

**If you want Ross to Speak  
at your meeting or raise  
scores with his  
Other-Focused™**

**90-day team coaching  
program contact:**

**Deia Starr Rank**

**ph (913) 905-9435**

**[rank@speakerexchangeagency.c](mailto:rank@speakerexchangeagency.com)**

**om**

*Living an  
Other-Focused™ Life*



Ross Shafer

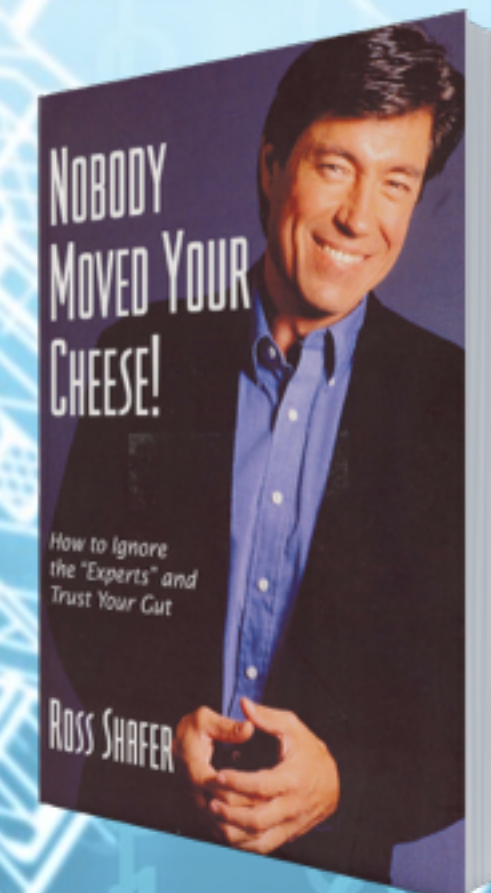
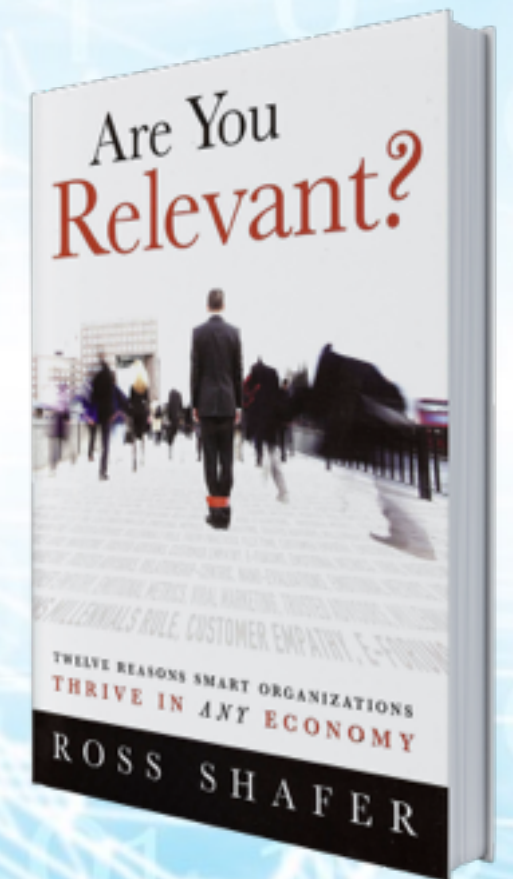
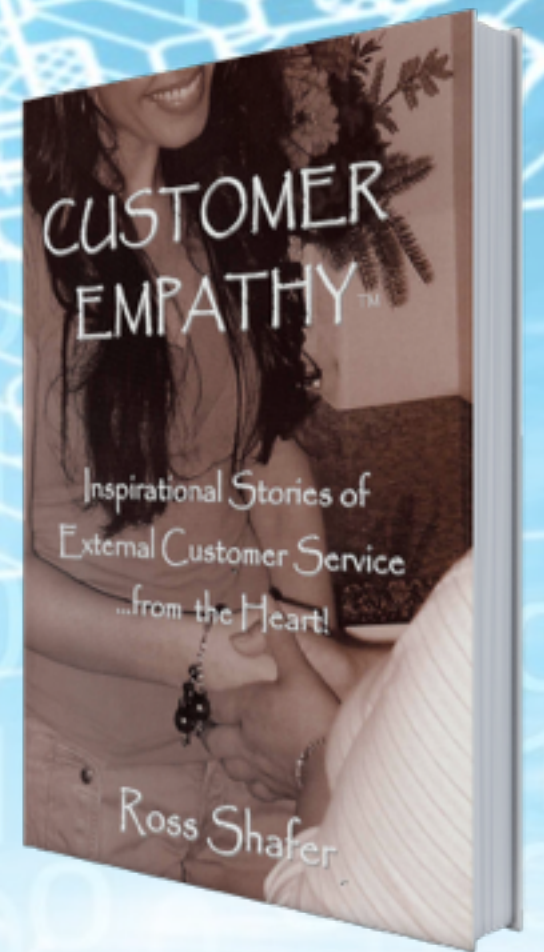
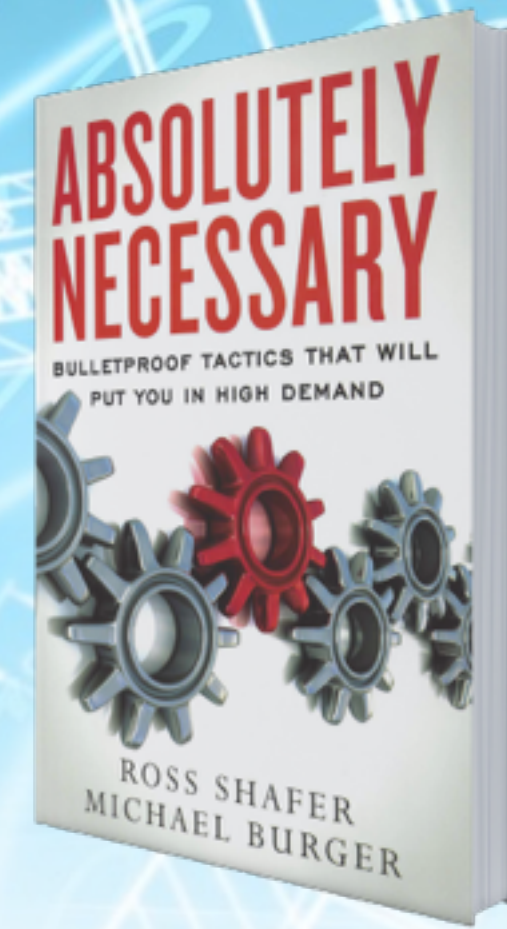
Garry Poole



# How to Stay Relevant

(Buying Habit Shifts)

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 several 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 has a slight glow effect.

**What I'm Not...**





**Ross Shafer**

**Blackfoot Nation**

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer  
1927-2001





# Follow the Tracks of the Herd

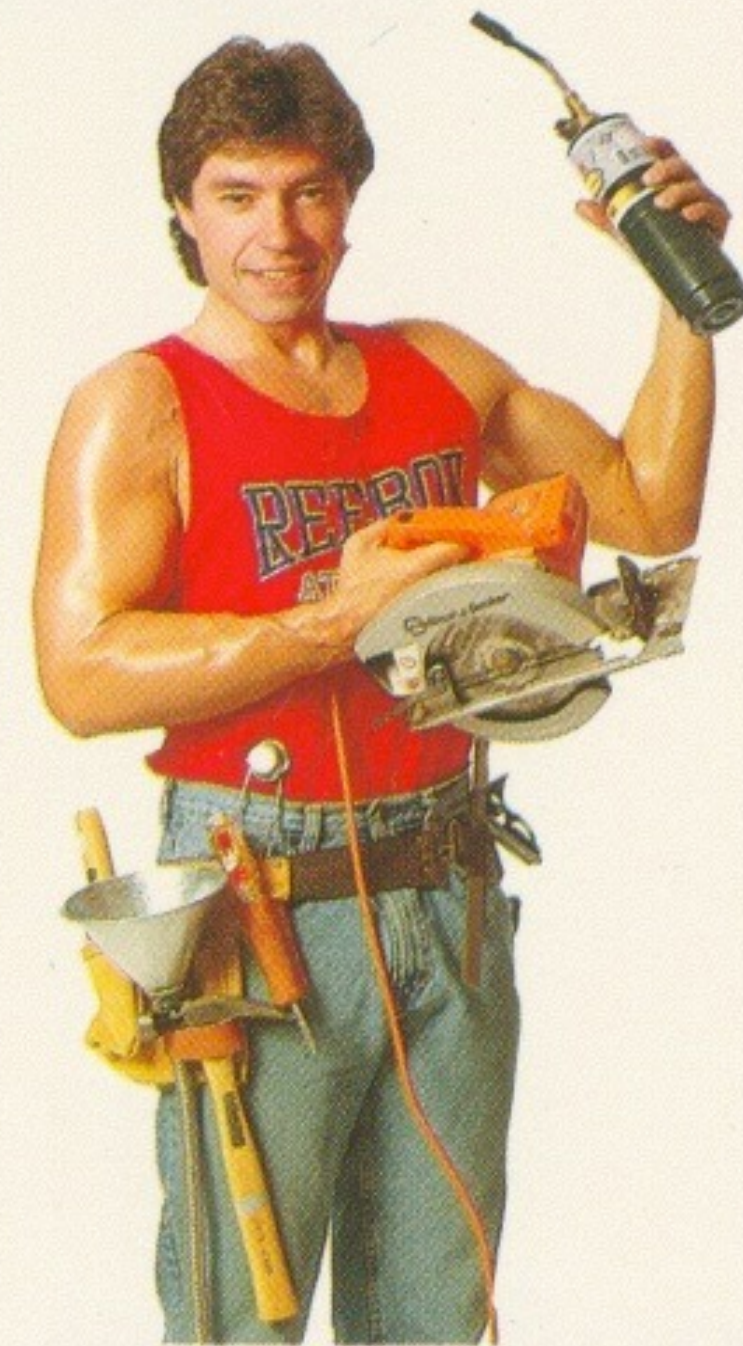


# COOK-LIKE- A-STUD

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

Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## Ross Shafer



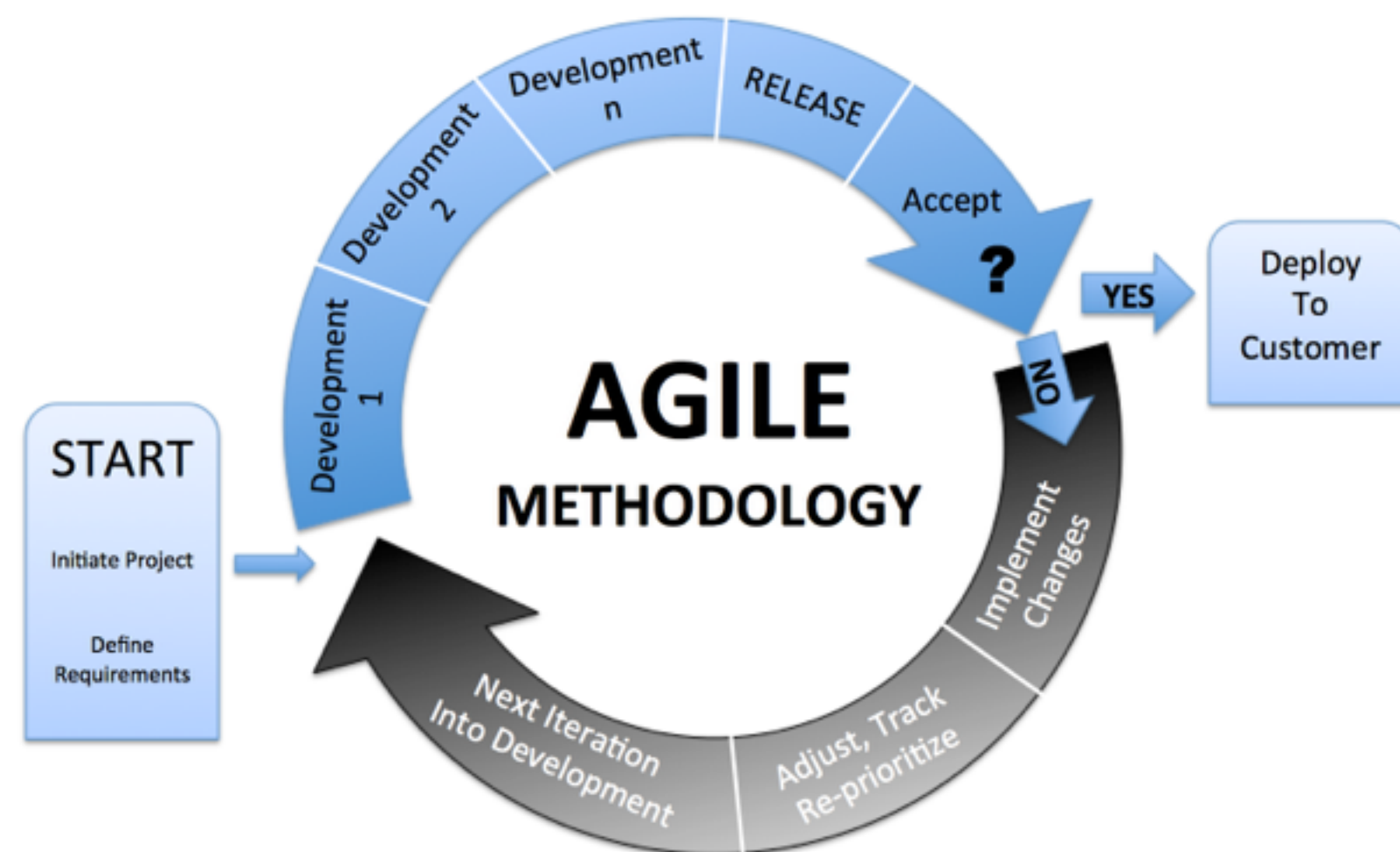








Ryan Shafer





# **CHALLENGES**

**\* Google Rankings**

**\* Consolidation: REITS**

**\* Public Storage/Extra Space**



# *Aging Parents With Lots of Stuff, and Children Who Don't Want It*



Tena and Ray Bluhm in their new home in the Westminster retirement community in Lake Ridge, Va. The Bluhms moved in to their new home in early August, and needed to sort through items to determine what they needed and could fit in the smaller space.

T.J. Kirkpatrick for The New York Times



The background features a complex, layered design. It includes white technical drawings and blueprints on a light blue background, overlaid with a pattern of binary code (0s and 1s) in various shades of blue. The overall aesthetic is futuristic and technological.

# **Future Proofing: Change How You Operate.**



# Hotel Events

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

October 8, 2018



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION A	
Morrow Technologies	Maxis Ballroom
Client Appreciation Lunch	Grand Ballroom 1 & 2

**CRASH THE WRONG MEETINGS**



# Association of Human Nature Convention





[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](#)









# Back Pain Meds







Heel Lifts







LARAMAR

55,000 UNITS







amazon.com

## Dogit Silent Dog Whistle by Dogit

**\$3.74** Add-on Item

Add it to a qualifying order within **17 hours** to get it by **Tuesday, Oct 15**

More Buying Choices

**\$3.74** new (6 offers)

**\$4.99** used (1 offer)



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

**Who Do Your  
Customers Think  
is Relevant?**

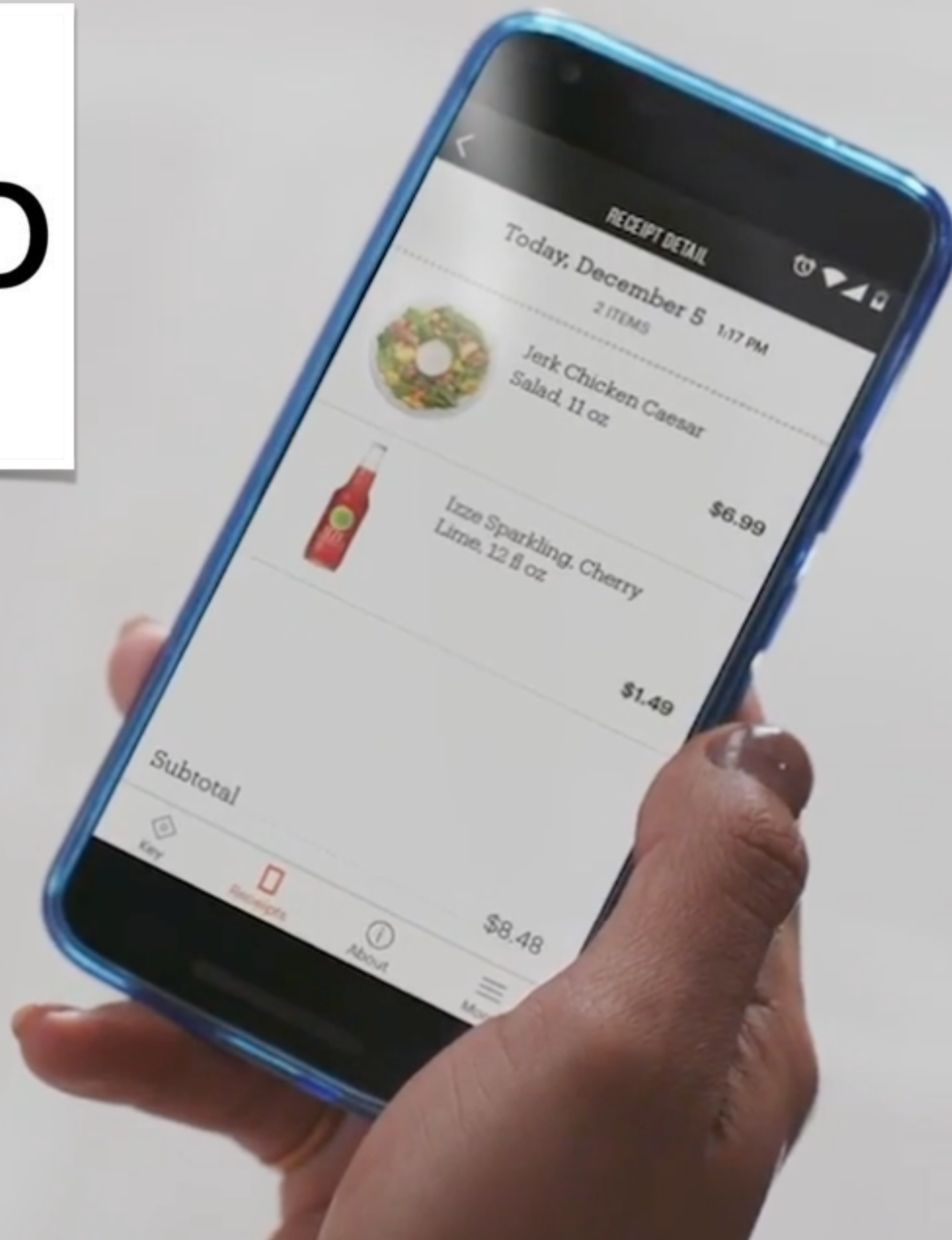






# amazon go

3,000 cashier-less stores





**R O S S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**





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

**Eliminate ALL  
Transactional  
Friction**







**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



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







**You Don't Have to**



**Your Customers**



**POW!**

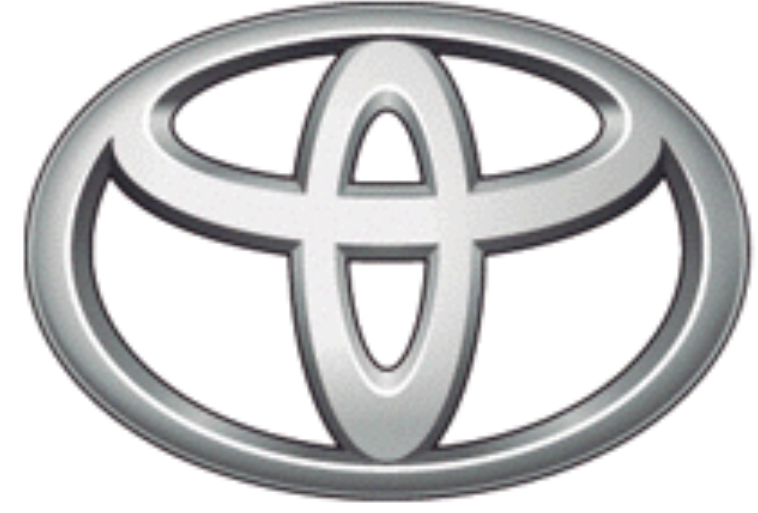
A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white background with a black halftone dot pattern.





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





**TOYOTA**

**FINANCIAL SERVICES**

**(recorded message)**

**“Please be aware that some of our departments might be closed right now as a part of our commitment to quality.”**



# 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.**”





erases



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





*Makes you laugh.*  
KISSES YOUR FOREHEAD  
says he's sorry.  
makes an effort.  
HOLDS YOUR HAND.  
**WORKS HARD**  
attempts to understand you.



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.

**Sometimes  
We Don't See  
that WE  
are the Problem**







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.

**Nobody is  
Smarter Than  
YOU**











Maiden flight - May 1971





**“Fear is the enemy of success”**

**CHUCK SHAFER**







Age 13



Age 14



Age 17



Age 16



Age 29



Age 19

# FLIPPING JUNK



Restaurants/Food Service



Retail Clothing

Photography & Product Marketing



Building Industry



# BUYING COMPANIES

**SHAFER® PROJECTION**



4 Ft. and 5 Ft. Screens  
Ceiling Models Available

At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

**AS LOW AS \$997**

**SOUNDS O.K.**

For Home Demonstration Information CALL COLLECT (206) 848-8300  
119 Hi Ho Shopping Center  
Puyallup, Wash. 98371

STUDIO in Puyallup

**SHAFER**  
PROJECTION TELEVISION



TV & Film Production







*Explaining things the easy way!*

## **How to Start a Pet Shop (retail) Business**

### **Advancing Beginners**

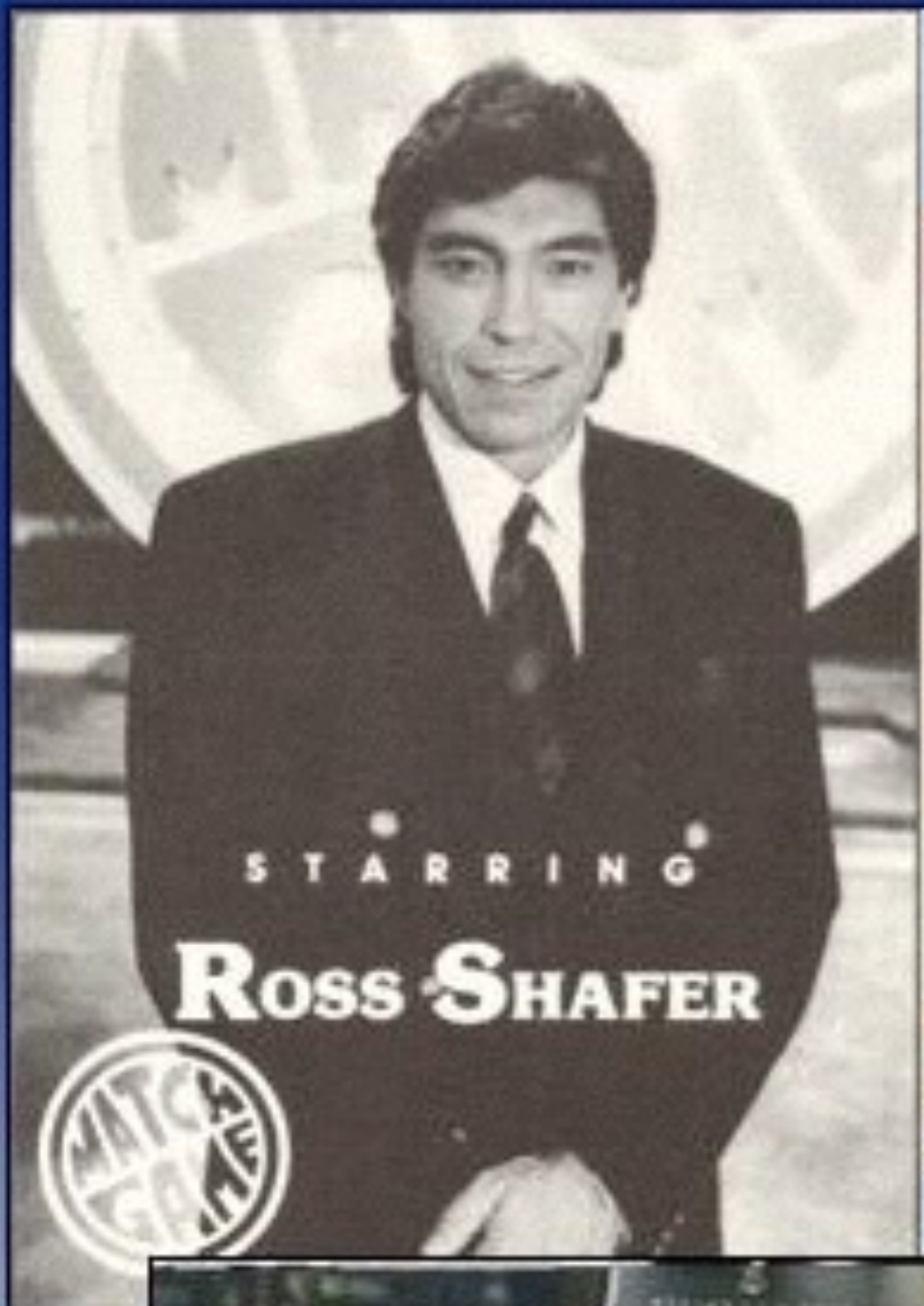
**The Beginners Guide Volume 1**



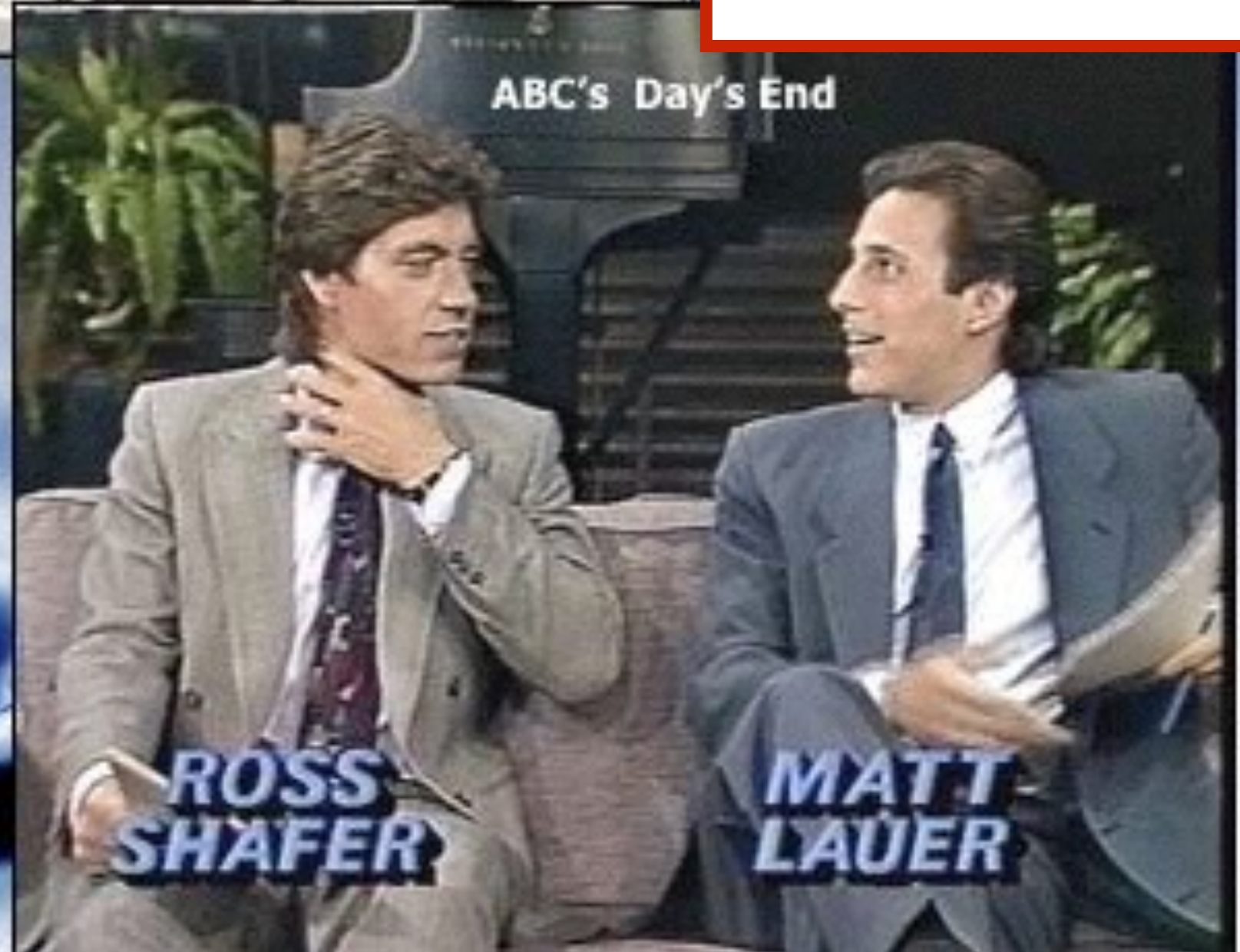
**Sam Enrico**

2018 © Enrico





# TALK SHOW HOST







# **What is the Most Dangerous Threat to Your Business?**



# NOT Millennials







*Instagram*



snapchat

Linked 



You 





A group of young people, including a man in a green shirt, a woman in a blue shirt, and a man in a light blue shirt, are looking down at their smartphones in a crowded setting. The background is blurred, showing other people and what appears to be a red and blue banner.

**WE MUST  
REVERSE  
“SOCIAL  
MEDIA  
ADDICTION”**

**FOMO**



# **Extreme Insecurity**

**Mood Swings Based Upon CLICKS & LIKES**

**DISTRACTION ERRORS AT WORK**

**CO-WORKER TENSION**

**Self-Absorbed. Self- Obsessed.**



🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne  
Ph.D.

Fulfillment at Any Age



# Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

[f SHARE](#) [🐦 TWEET](#) [✉ EMAIL](#) [🔗 MORE](#)

That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,





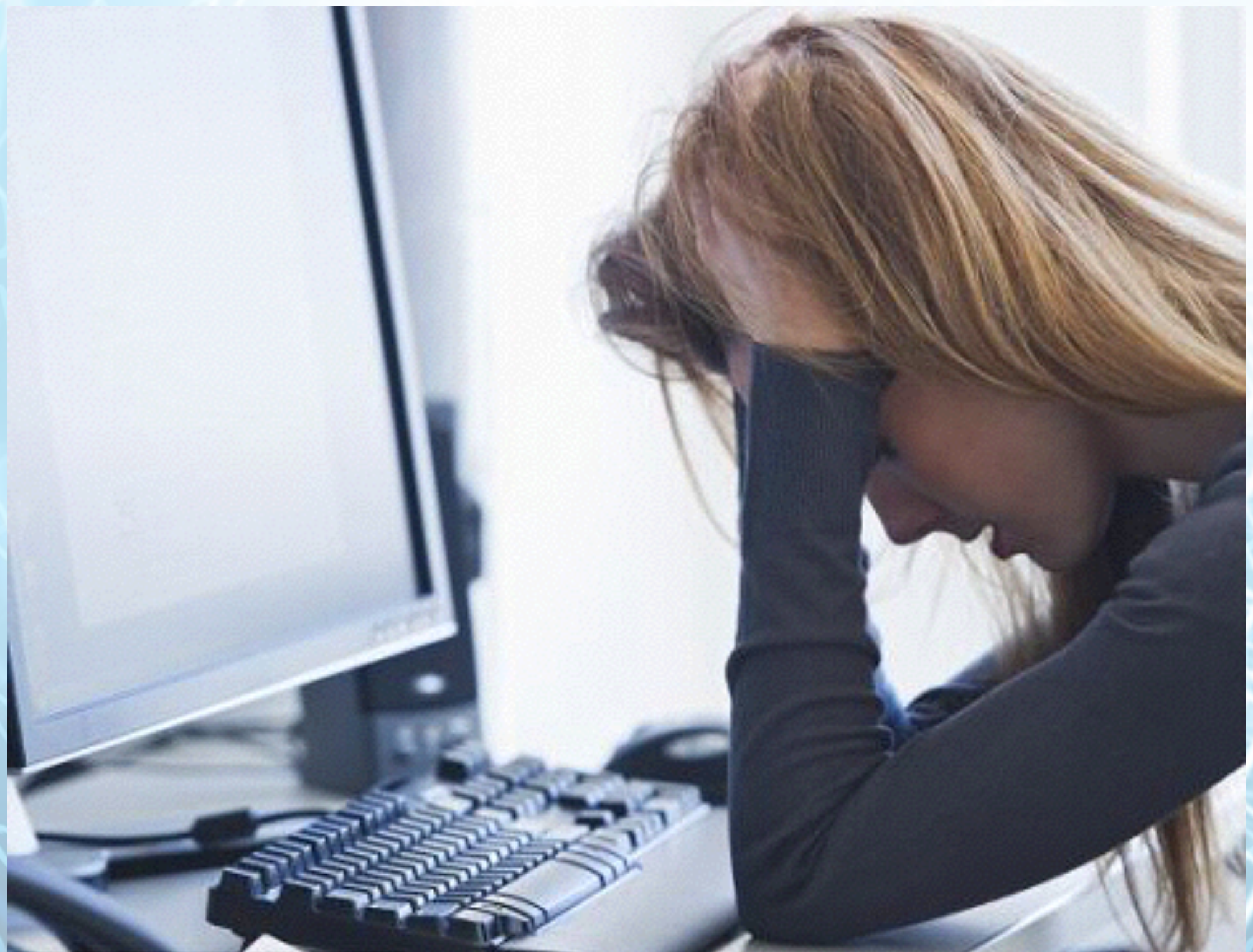
# SOCIAL MEDIA CAN DEFLATE PLAYERS' CONFIDENCE

◀ **TUCKER CARLSON** tonight ▶ #Tucker

HOOL BUILDINGS THAT TESTED POSITIVE FOR HIGH LEAD LEVELS, WITH DRINKING FOUNTAIN IN ONE BUILD



**NO**  
~~**CELL  
PHONE  
ZONE**~~





**We Coach (28)  
Behaviors  
That Make  
People Feel  
Good**

*Living an  
Other-Focused™ Life*



Ross Shafer

Garry Poole



# **Other-Focused SOCIAL MEDIA Habits**

**\*You Can't Post Selfie's or Food**

**\*Celebrate Your Customers**

**\*Ask Questions of Your "Herd"**



**...and you  
know  
what  
happens?**

*Living an  
Other-Focused™ Life*



Ross Shafer

Garry Poole



**More Invitations to Parties**

**MORE RESPECT**

**More Freedom**

**More Likes and Comments**

**More Recognition**

**Less Work Drama**

**More Friends**





*We Teach People to be **CURIOUS***









**Speaking Clearly will Keep You RELEVANT**



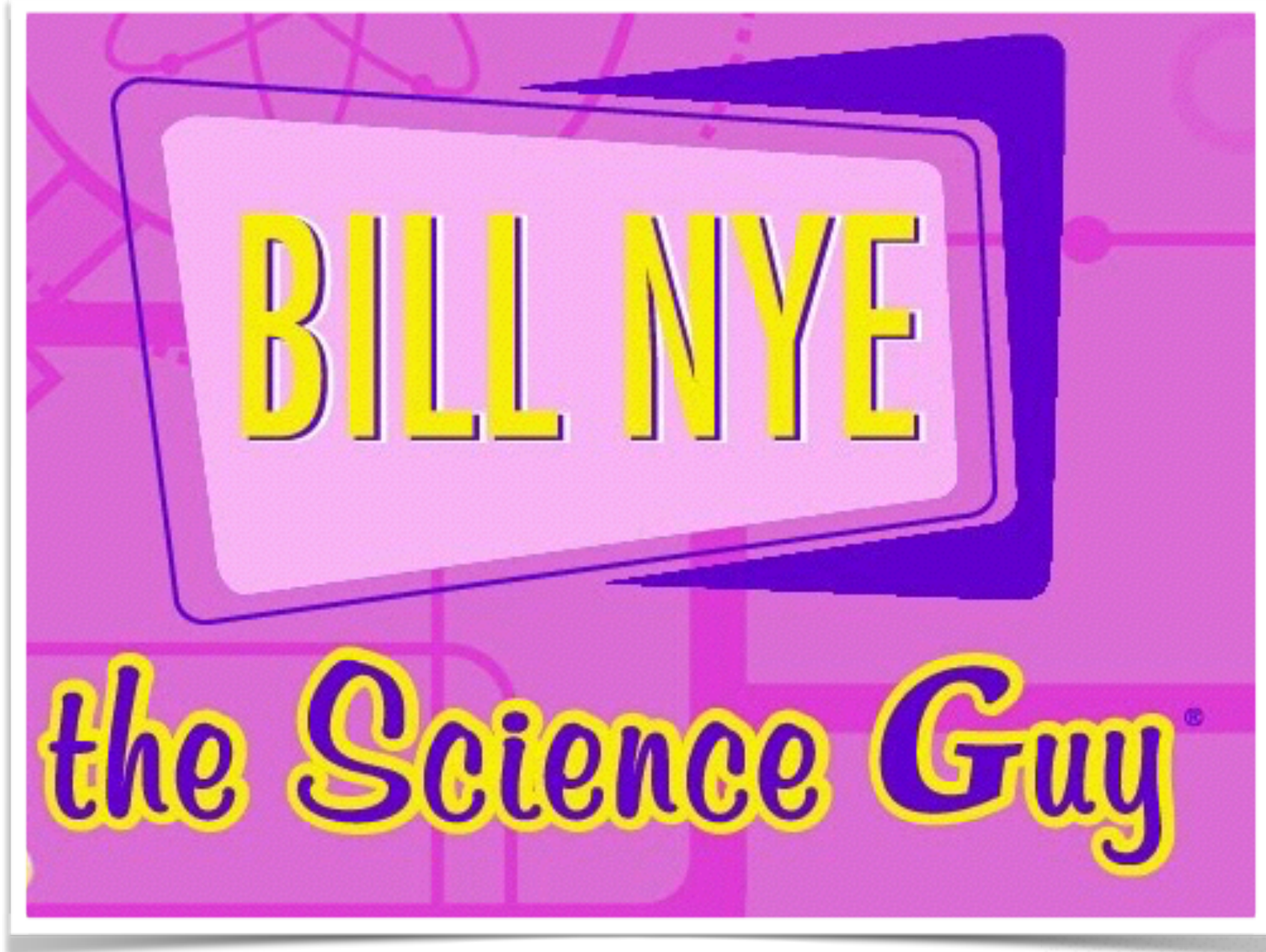




The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Elevate Your  
Superstars  
Quickly**











# AFTER TODAY'S MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

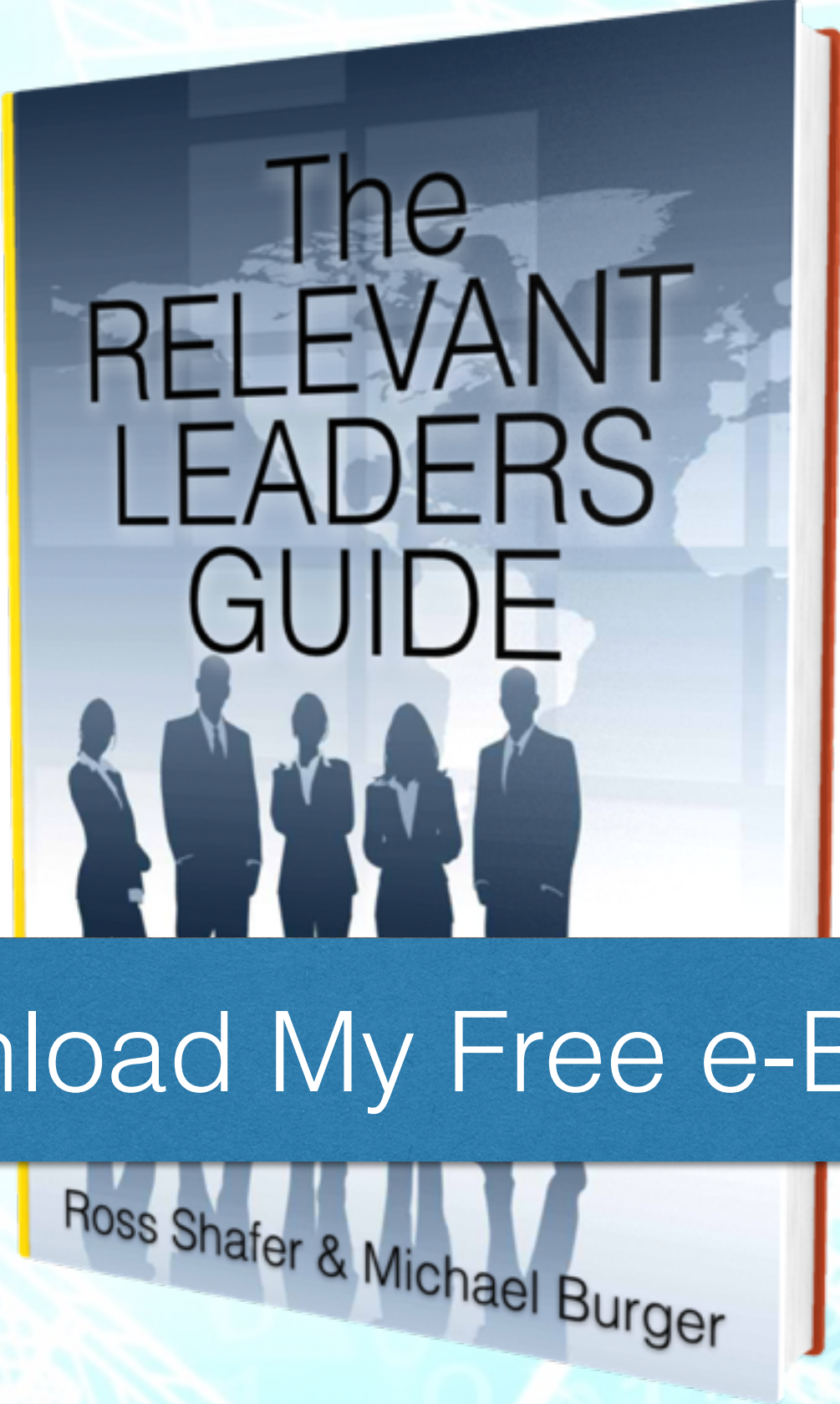
**Relevant Leaders Club** Download All

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...

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by Ross Shafer  
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Leadership Video Blog

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**Provide Ongoing  
Encouragement**







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**Deia Starr Rank**

**ph (913) 905-9435**

**[rank@speakerexchangeagency.com](mailto:rank@speakerexchangeagency.com)**

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