



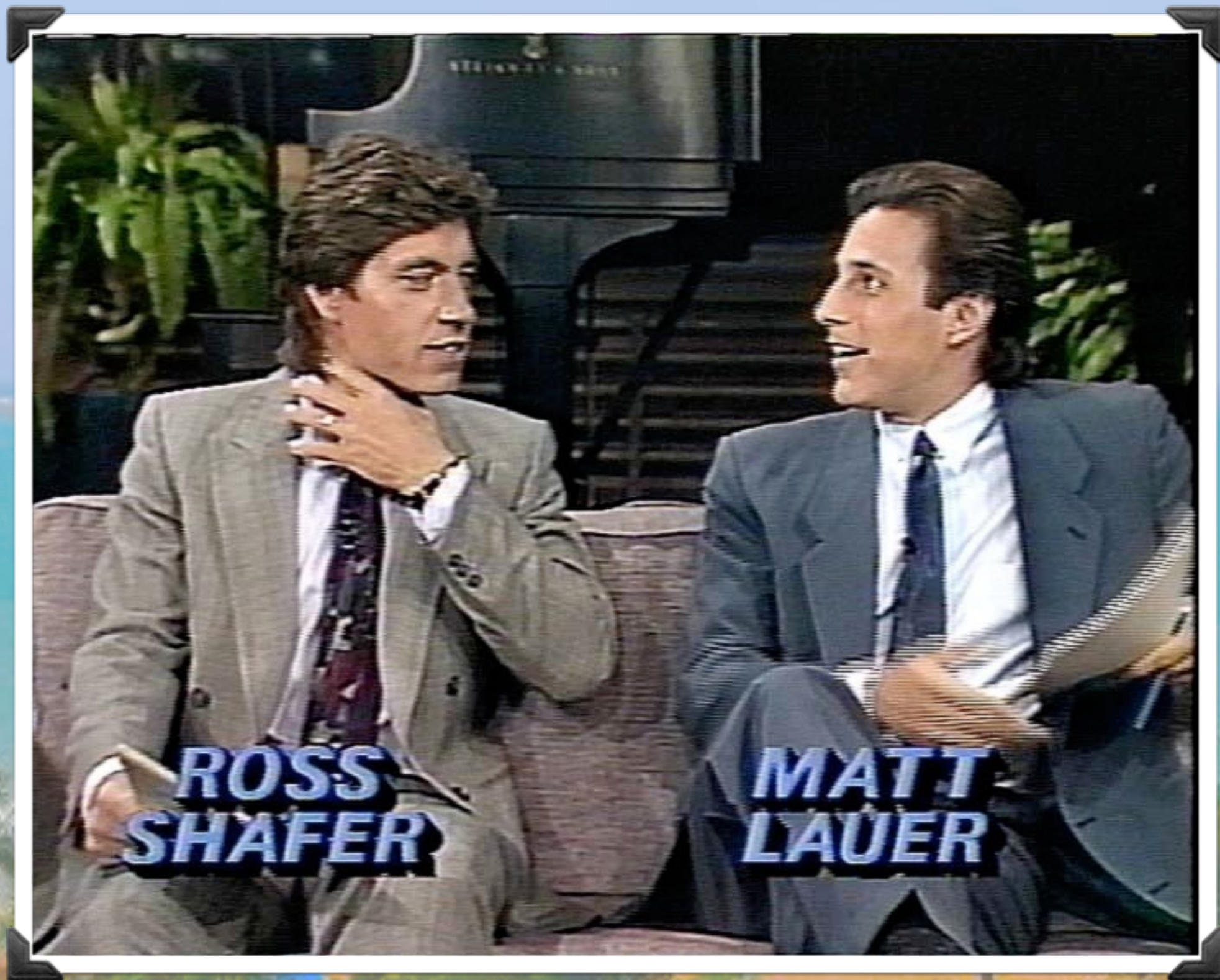
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**CONTACT:**  
**Jeff Bigelow**  
**(858) 254-5419**

**ROSSHAFER**  
**CONSULTANTS, INC.**

# How to Stay Relevant

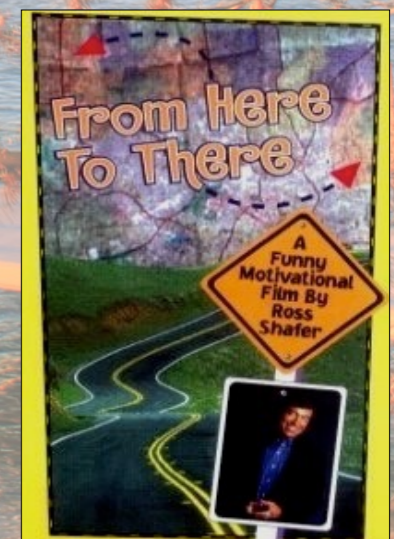
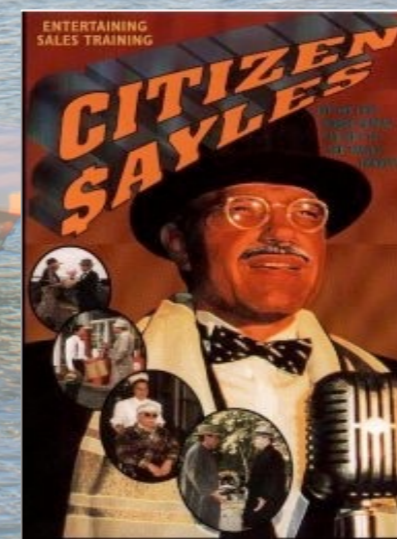
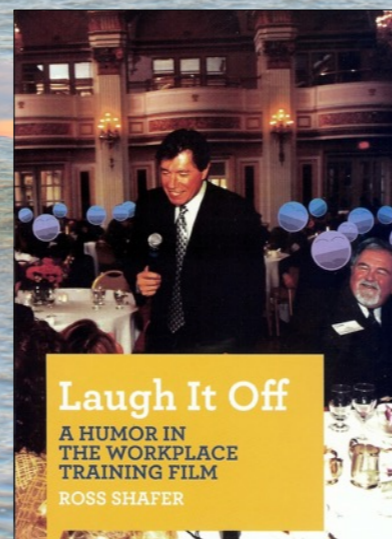
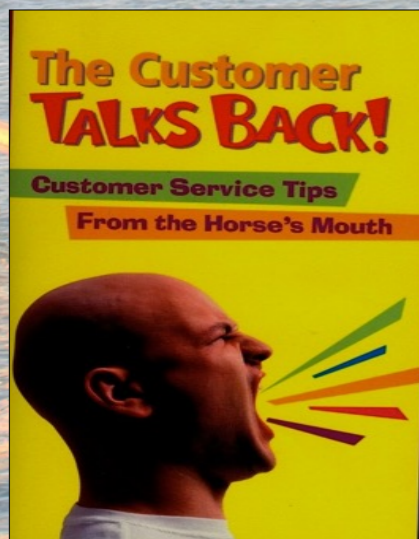
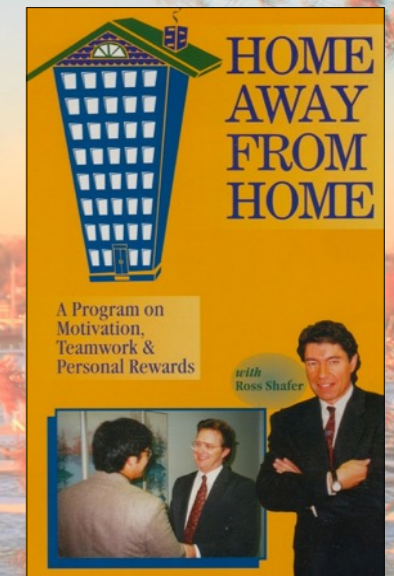
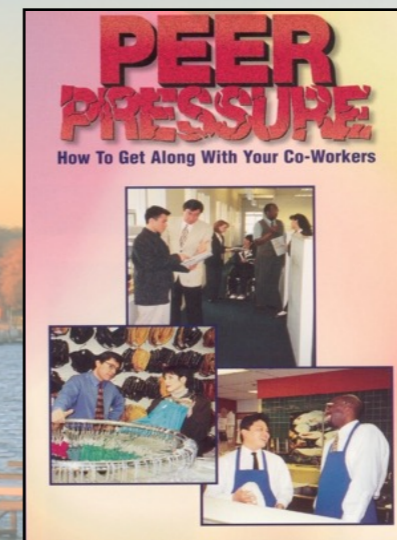
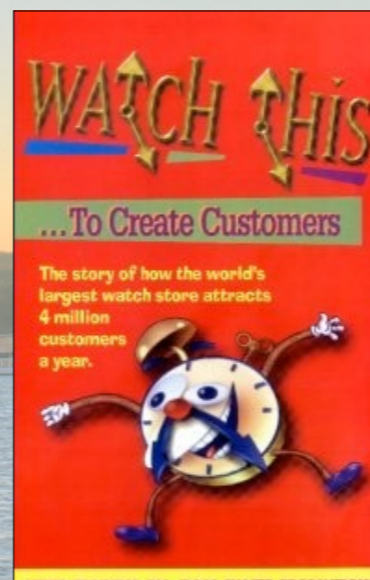
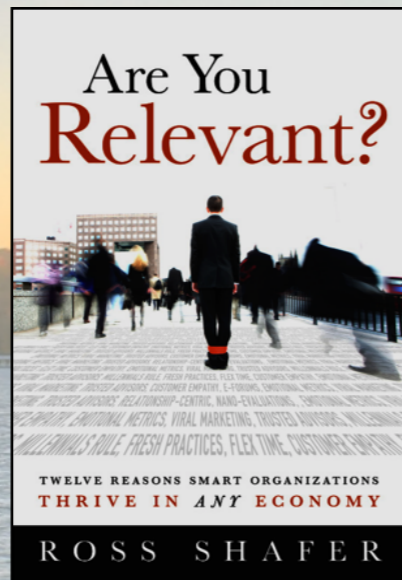
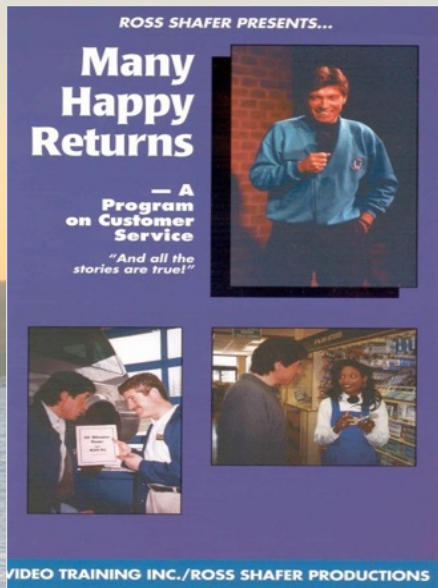
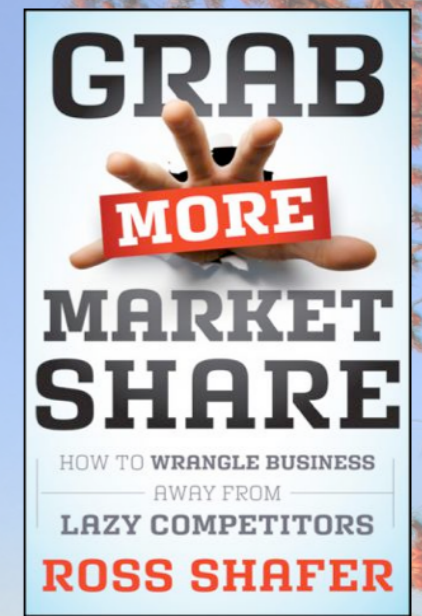
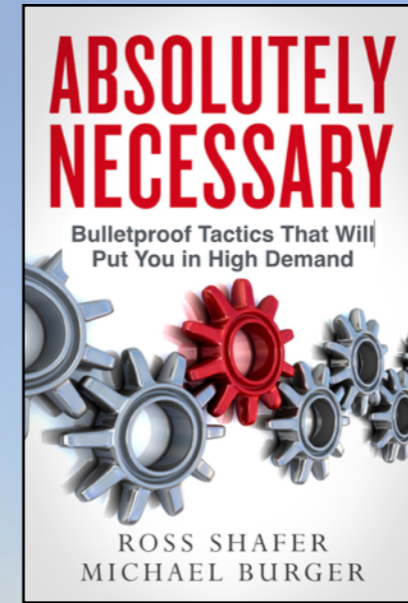
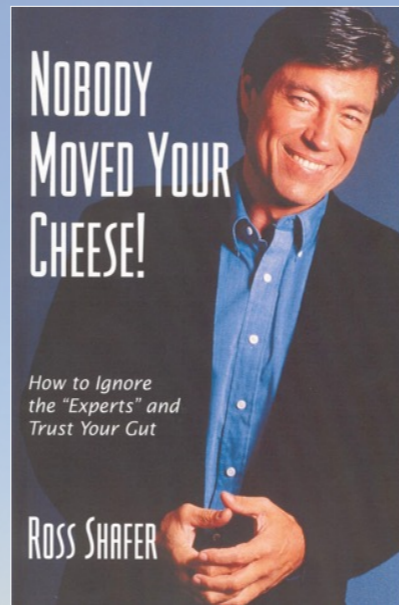
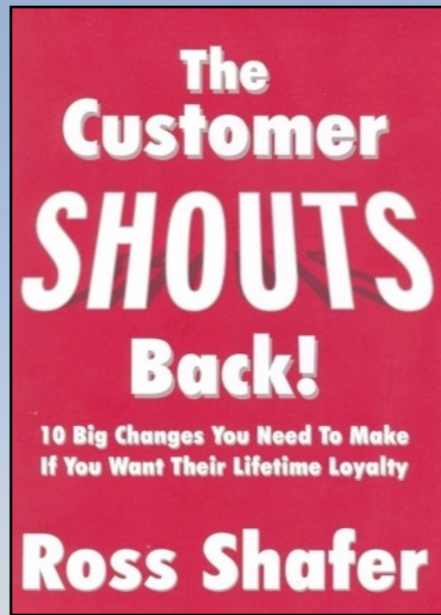
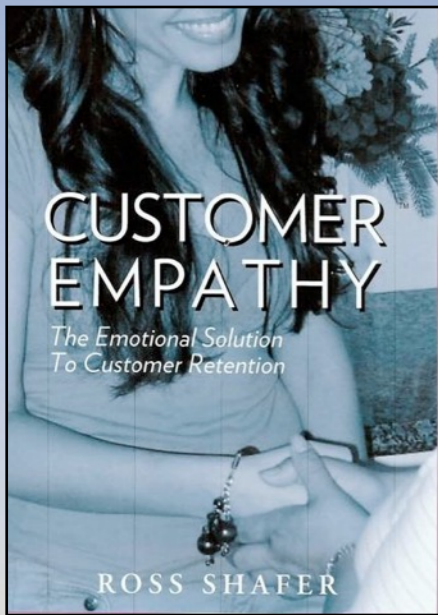
A scenic view of a tropical beach. The foreground is filled with lush green palm trees and other tropical vegetation. In the middle ground, a sandy beach stretches across the frame, with several people visible walking or standing near the water's edge. The ocean is a vibrant turquoise color, with white waves breaking onto the shore. The sky is a clear, bright blue. The overall atmosphere is peaceful and idyllic.

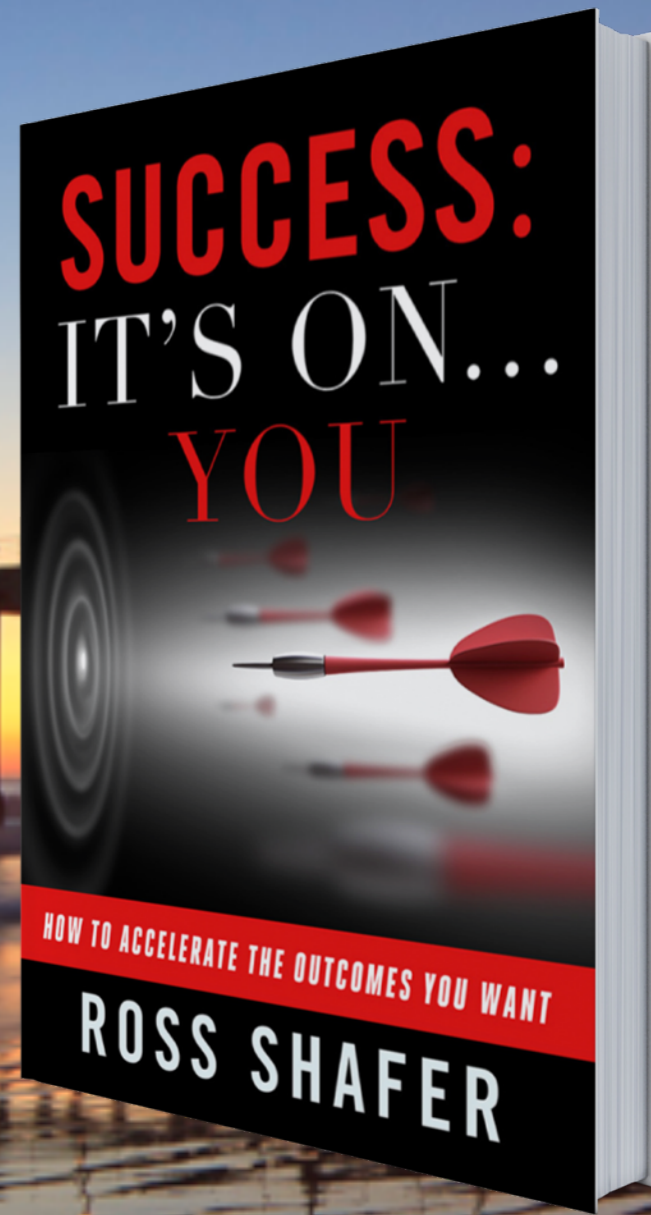
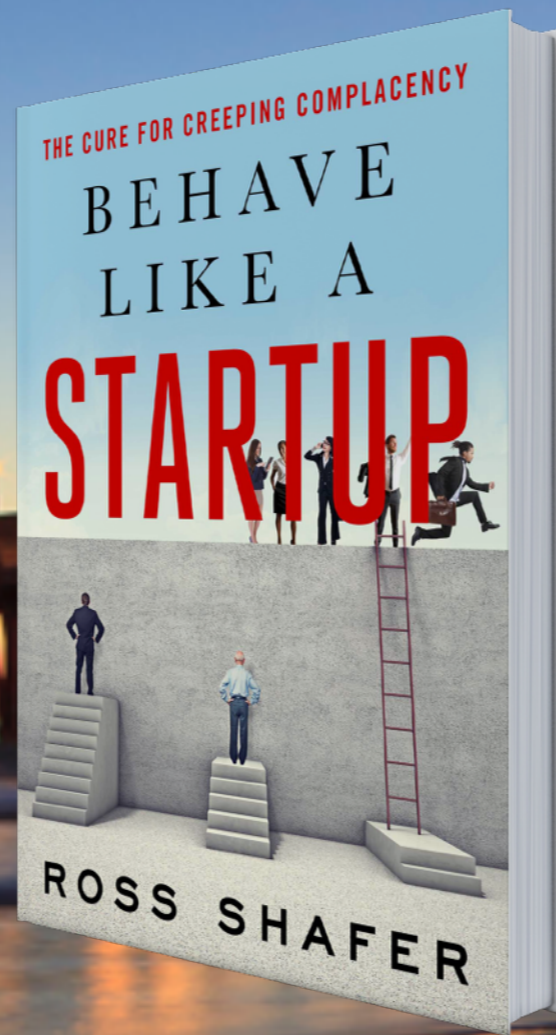
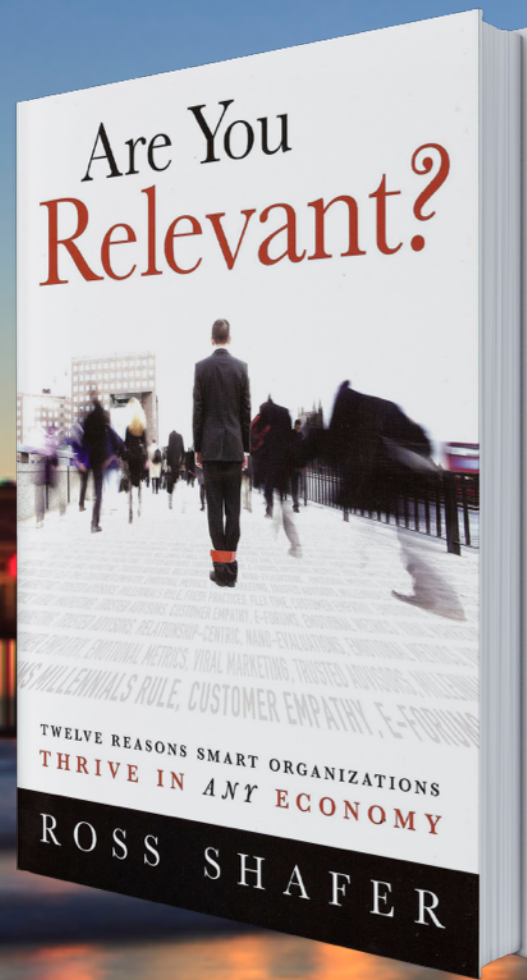


**ROSS  
SHAFFER**

**MATT  
LAUER**

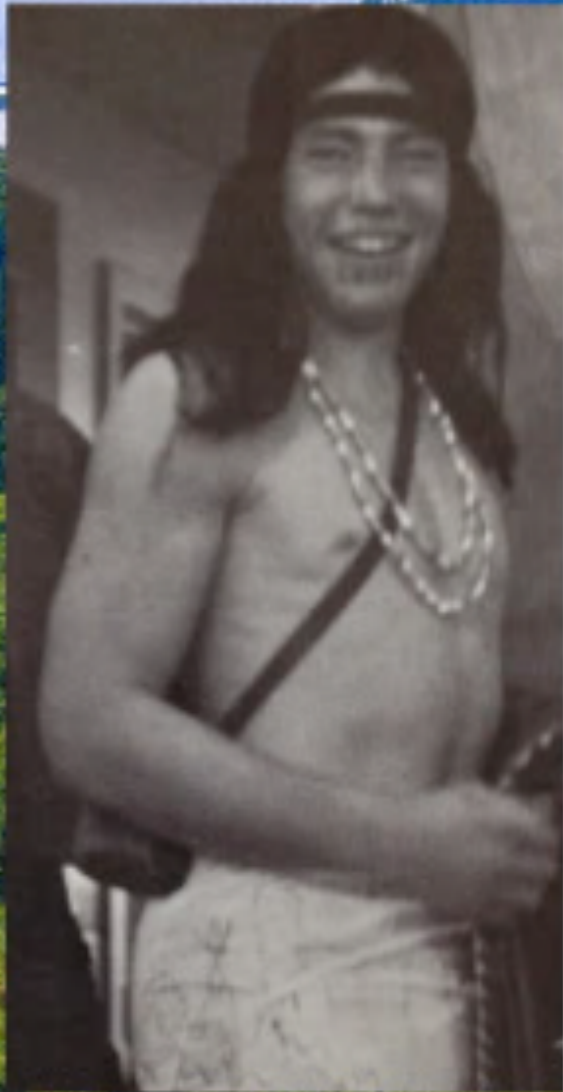
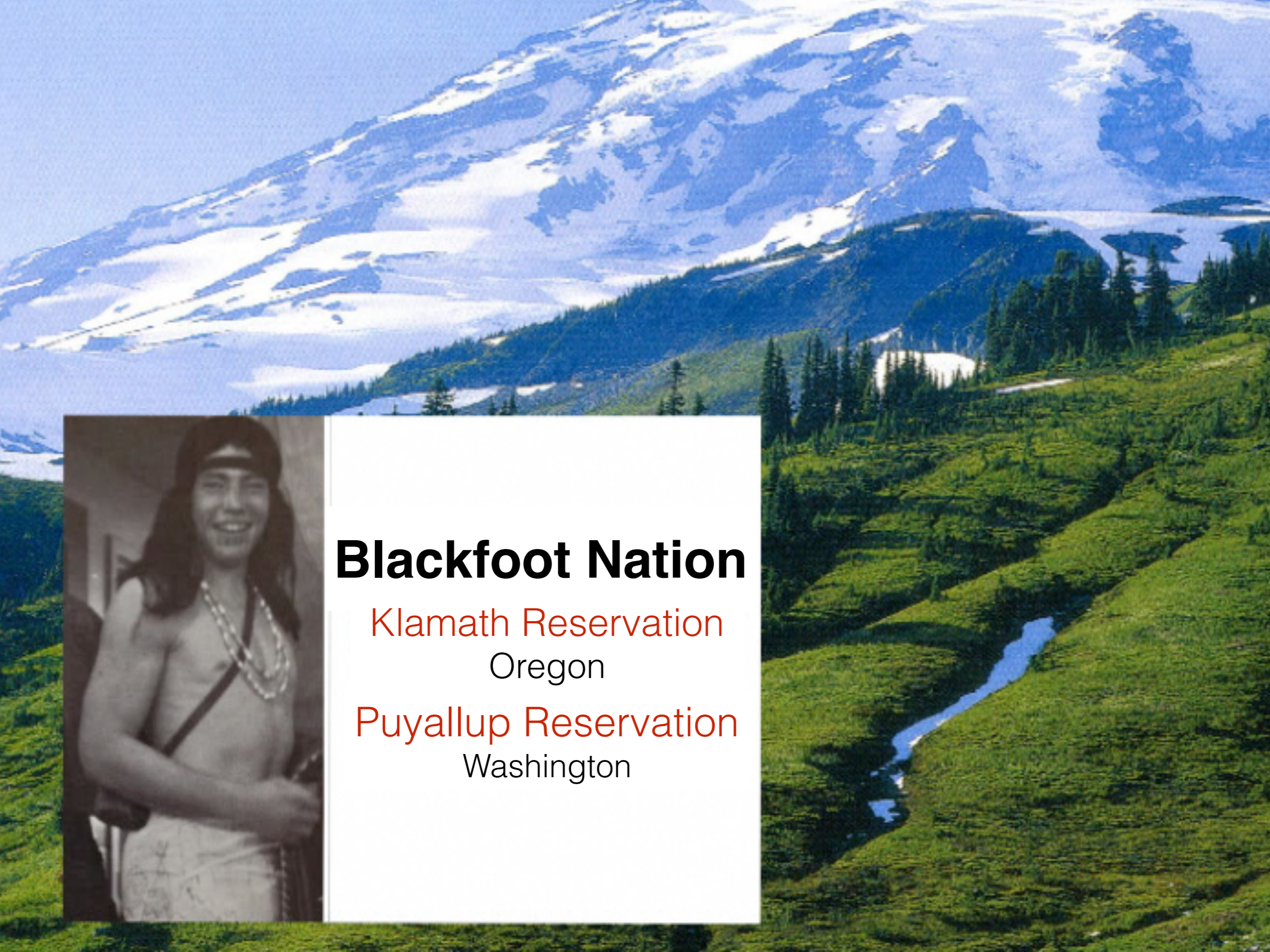






# What I'm Not...





# **Blackfoot Nation**

Klamath Reservation

Oregon

Puyallup Reservation

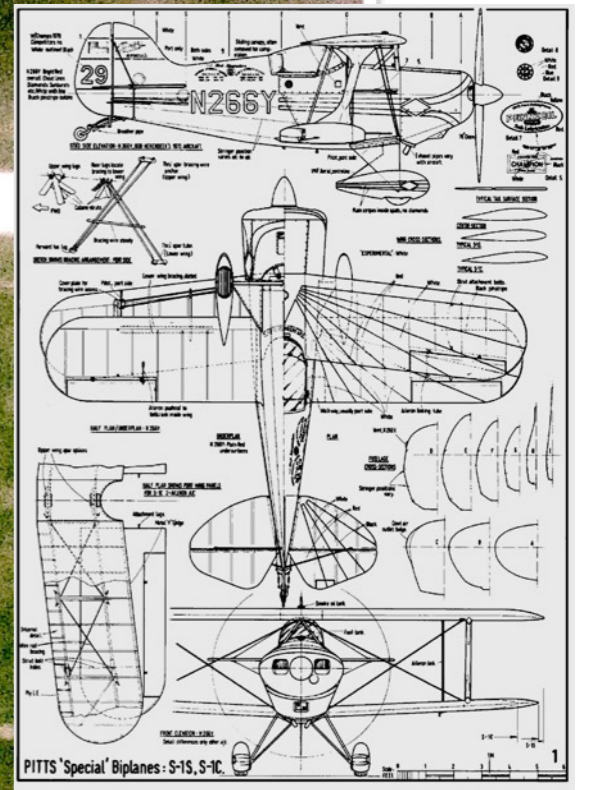
Washington





‘Excellence has  
nothing to do with  
money.’

Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane  
“You can create anything with a blueprint”



Maiden flight - May 1971





# 1961 Karmann Ghia

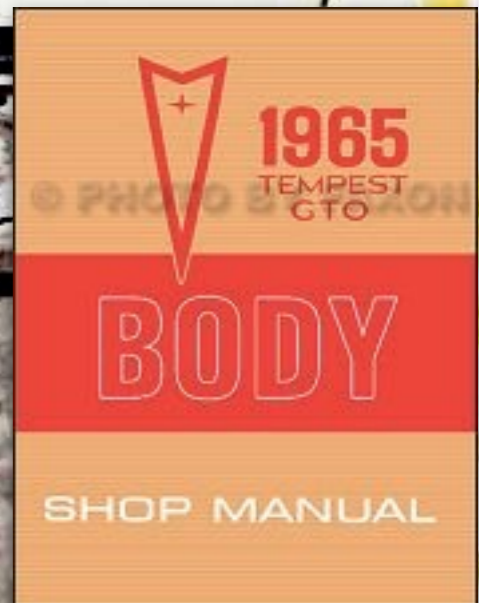
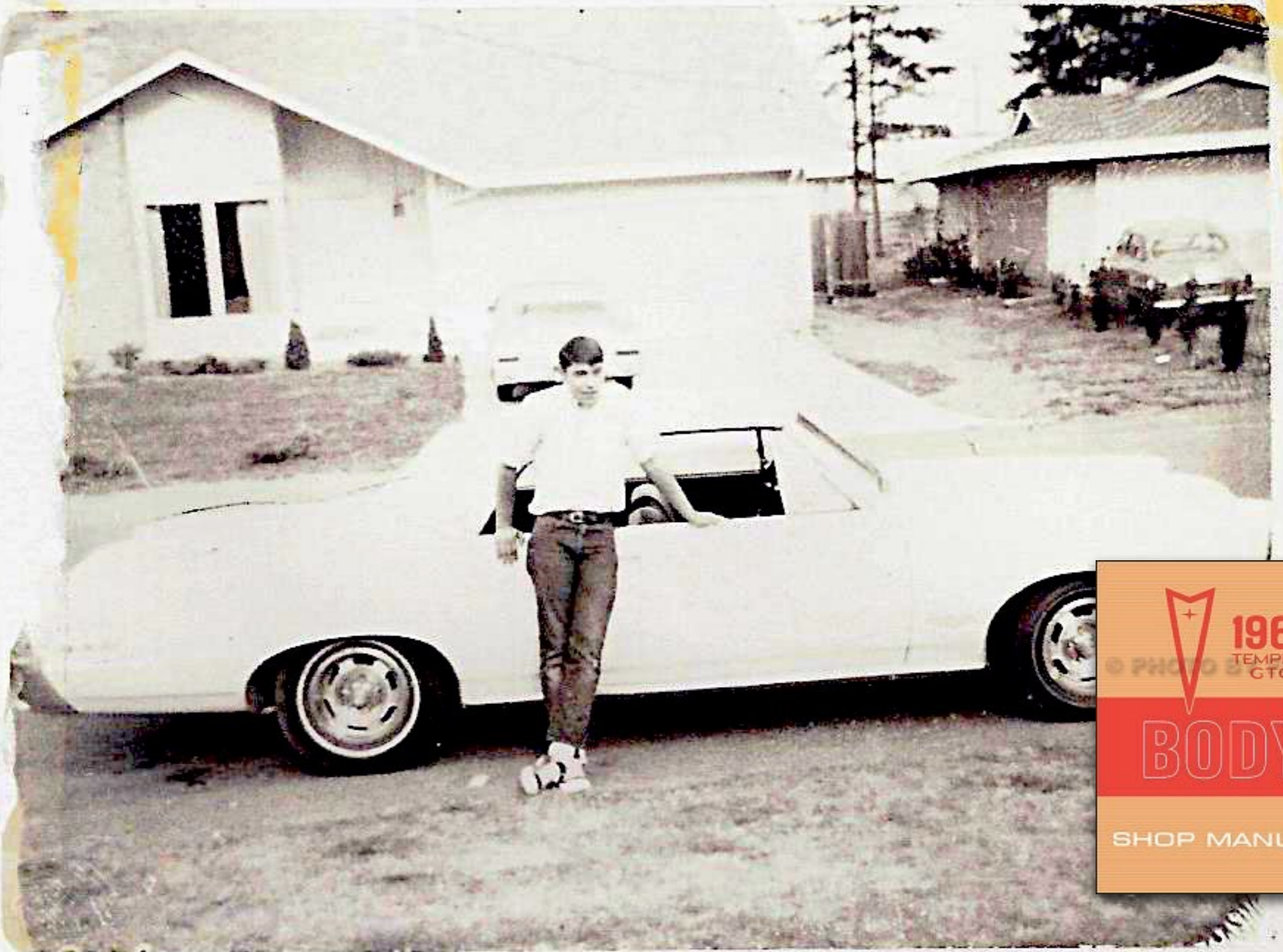
# Bought \$25.....Sold \$450



Fixed rusted rocker panels with Bondo and Folger's "coffee cans"



# 1965 Pontiac GTO Convertible



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

# Ferrari 308 GTS bought for \$9,800



**Sold for \$38,500**







**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**

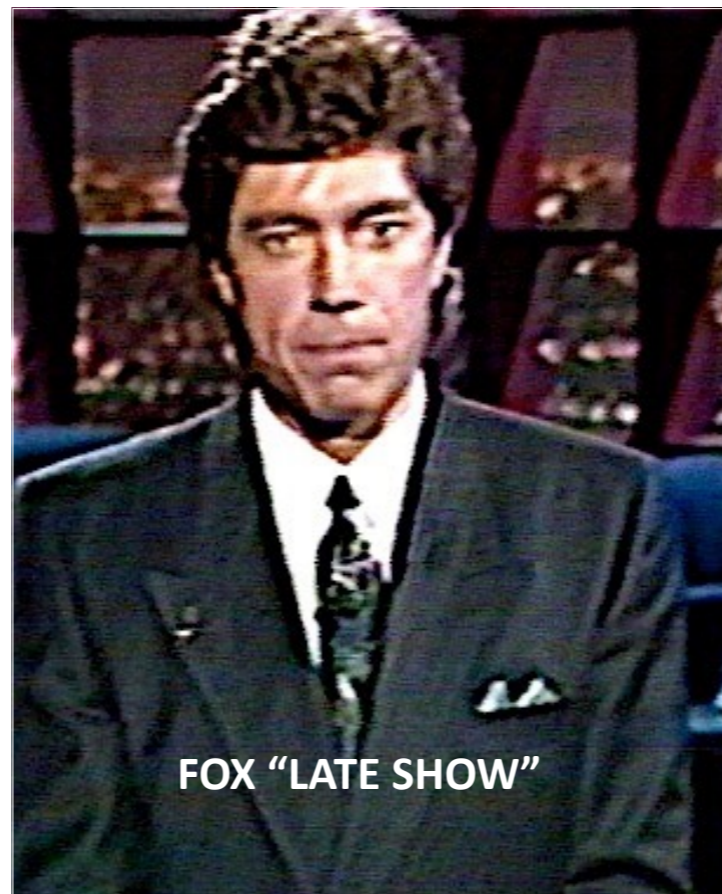
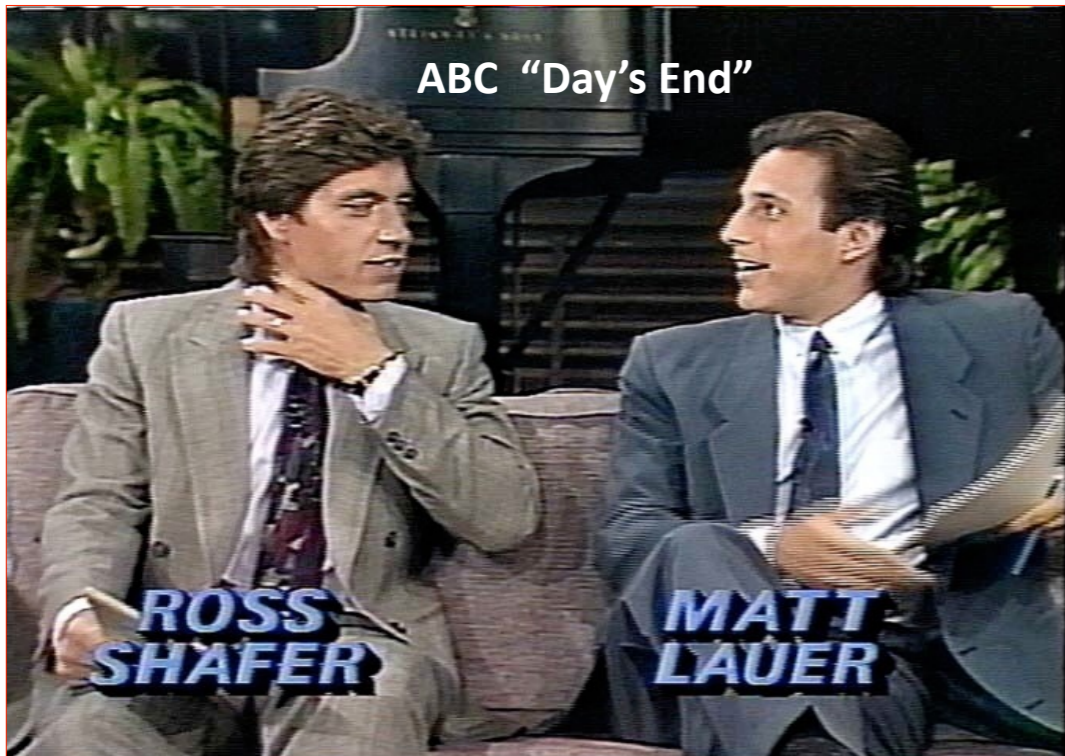
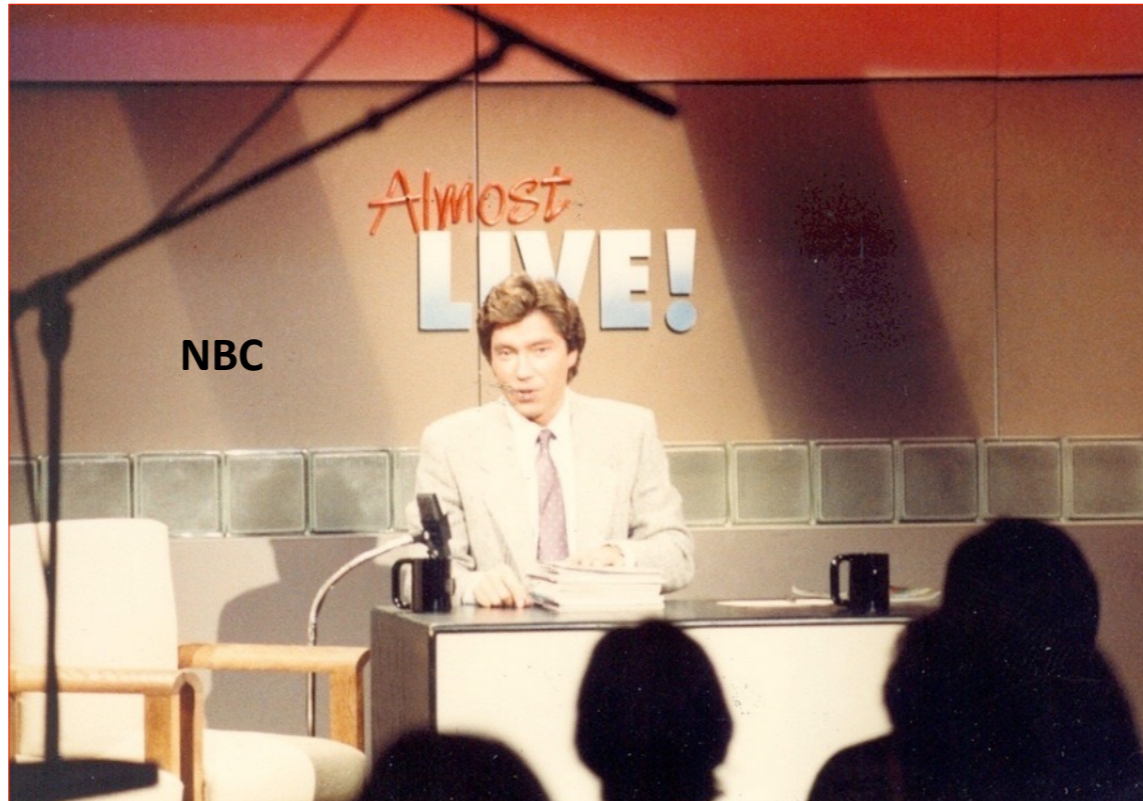
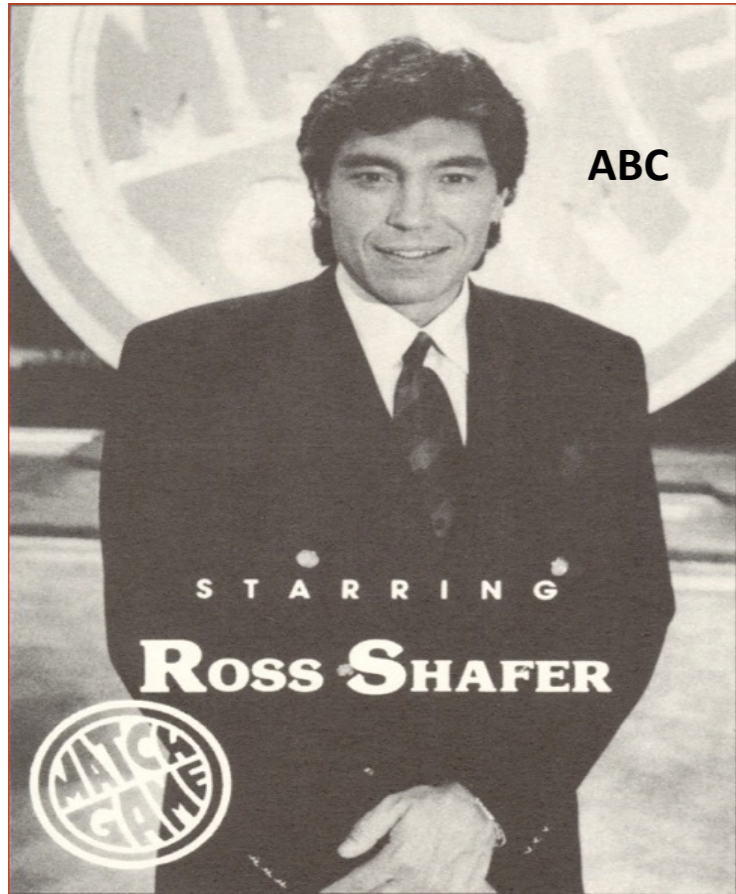
**Advancing Beginners**

The Beginners Guide Volume 1



Sam + Enrico







**Follow  
the  
Tracks  
of the  
Herd**

# COOK-LIKE- A-STUD

\* 38 lip smackin' meals men can prepare  
in the garage ... using their own tools!

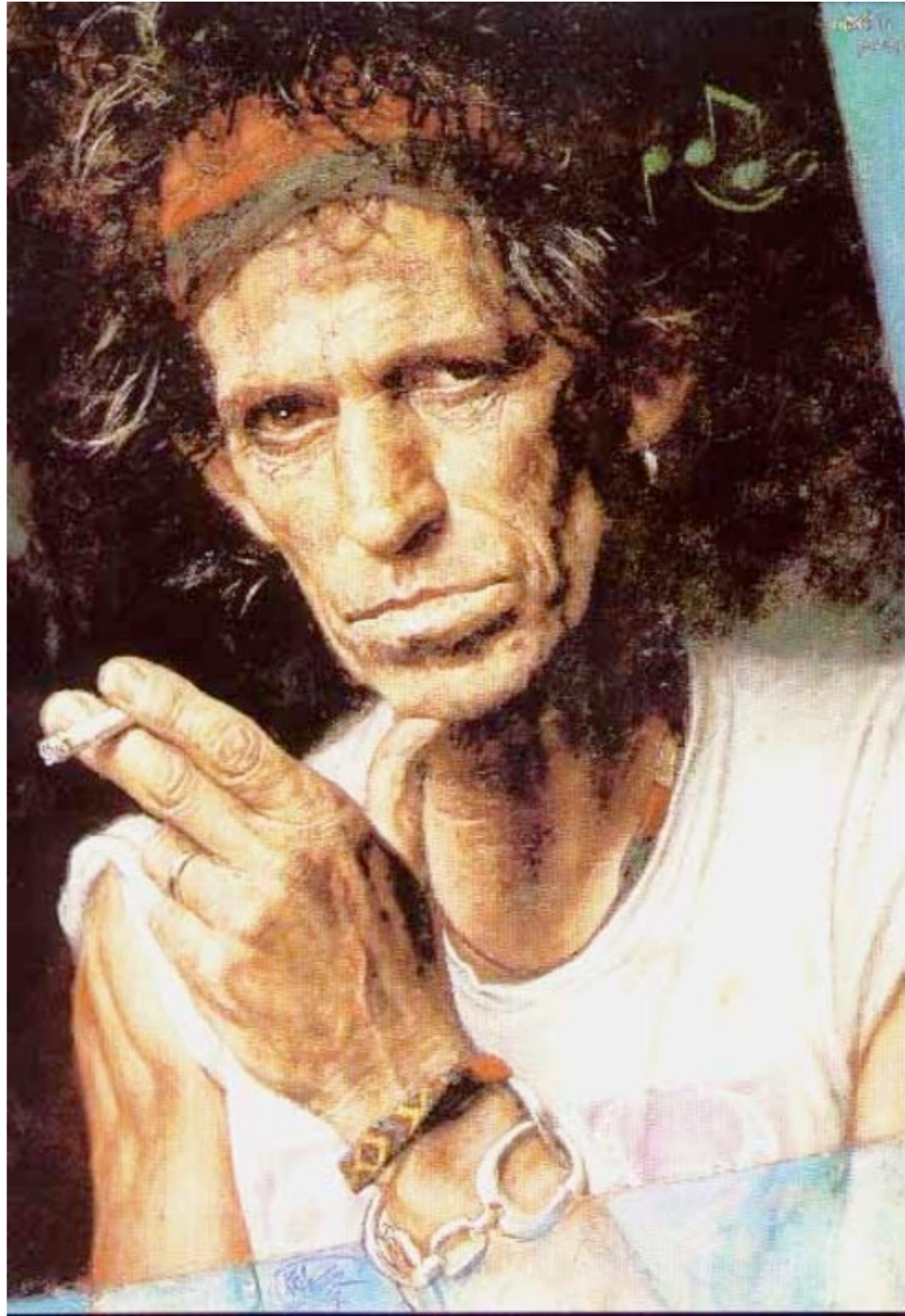
Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## Ross Shafer



For insight,  
we always consult the  
wisdom of a man whose had  
50 years of uninterrupted  
success...





**Keith Richards - Rolling Stones**

# **Borrow Innovation from Unlikely Industries**



# Hotel Events

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

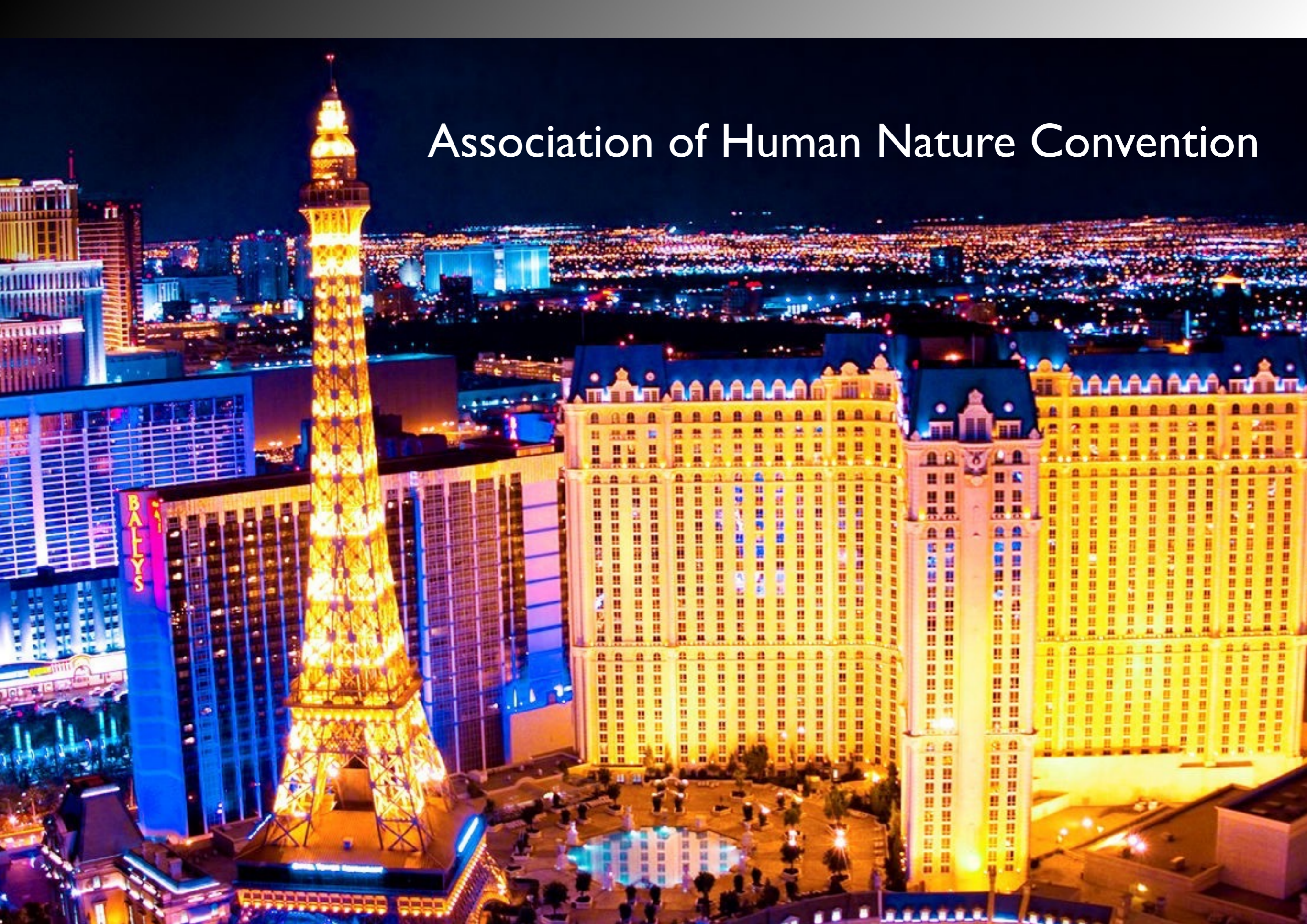
## Events for January 6, 2017



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

**GO TO THE WRONG MEETINGS**

# Association of Human Nature Convention



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# Laramar Apartment Homes - 55,000 units

# Eliminate “Customer Friction”







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

**LESS TIME &  
INCONVENIENCE**

**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...





erases



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



# Women: Your Most Important Customers

# Women Make Decisions!

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

**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**

**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.”**



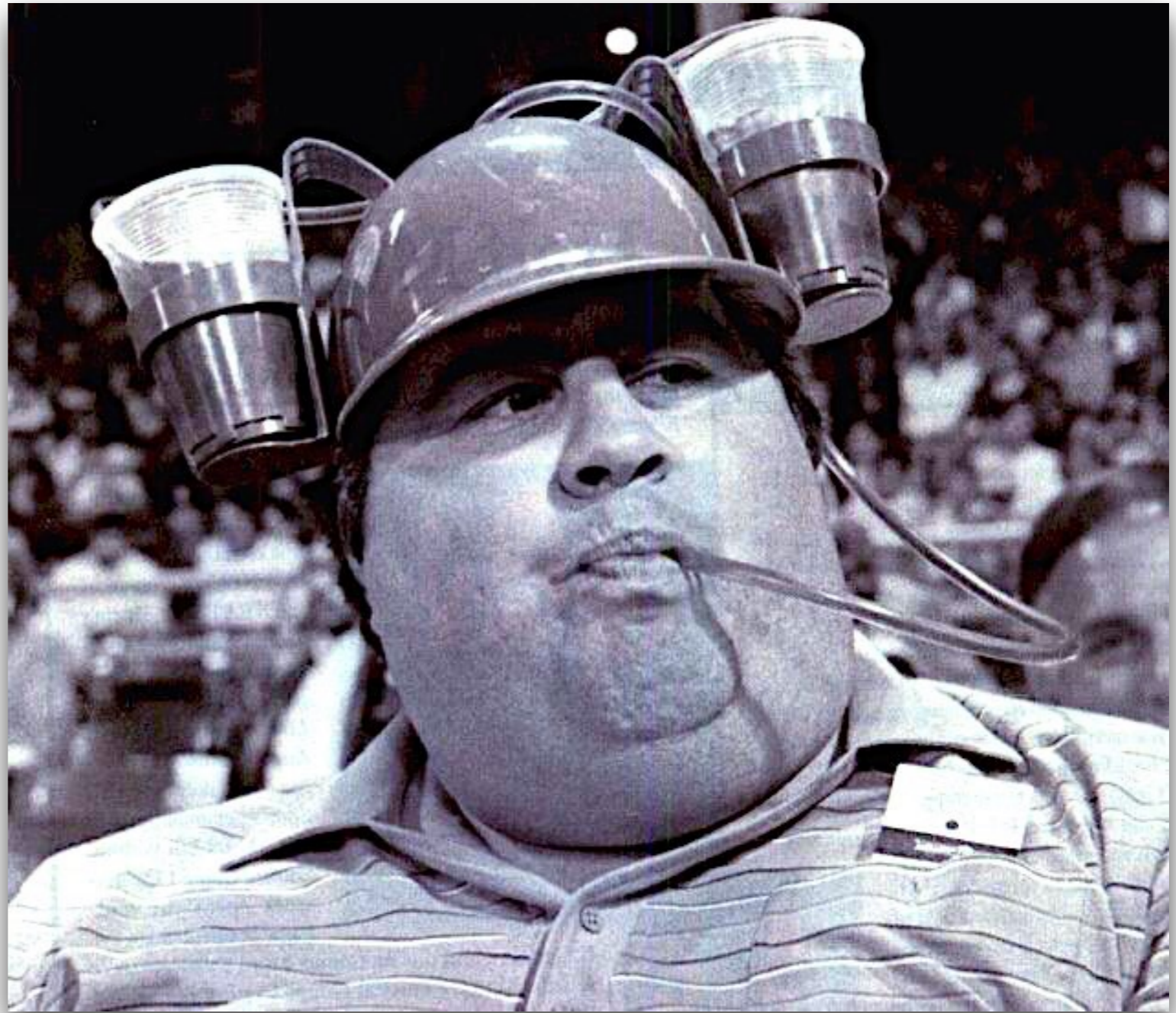
# **And Female Wealth is Growing...**

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

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



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



# Your Emotional Brand Story?

A scenic view of a tropical beach with turquoise water, a sandy shore, and palm trees, serving as a background for the text. The text is centered and reads "Your Emotional Brand Story?".

“We don’t sell motorcycles. Instead, we sell...”



She'll tell you  
size doesn't matter.  
She's lying.



Super Star<sup>®</sup> with cheese



It's gonna get messy.



EAT  
LIKE  
YOU  
MEAN  
IT<sup>®</sup>



FREE STUFF. FUN STUFF.  
FIND US AT FACEBOOK.COM/CARLSJR

# Trees Are Personal. Relationships Matter





# Talk Show Hosts: Create Instant Rapport



# 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

A scenic view of a tropical beach. The foreground is filled with lush green palm trees and other tropical vegetation. In the middle ground, a sandy beach stretches across the frame, with several people visible walking or standing. The ocean is a vibrant turquoise color, with white waves breaking onto the shore. The sky is a clear, bright blue. The text "Customers Demand 'Specialists'" is overlaid in large, white, bold letters with a slight shadow effect.

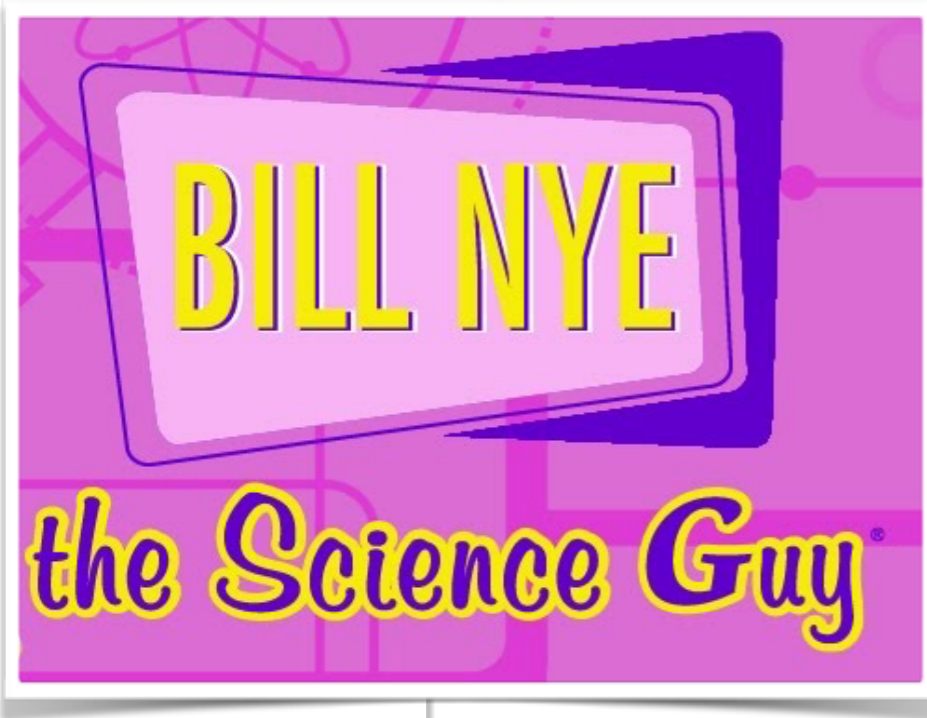
**Customers Demand  
“Specialists”**

# World's Greatest Shooter



# **“Not-So-Wild” Billy**





A scenic view of a tropical beach. The foreground is filled with lush green palm trees and other tropical vegetation. In the middle ground, a sandy beach stretches across the frame, with several people visible walking or standing near the water's edge. The ocean is a vibrant turquoise color, with white waves breaking onto the shore. The sky is a clear, bright blue. The text "Resilience is Your Best Friend" is overlaid in the center in a large, bold, white font with a red outline.

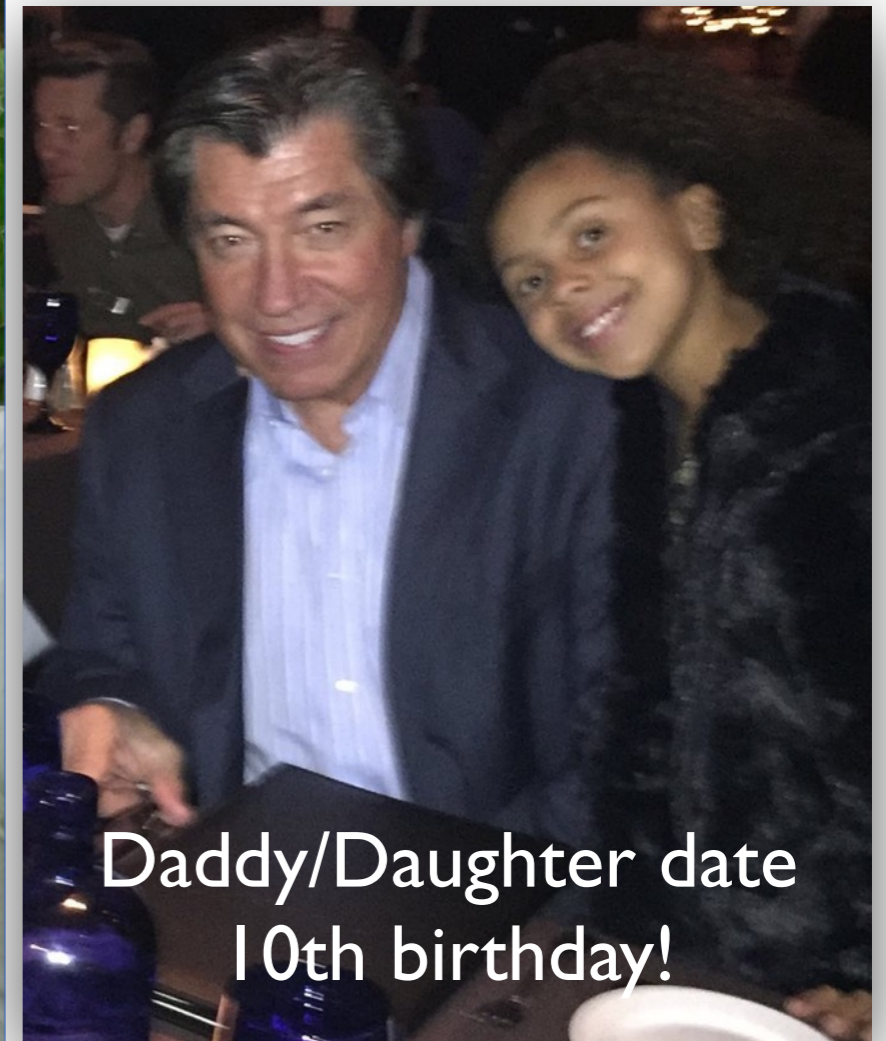
**Resilience is Your  
Best Friend**



“Don’t you dare  
quit when life  
doesn’t go your  
way.”



Chuck Shafer 1927-2001



Daddy/Daughter date  
10th birthday!

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

# FREE RESOURCES



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

Ross Shafer | View as: Yourself

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**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...

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5:37

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