



**If you would like Ross Shafer
to visit your company...**

CONTACT:

Brian Lord (615) 261-4000

Brian@PremiereSpeakers.com

How to STAY RELEVANT in 2020

by Ross Shafer

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, including gears, shafts, and housing components. The drawing is overlaid with a pattern of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The overall composition is dense and technical.

What I'm Not...



15-yr old
Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



**Follow
the
Tracks
of the
Herd**

360 ★

Review order (1)

Pickup store
Parker & Hilltop ▾
Prep time 3 - 7 min

10 min

Coff. Americano \$2.95

Your order may be ready before you arrive


It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.

[Back to order](#) [Continue](#)

Subtotal.....	\$2.95
Tax 8%.....	\$0.24
Total.....	\$3.19

YOU MAY ALSO LIKE

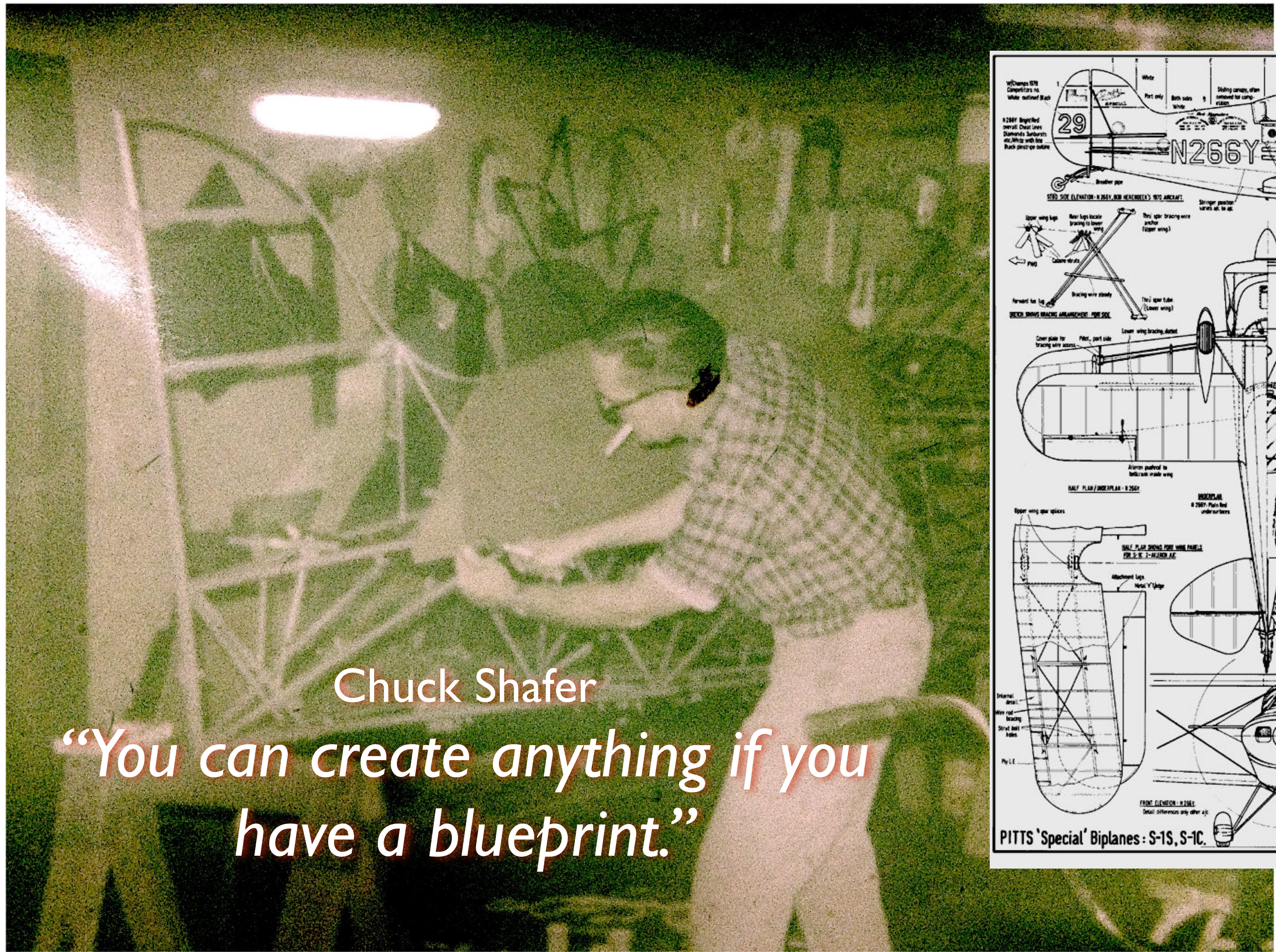
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The background is a vibrant blue gradient. It is filled with white technical drawings, including cross-sections of mechanical parts, gears, and various geometric shapes. Overlaid on these drawings are streams of white binary code (0s and 1s) that appear to be moving or flowing across the scene, creating a sense of digital activity and technology.

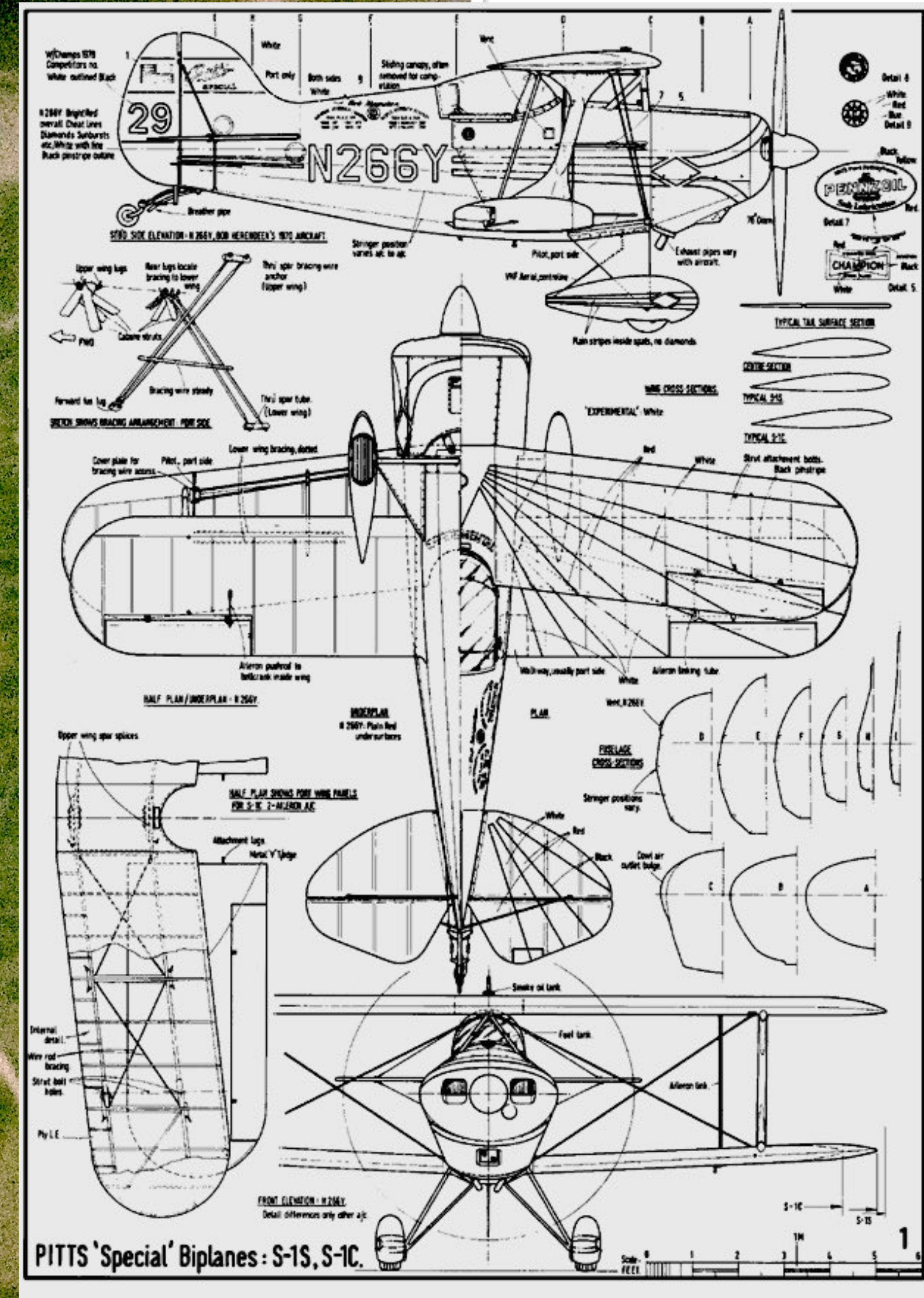
STAY RELEVANT

**Everything in Life
Has a ROADMAP**



Chuck Shafer

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



Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER





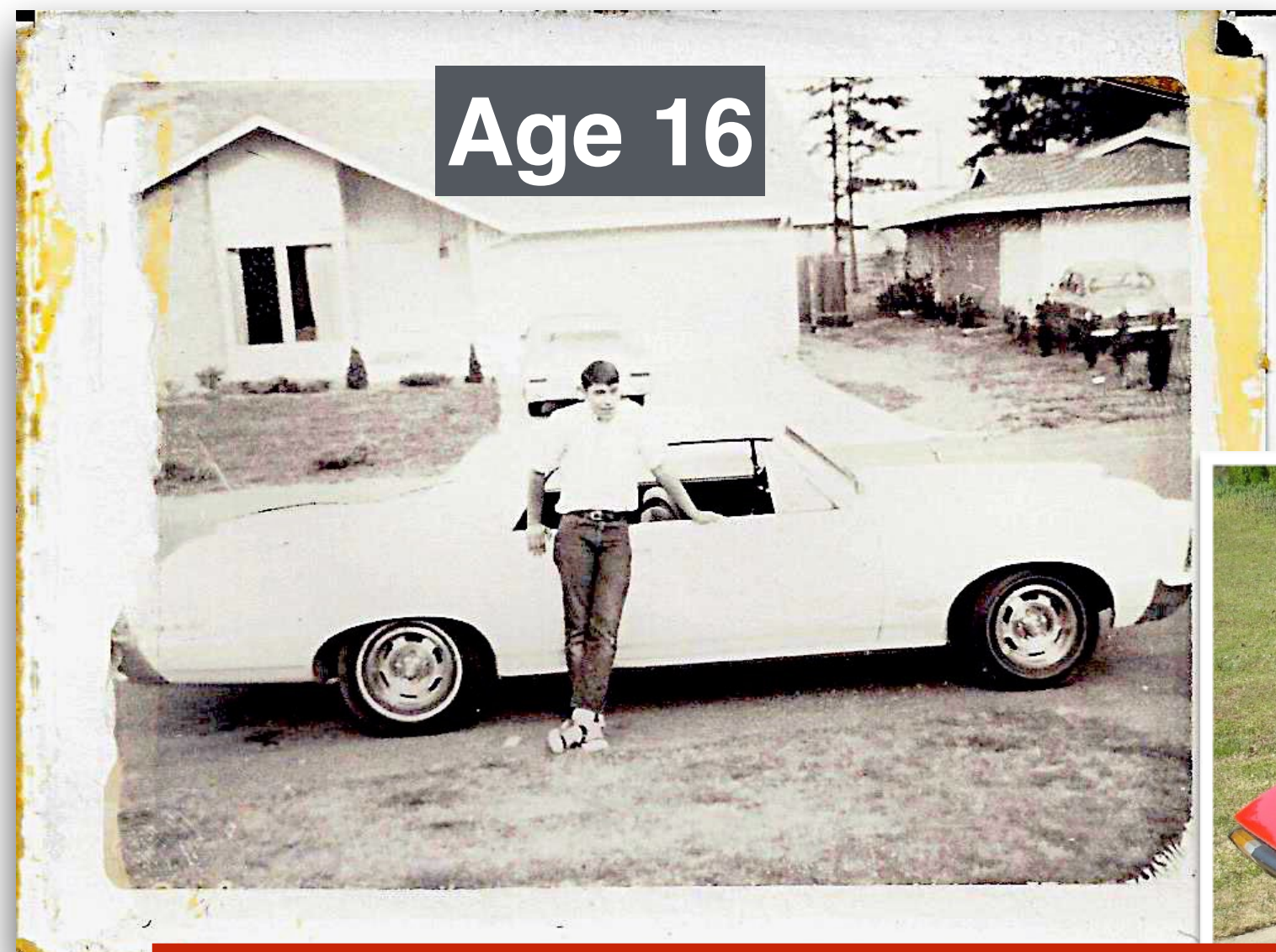
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

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STUDIO in Puyallup

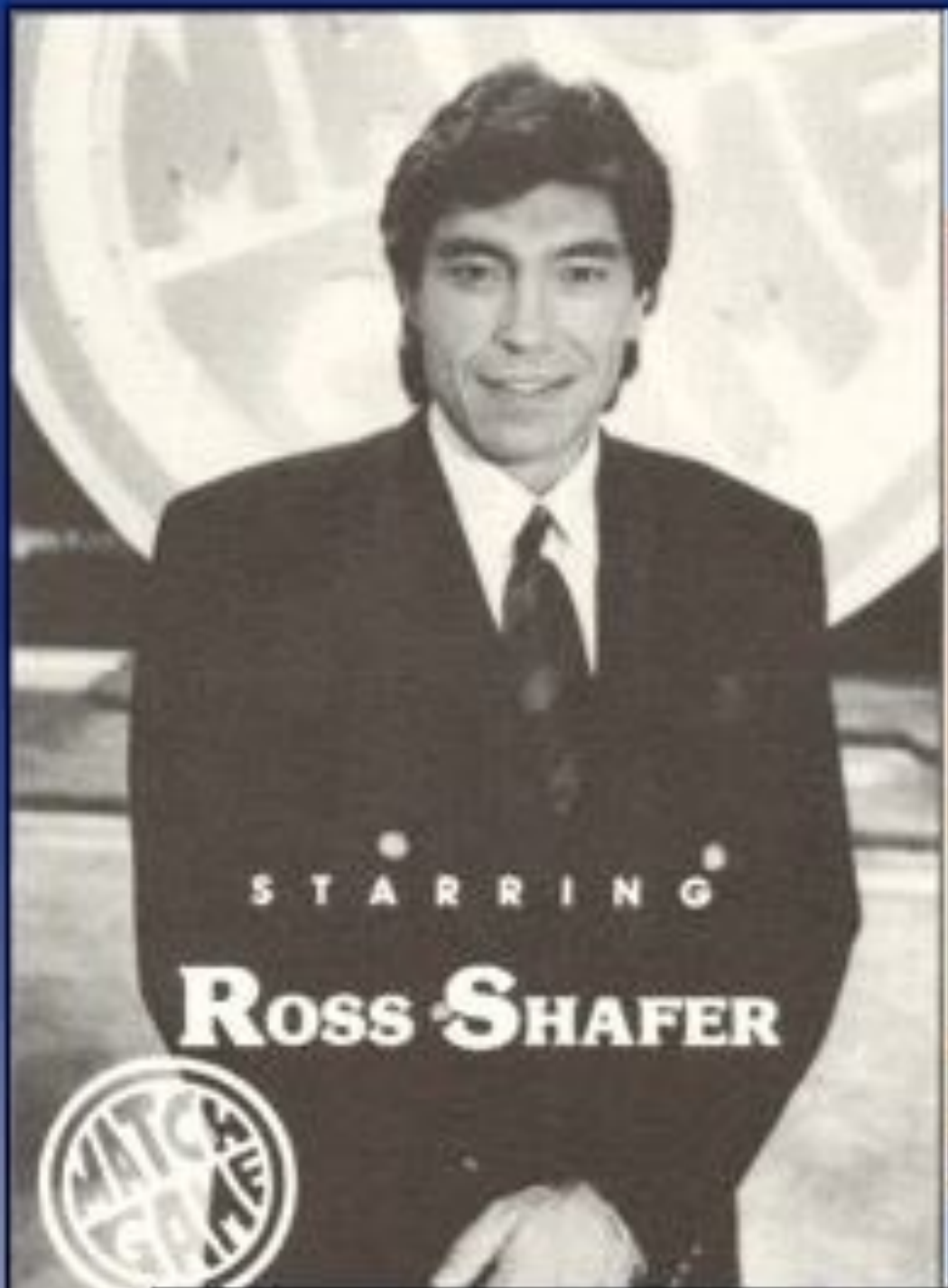
SHAFER
PROJECTION TELEVISION

TV & Film Production

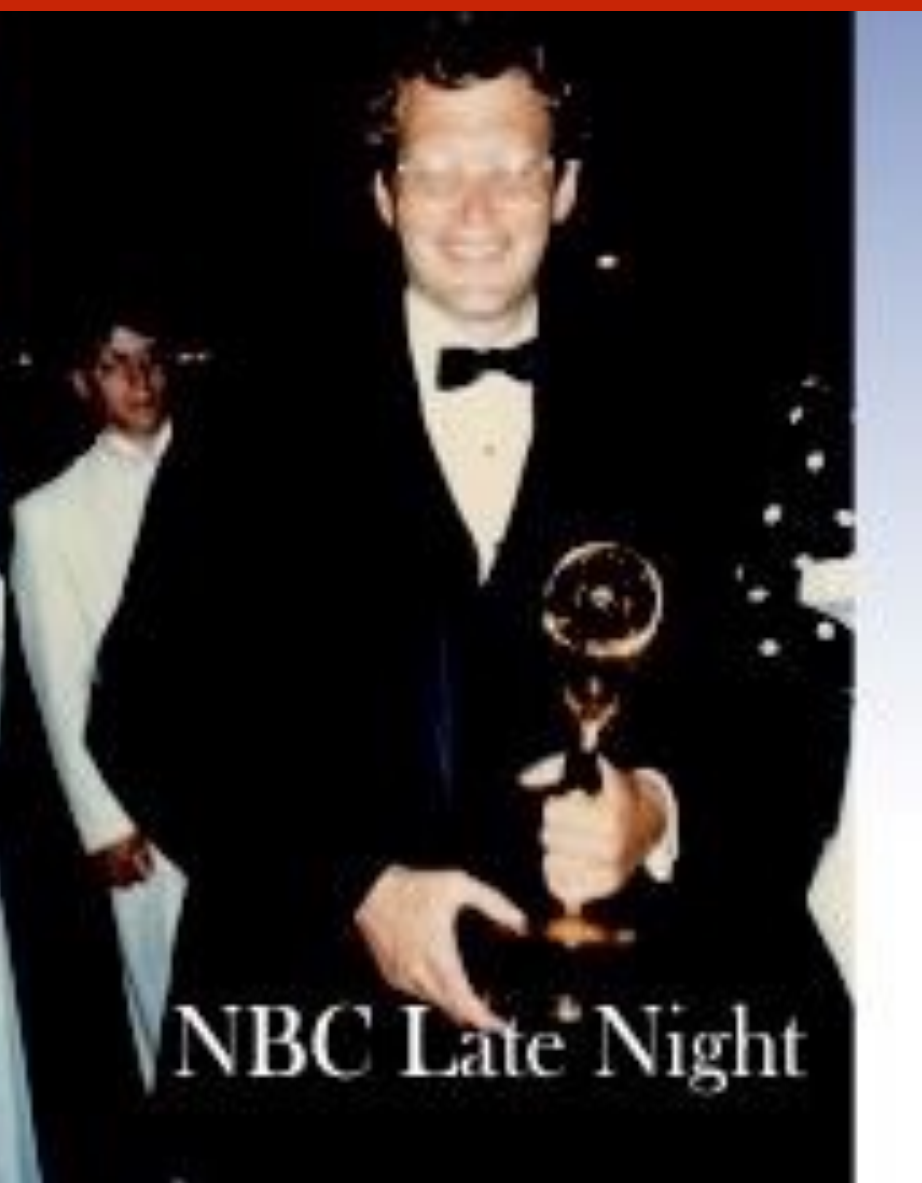


THE ICE CREAM SHOP





Talk & Game Host



The background is a vibrant blue gradient. It is filled with white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are streams of white binary code (0s and 1s) that appear to be moving or floating across the scene, creating a sense of digital activity and innovation.

STAY RELEVANT

**Innovate by
Looking Outside the
Freight Hauling Biz**

Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETINGS

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



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LARAMAR

55,000 UNITS



‘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)

DISRUPTION



THE
amazon

'EFFECT'

Comcast
xfinity

amazon

hulu

NETFLIX

Google



The background is a vibrant blue gradient. It is filled with white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings are streams of white binary code (0s and 1s) that appear to be moving or flowing across the scene, creating a sense of digital activity and data processing.

STAY RELEVANT

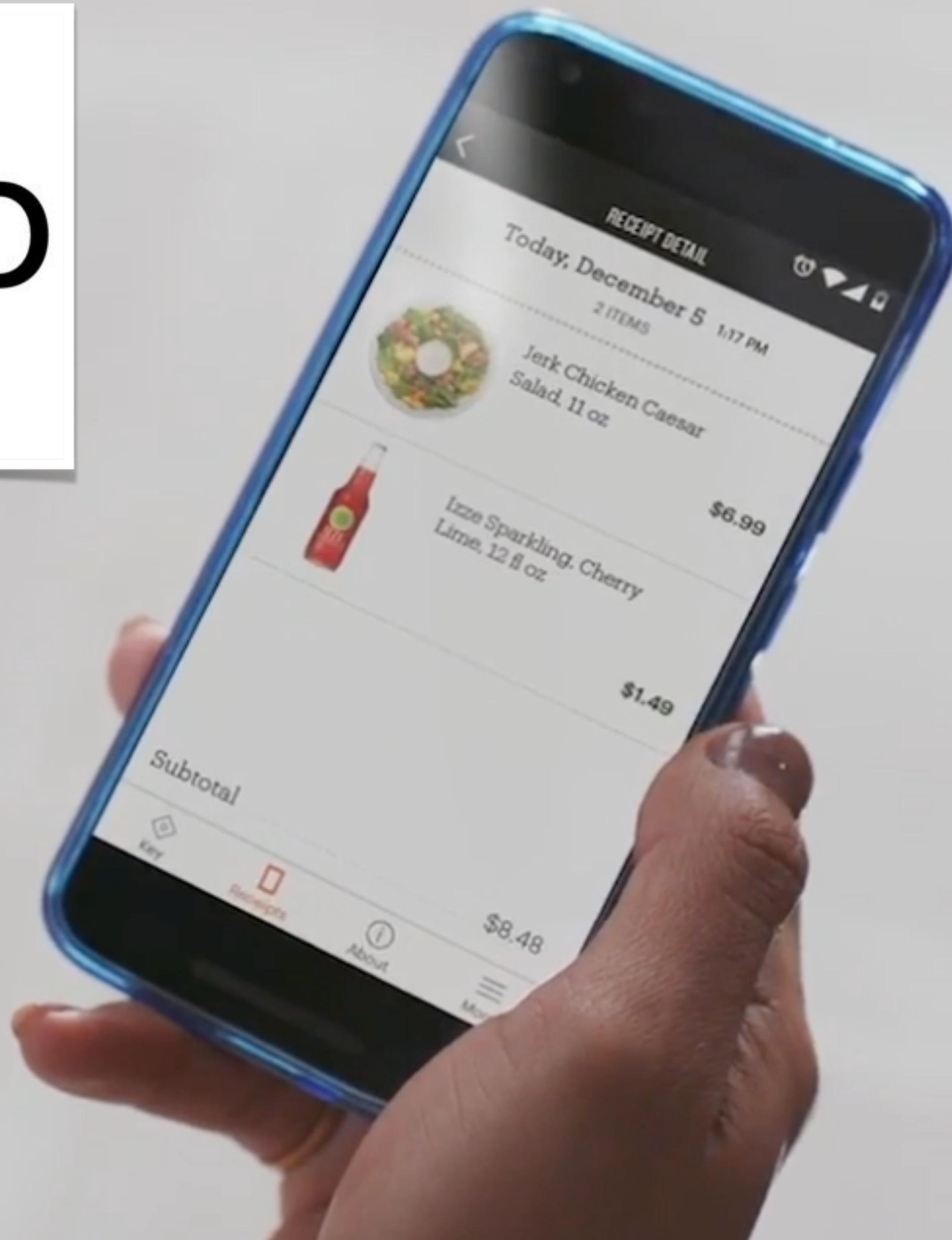
Eliminate Friction

from Every

Transaction

amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctor
Visits

DON'T Focus on...



CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

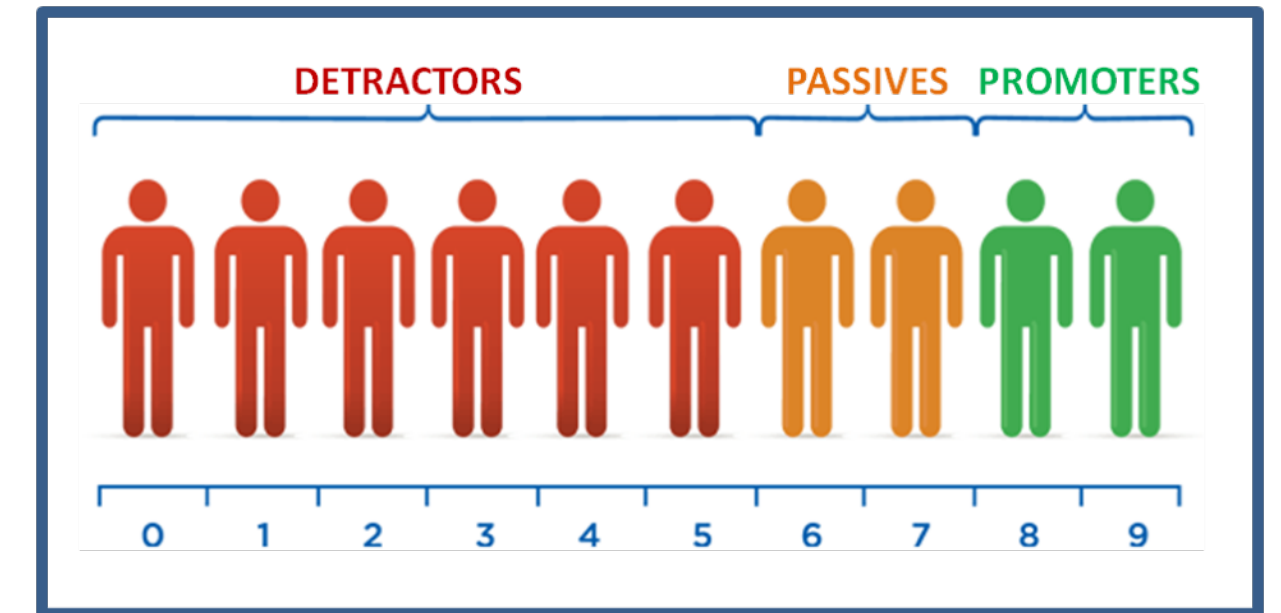
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)



“...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.**”

INSTEAD...

Eliminate the



Moments



POW WOW

(Pau- Wau)

A celebration to heal old wounds and honor new alliances



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



GE Capital

“Due to unusually high call volume your wait time is estimated to be 96 minutes”



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

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.

STAY RELEVANT

**Become an
Expert Storyteller**

Company founded 2011



In 2016, Sold to Unilever for \$1 Billion





GRAND HYATT







Sheraton


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plendor.

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Revive Collection

BECAUSE A GOOD MORNING
ISN'T ALWAYS ENOUGH

The Revive Collection is leading the way as we create a bright spot and invite you to enjoy it. For work; for play; for whatever is most important to you.

You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.



The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Interspersed throughout the drawing are strings of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

STAY RELEVANT

**Your Growth Depends
upon Your Curiosity**



Be Personally & Professionally CURIOUS





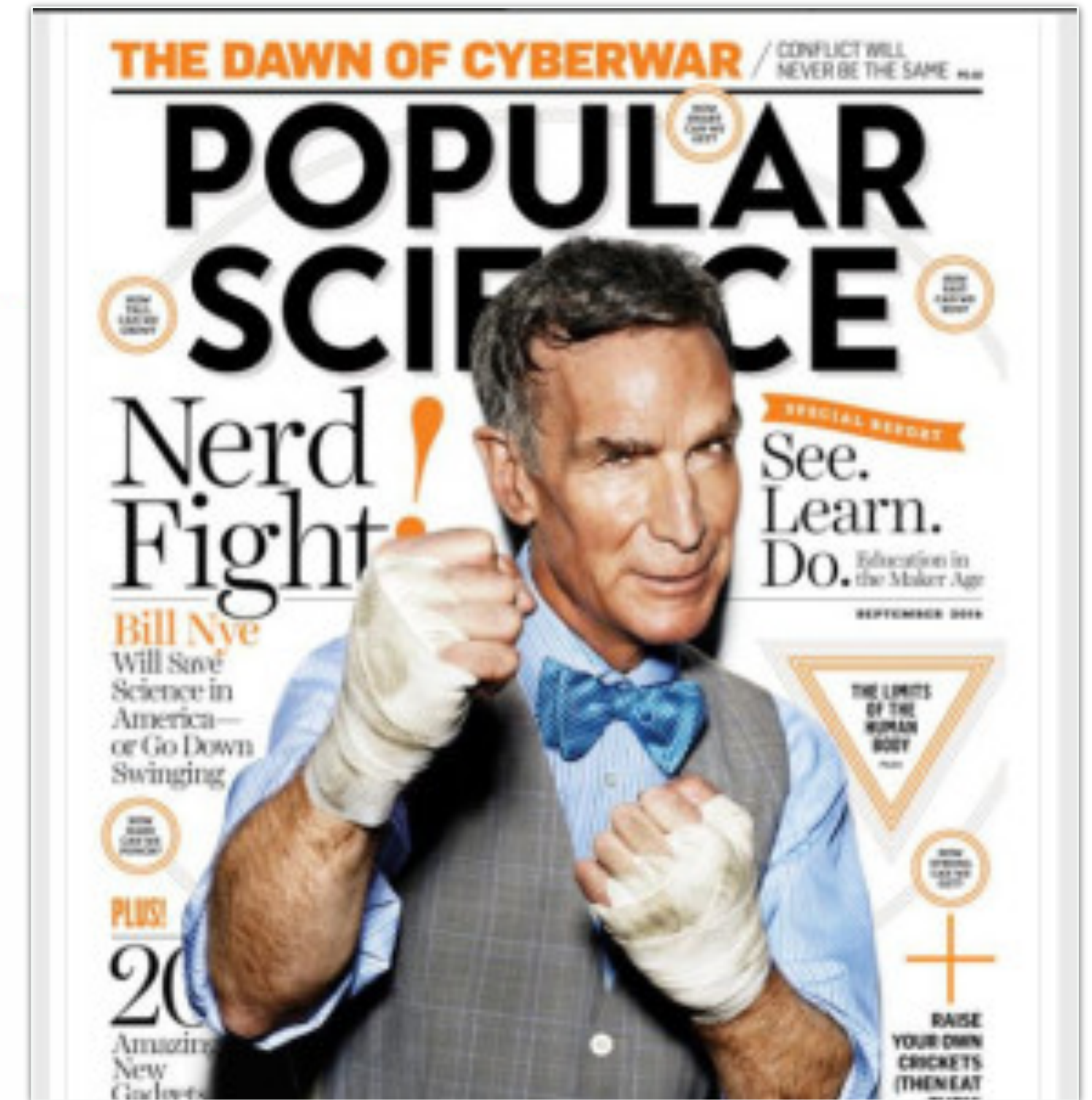
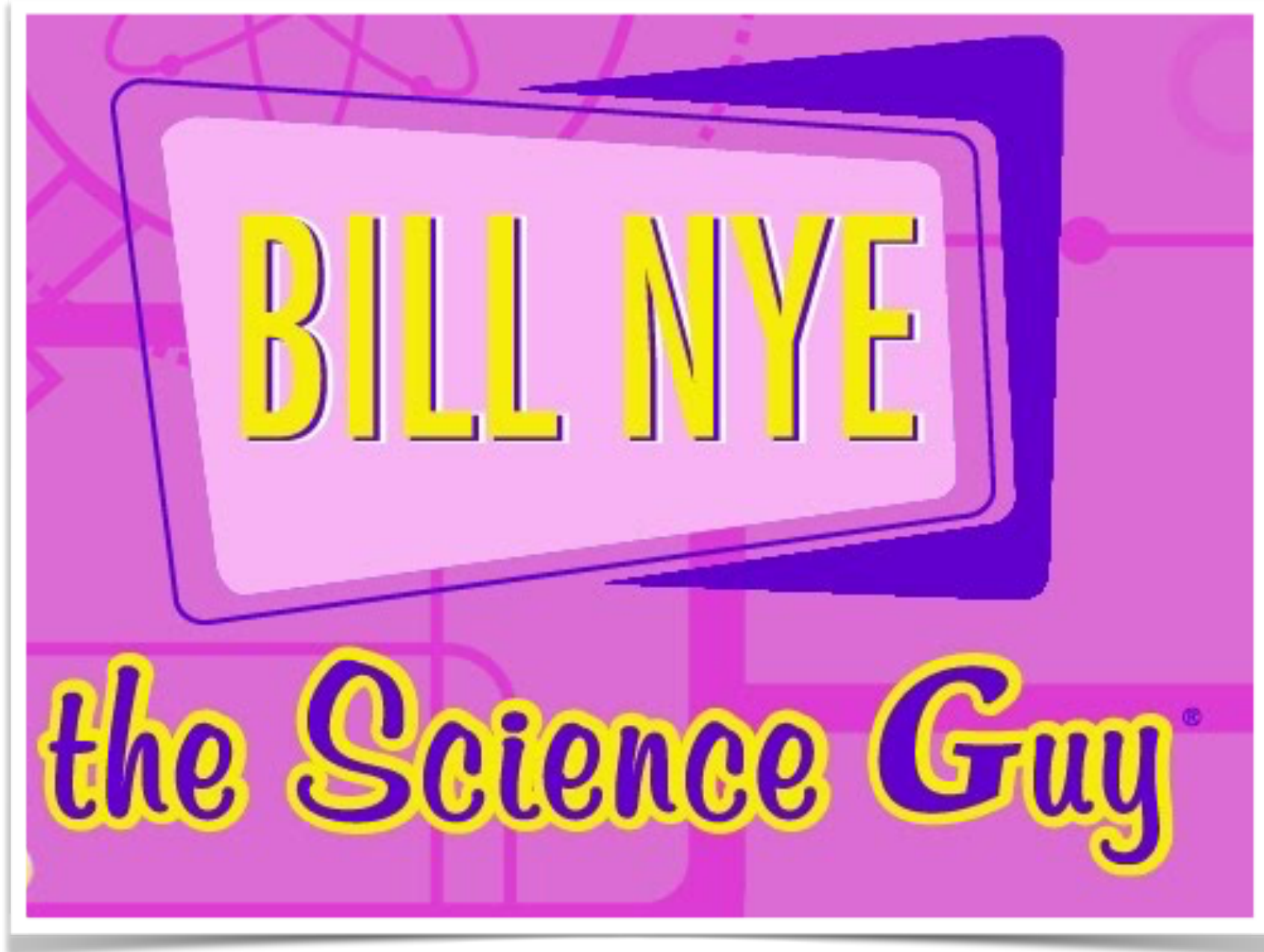
“73% of managers are discouraged by the communication skills of college-age students.”



The background is a vibrant blue gradient. It features a complex technical drawing or blueprint in white lines, overlaid with a pattern of binary code (0s and 1s) in a lighter blue. The drawing includes various geometric shapes, circles, and lines, suggesting a mechanical or architectural context. The overall aesthetic is modern and tech-oriented.

RELEVANT TEAMS

**Elevate Your
Superstars Quickly**



GIVING BACK: FREE RESOURCES

You



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Funniest Expert on *CHANGE*

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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...

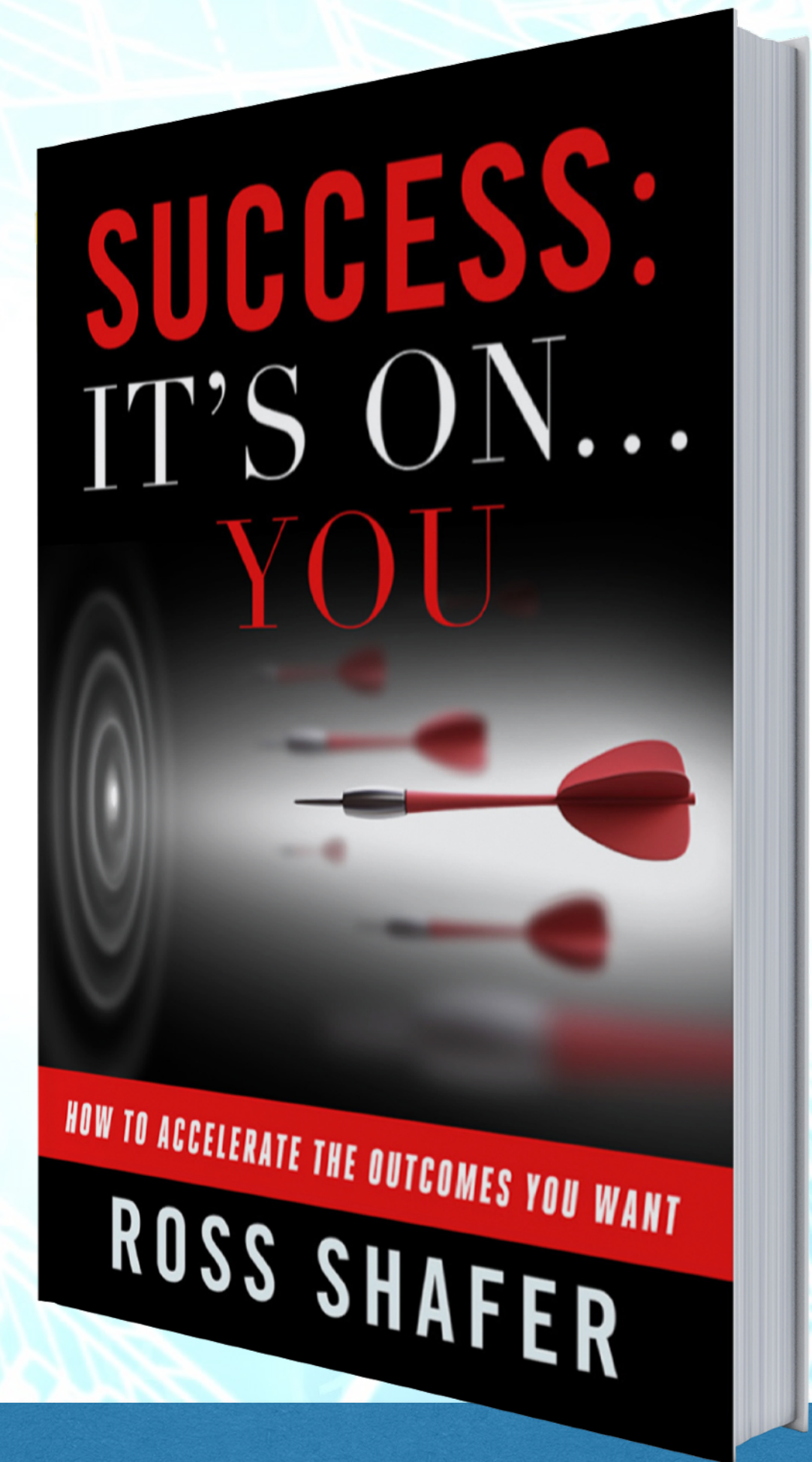
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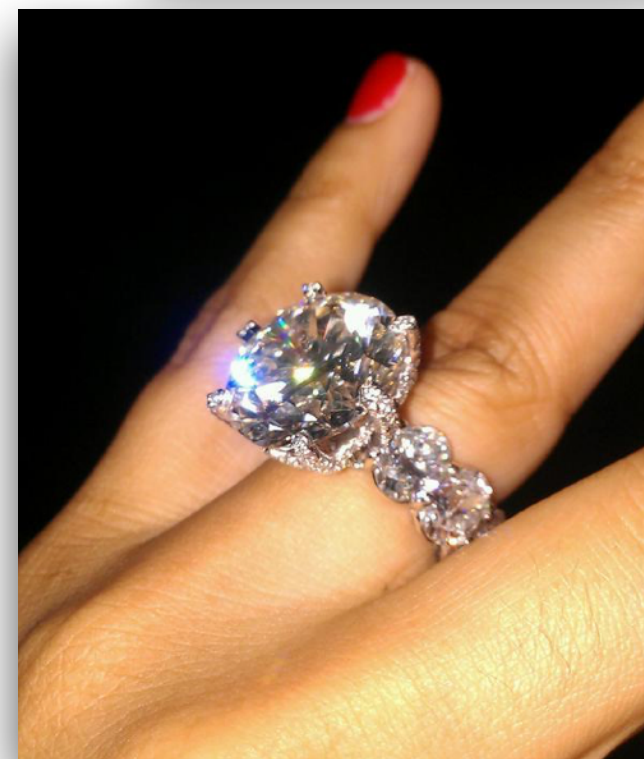
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Encouragement Changes Your Priorities

Instead of Chasing your Standard of Living...



Aspire to a better... Standard of **LOVING**







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