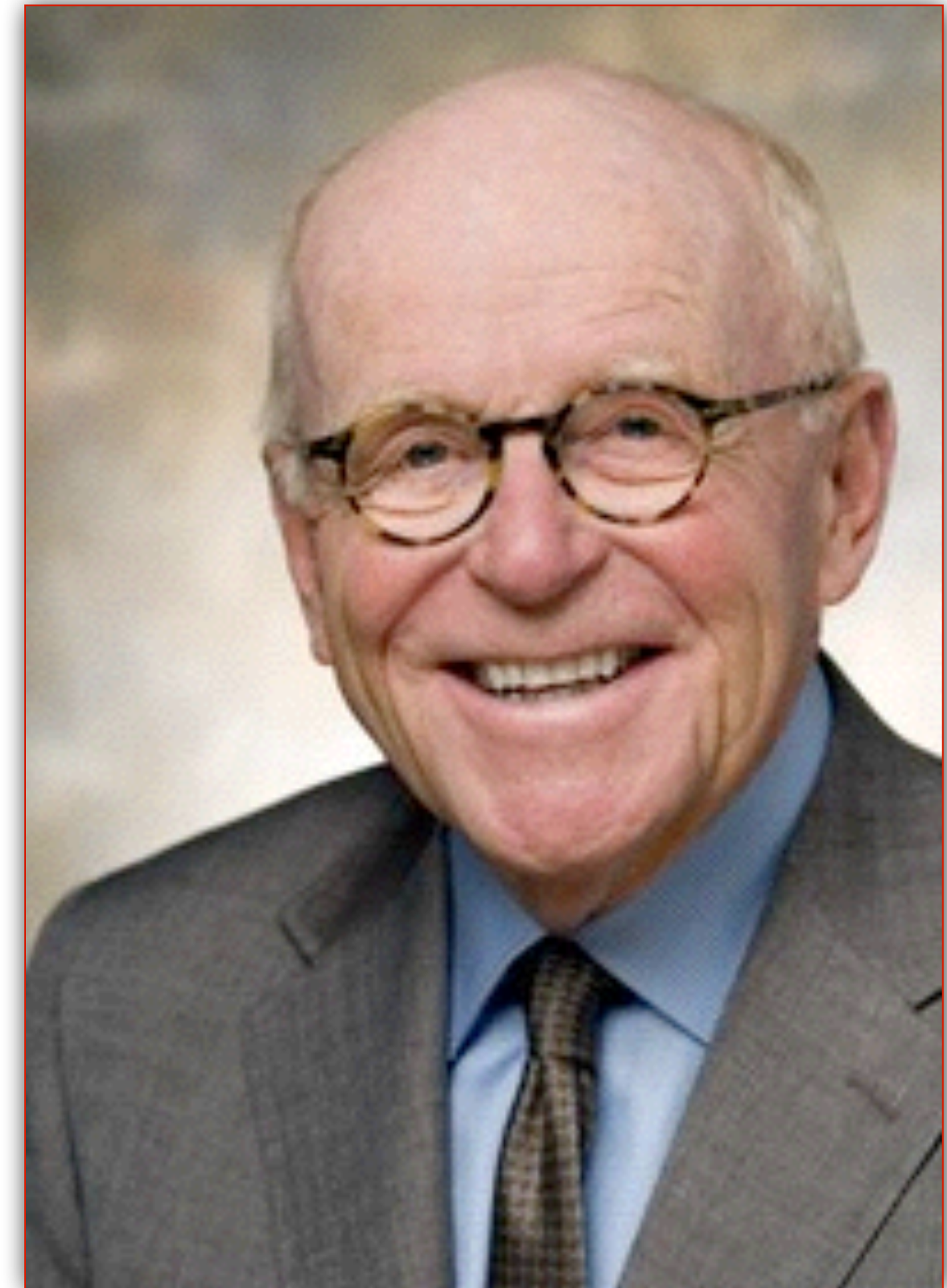
- *Nap Rooms?**
- *Soda Machines?**
- *Gym?**
- *Babysitting?**
- *Gift Wrapping?**

- *Famous Place to Work**
- *Boss Doesn't Threaten Me**
- *Company Fits MY Culture**
- *Strong Mission/Execution**
- *Fair Compensation/Healthcare**
- *They Don't Lie to Us (transparent)**

**“We don’t train people.
We leave that up to
their parents.”**

Bruce Nordstrom

(who took the company from \$20mil to \$2billion)



Maria Garcia



Recognize their need to connect



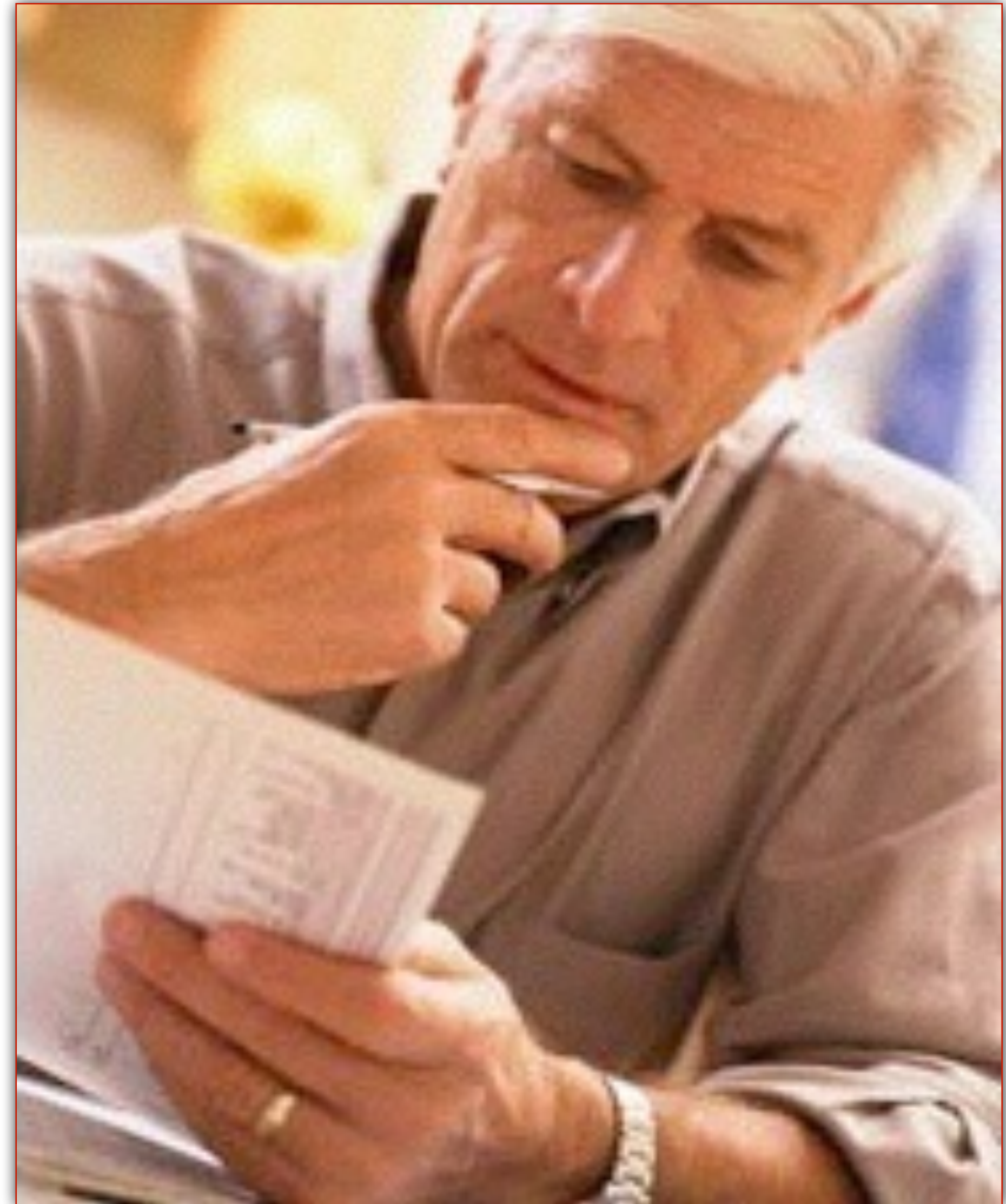
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Never Blow ‘The Final Moment’



The "Kicker Story"

Which is why
we must be
careful re:
**Client/
Customer
Evaluations**



Don't make people think too hard
about YOU.



THE CALLAHAN TRUCKING COMPANY NON-SURVEY



Please check the face that best describes how we treated you.

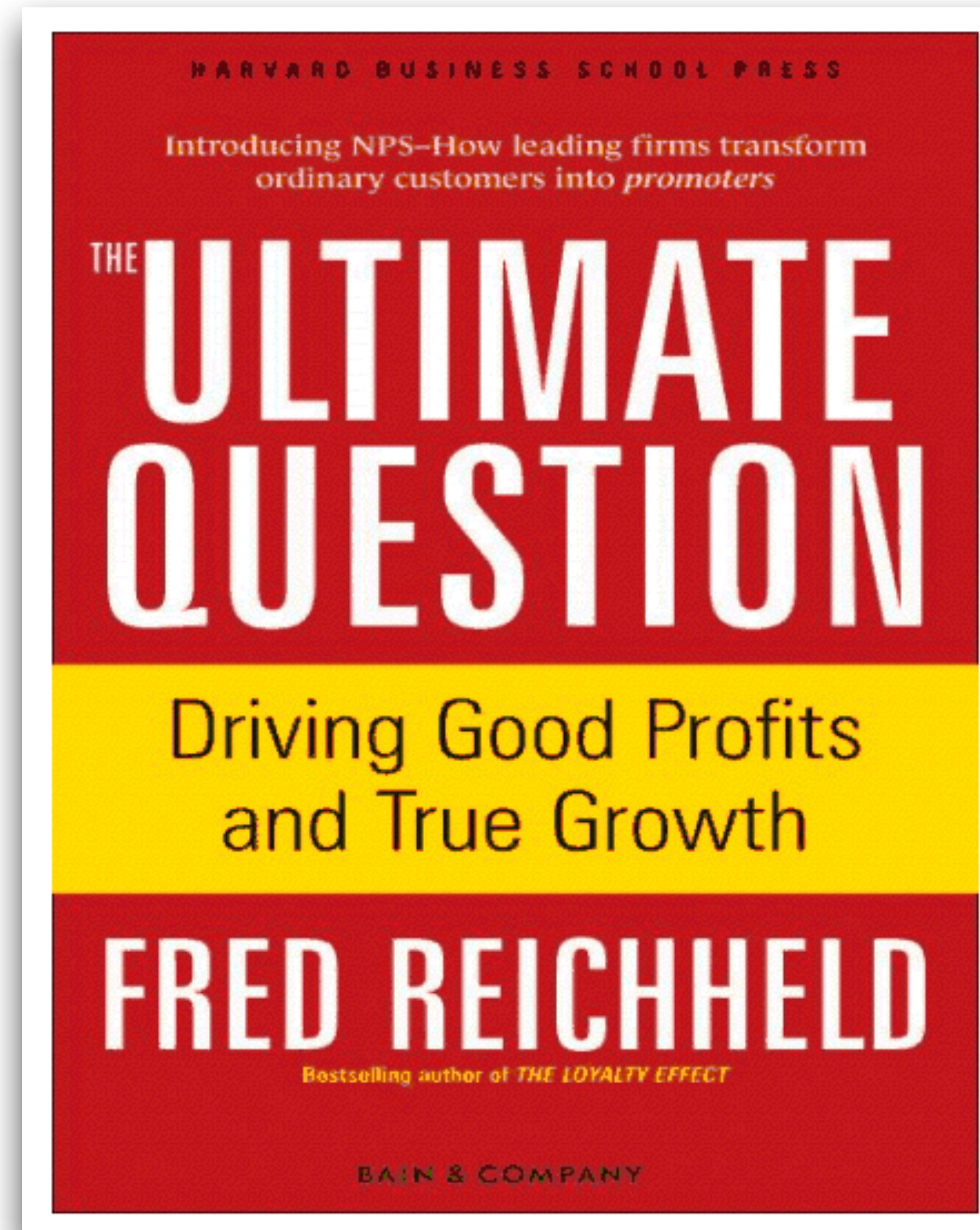


How did you feel after doing business with us?



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

**NET
PROMOTER
SCORES
ROCK!**



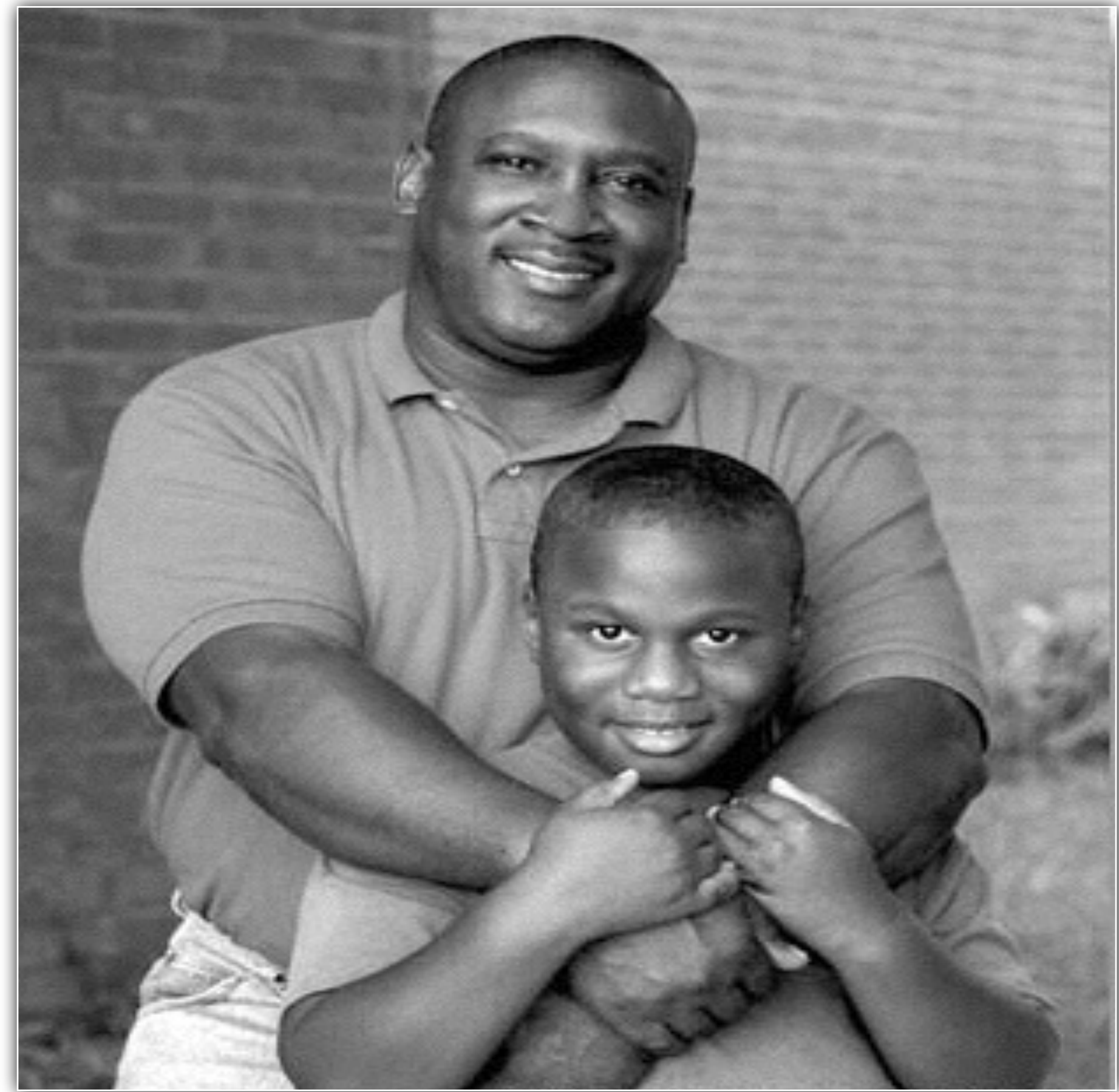
How Likely Are You to Recommend Us To Friends?

- 10 Promoters
- 9 Promoters
- 8 Detractors
- 7 Detractors
- 6 Detractors
- 5 Detractors

What's the reason for your answer
in question #1?

How Do You Keep Yourself Motivated?





Your Legacy



Chuck Shafer 1927-2001



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



Daddy/Daughter Date
Lolo's 9th birthday!

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