



**If you would like
Ross to create a
custom program
for you,**

CONTACT:

Pam Coleman

Pam@ExecutiveSpeakers.com

1-901-619-4143

ROSS SHAFER

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

Be as Innovative as a Startup

Ross Shafer

Smart City
Technology

IT Acumen

Deliver on the Promise of a Digital World

Innovate
Every Day

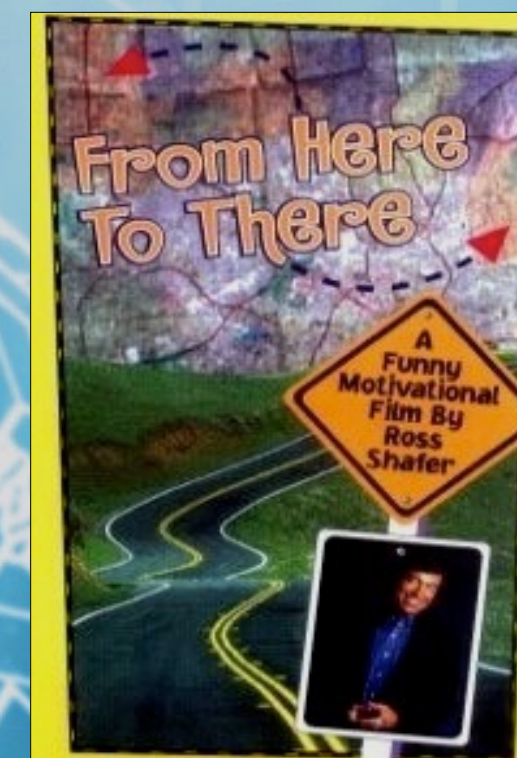
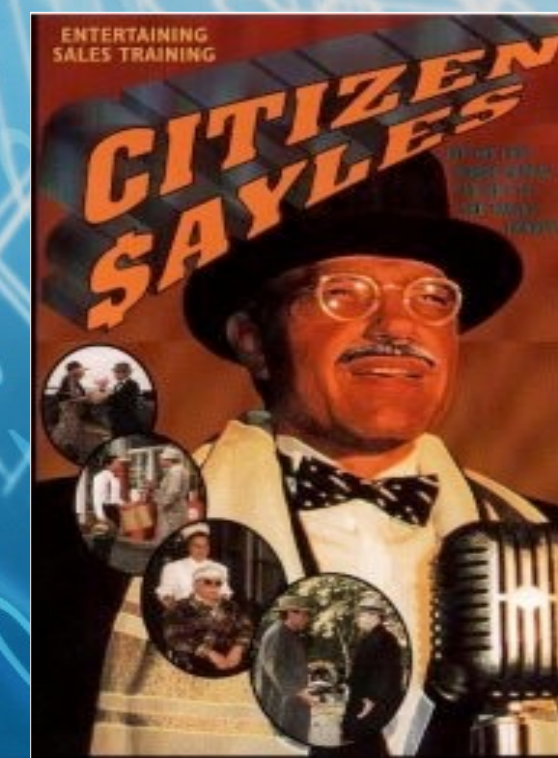
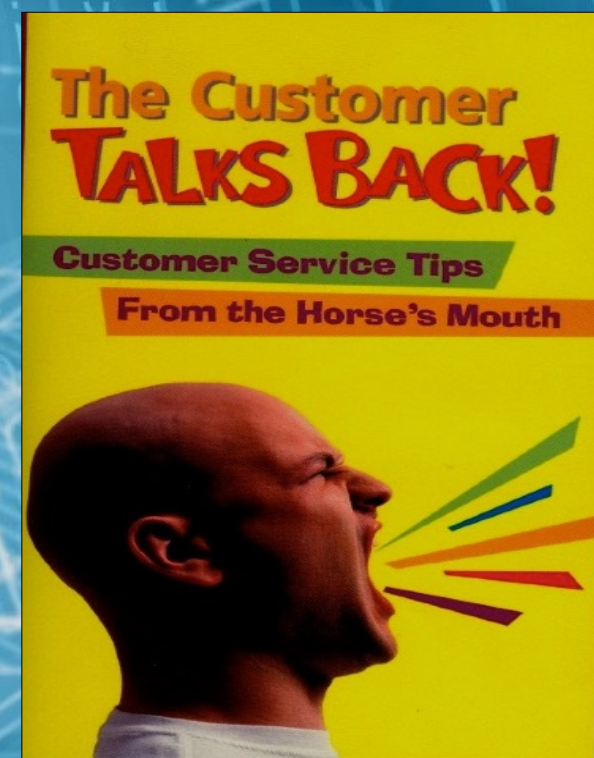
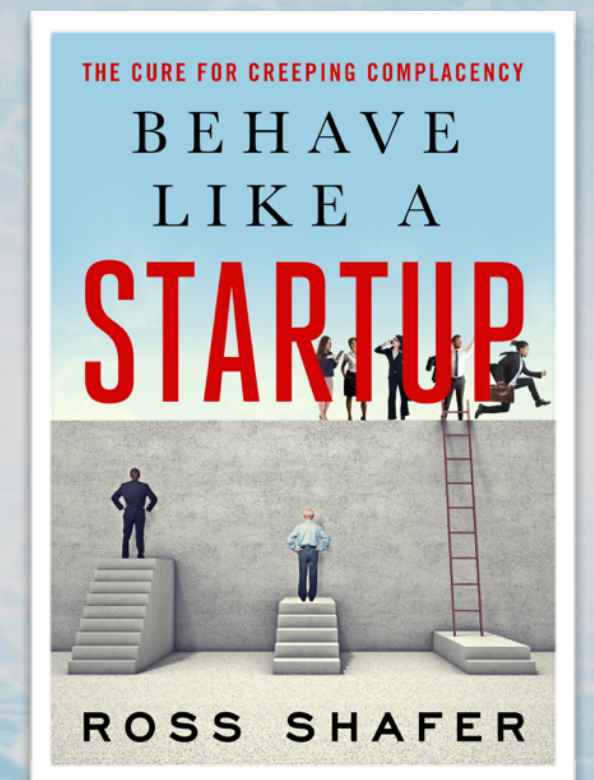
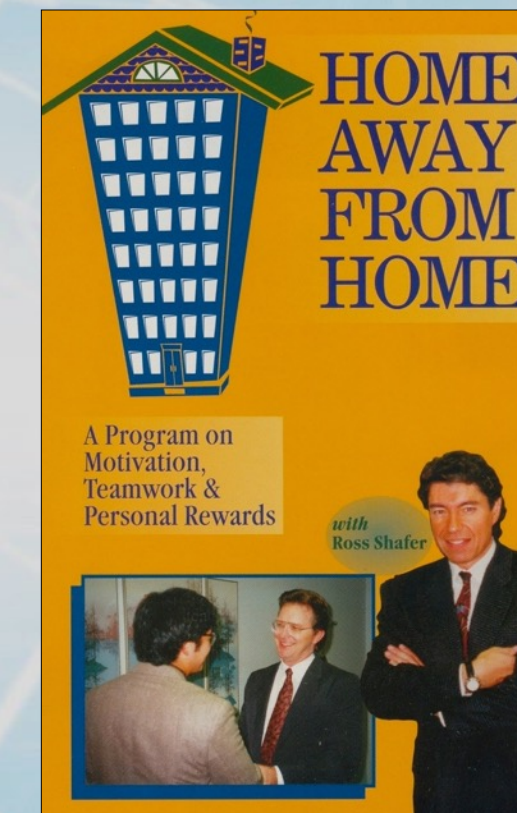
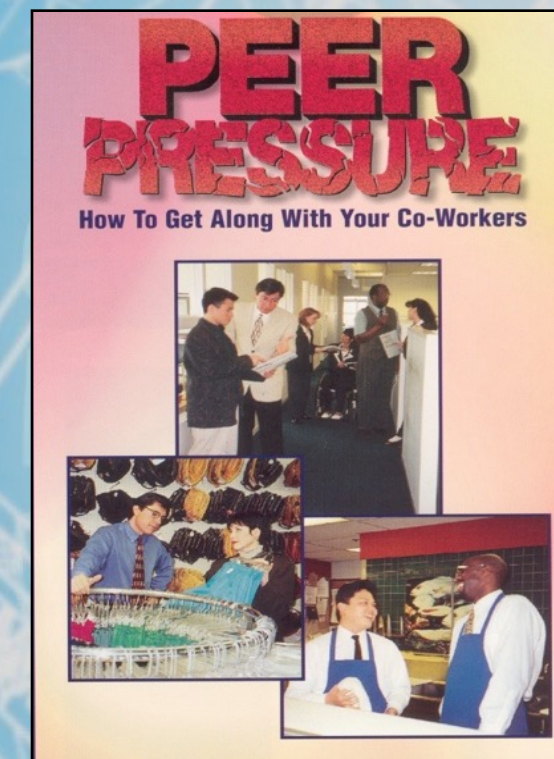
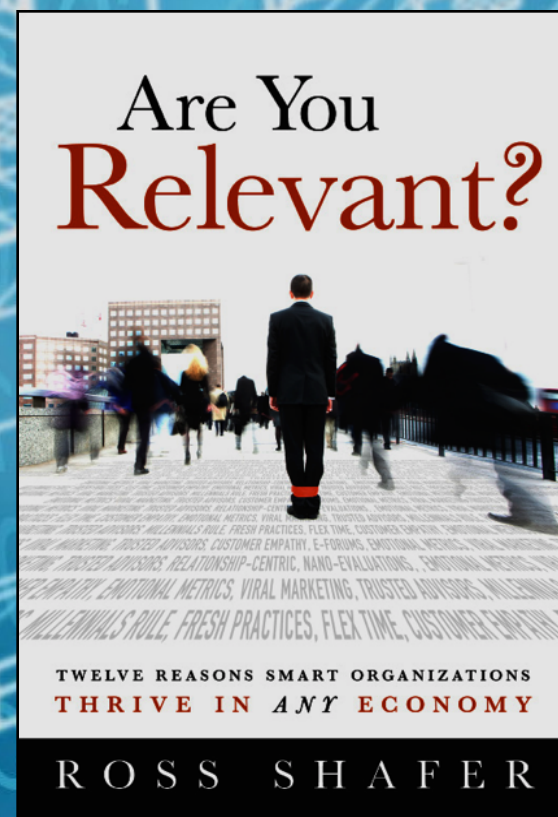
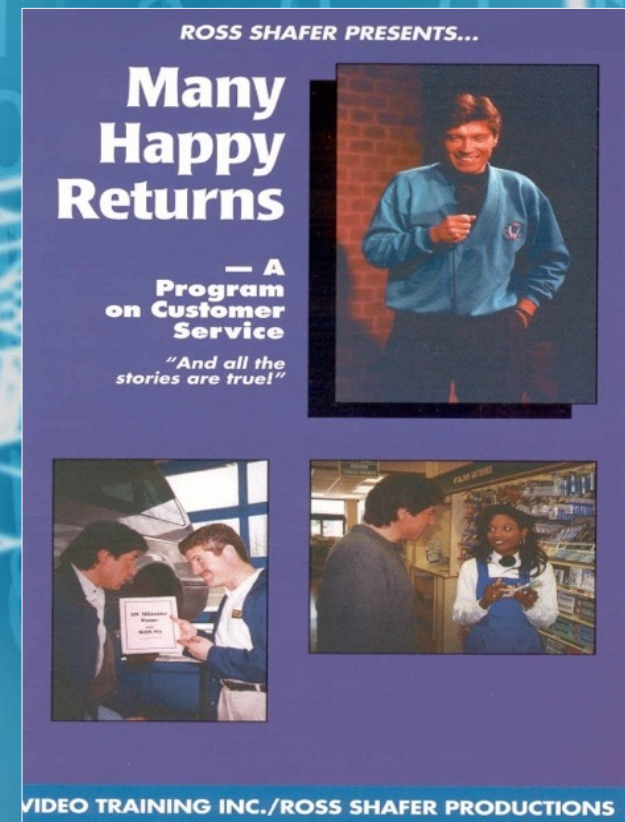
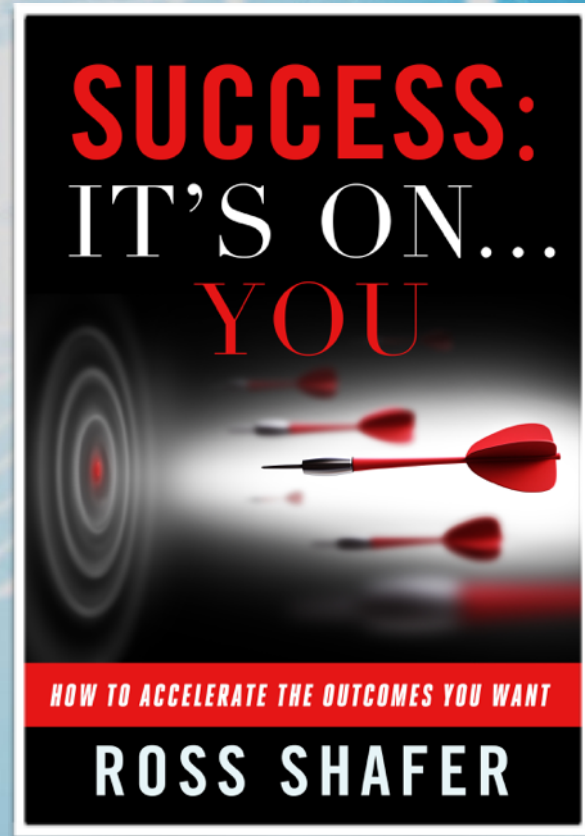
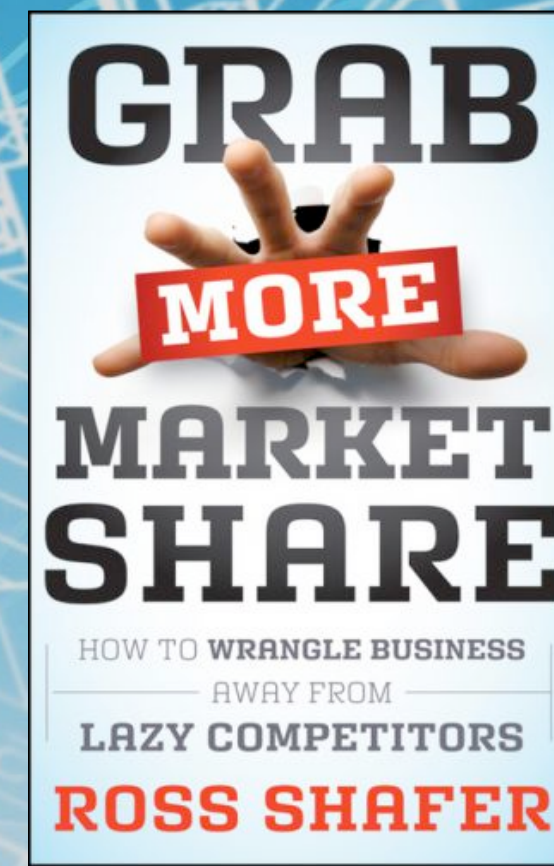
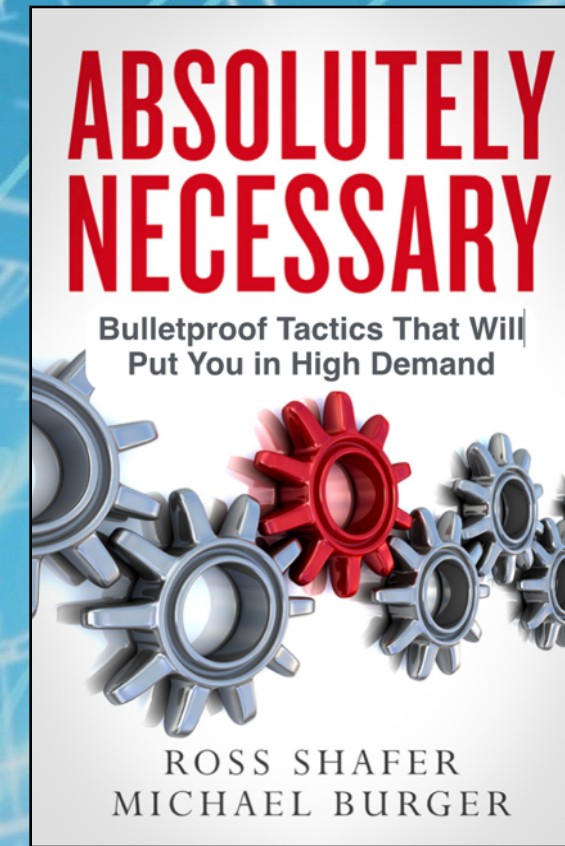
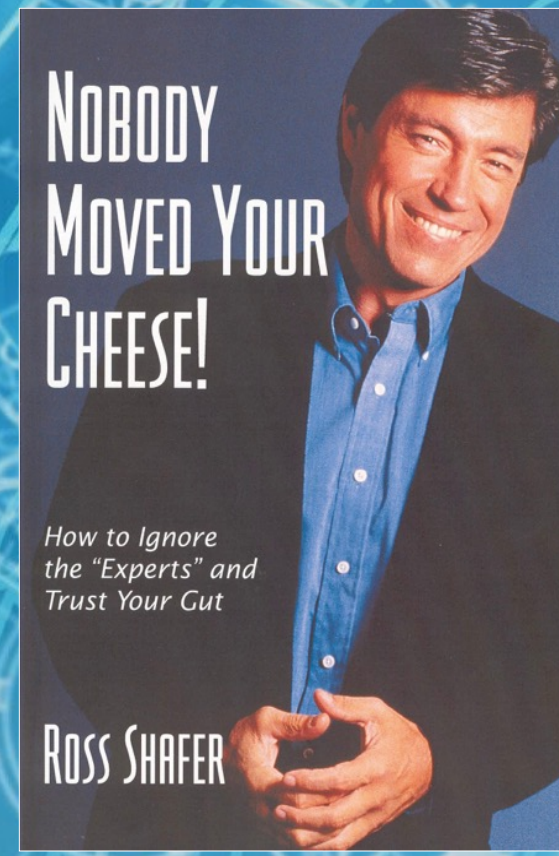
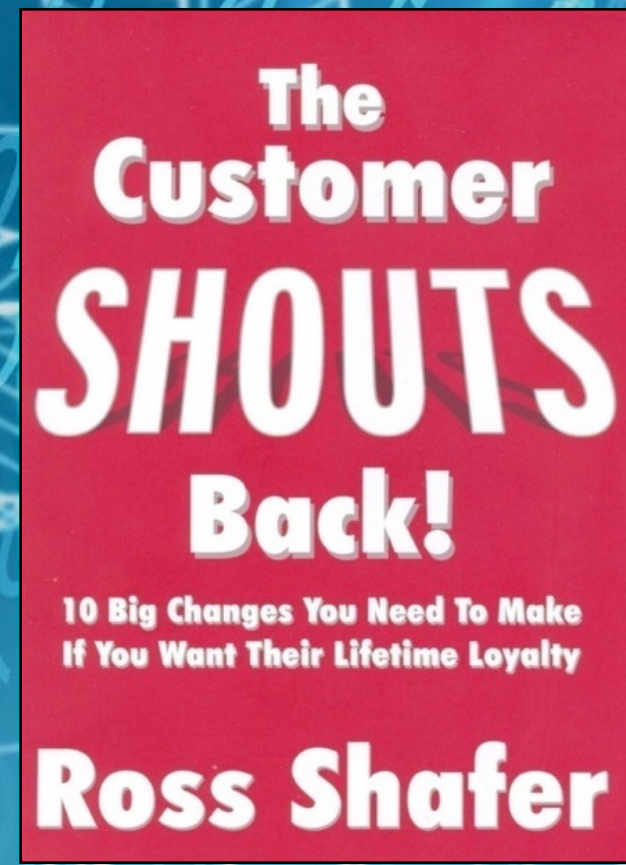
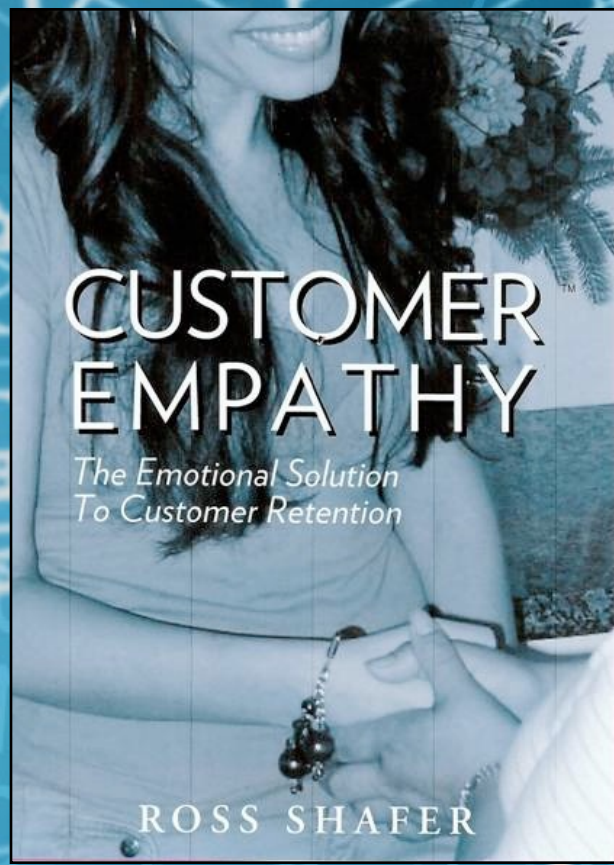
INTERNET OF EVERYTHING

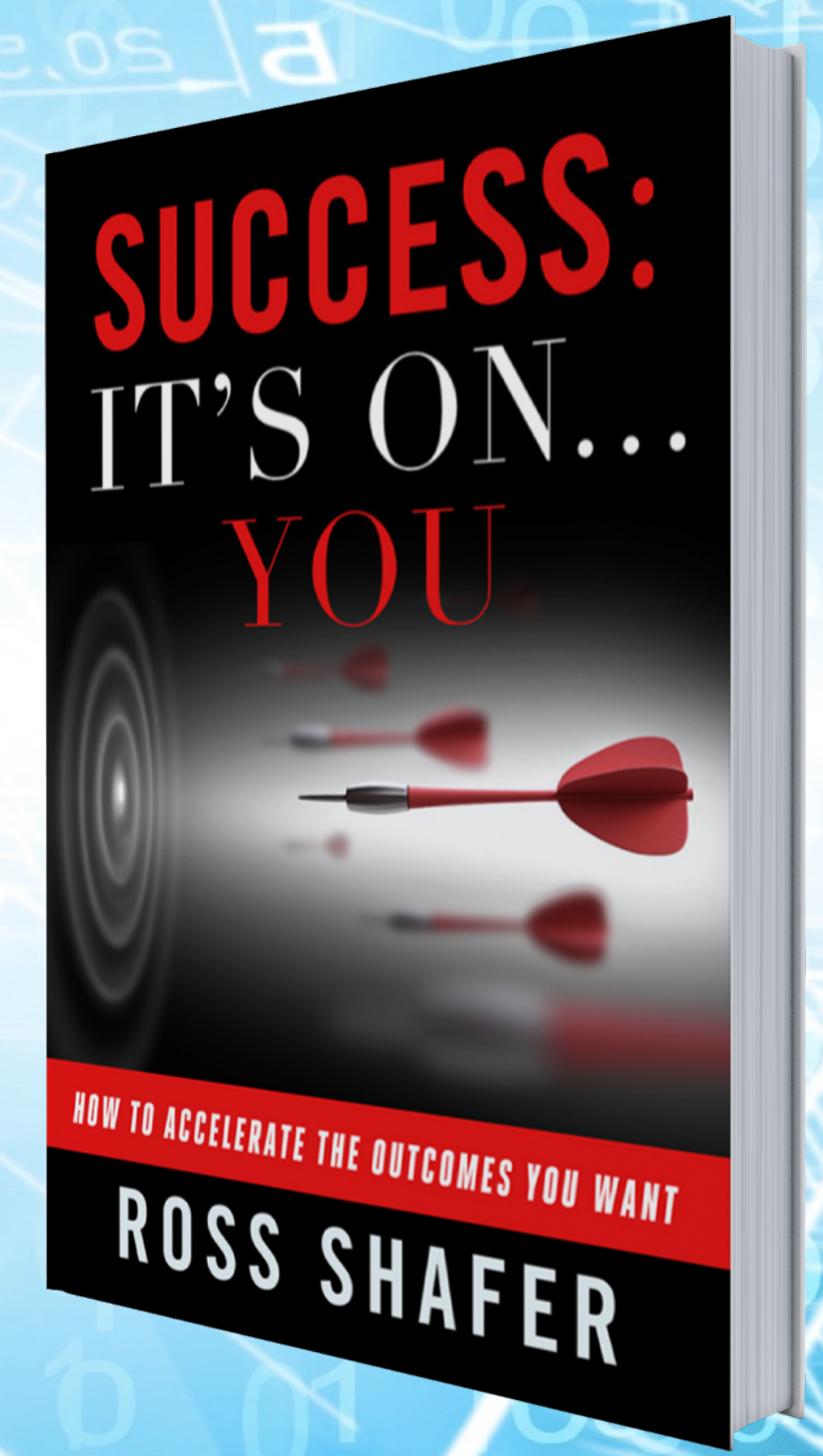
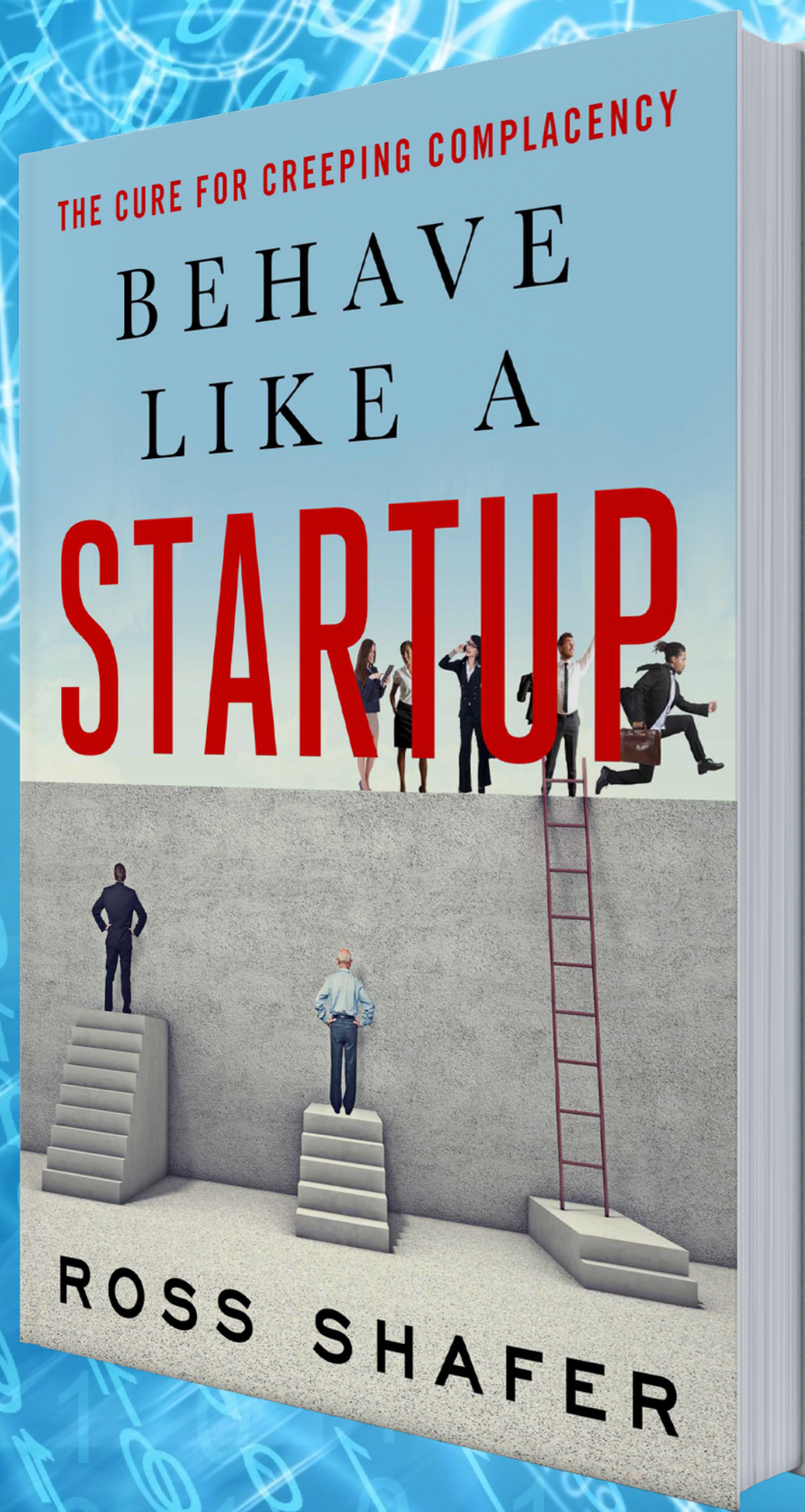
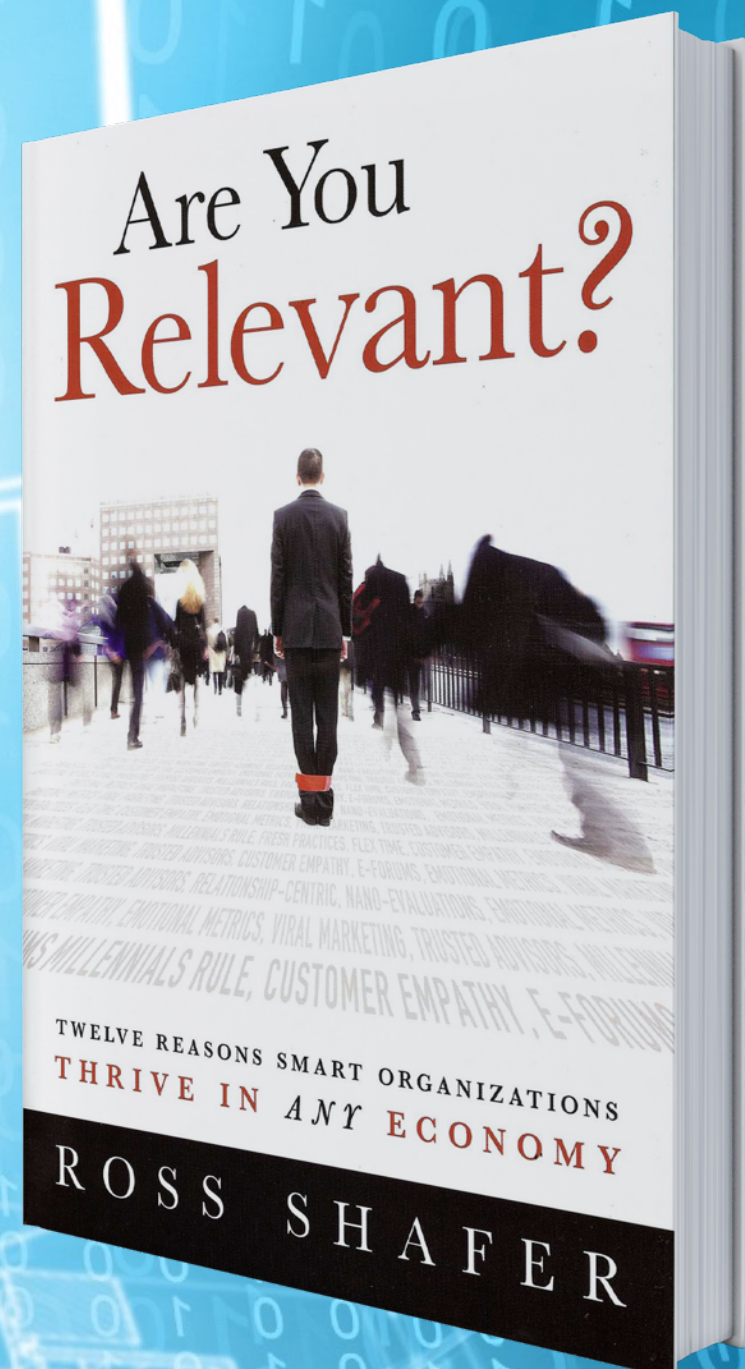
Recreate Yourself

Consultative
Selling

Simply for Me, Reliably

Automating Traffic & Tracking





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.

What I'm Not...

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 data-driven aesthetic.

**Don't Accept
Your Limits**

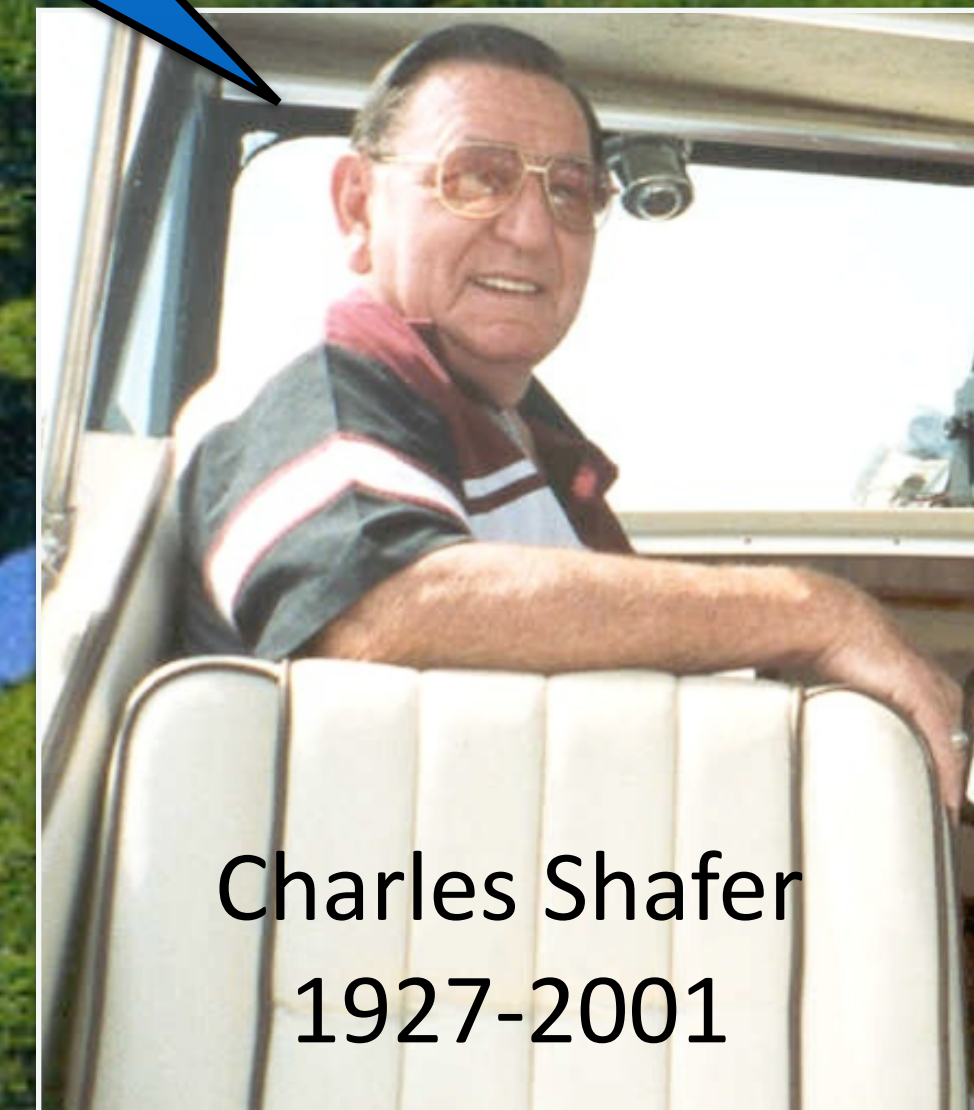
“Don’t wait to be successful. Evolve and get there sooner.”



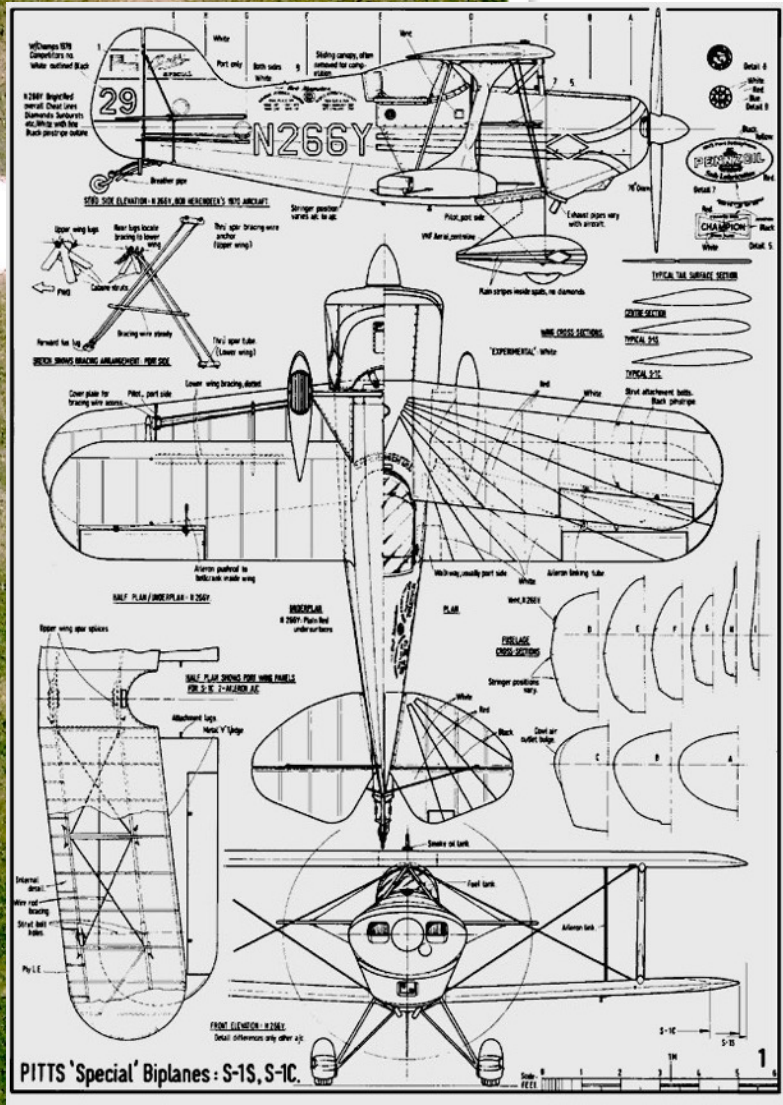
Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001



Chuck Shafer

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



Maiden flight - May 1971



“Fear is the enemy of success.”

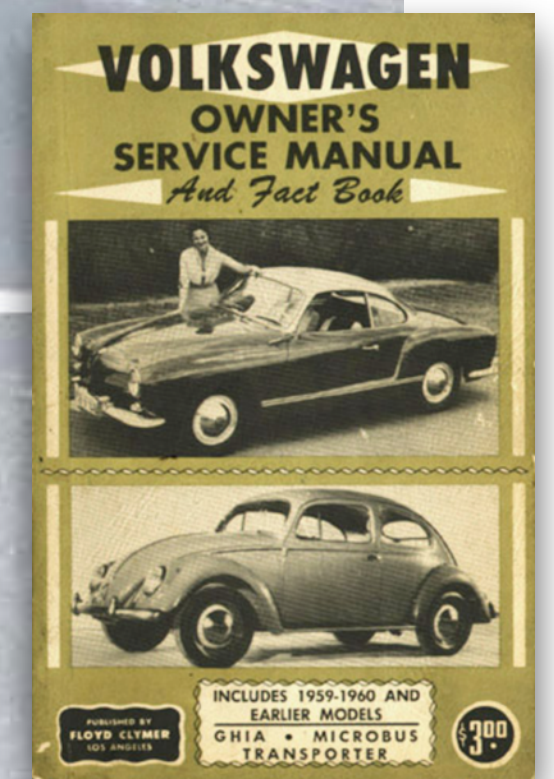
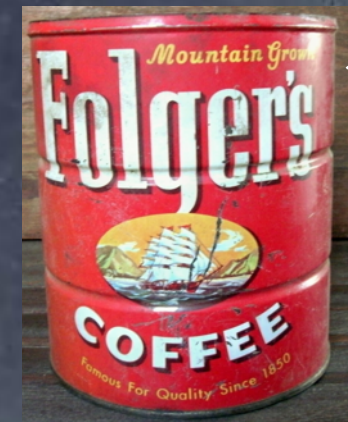
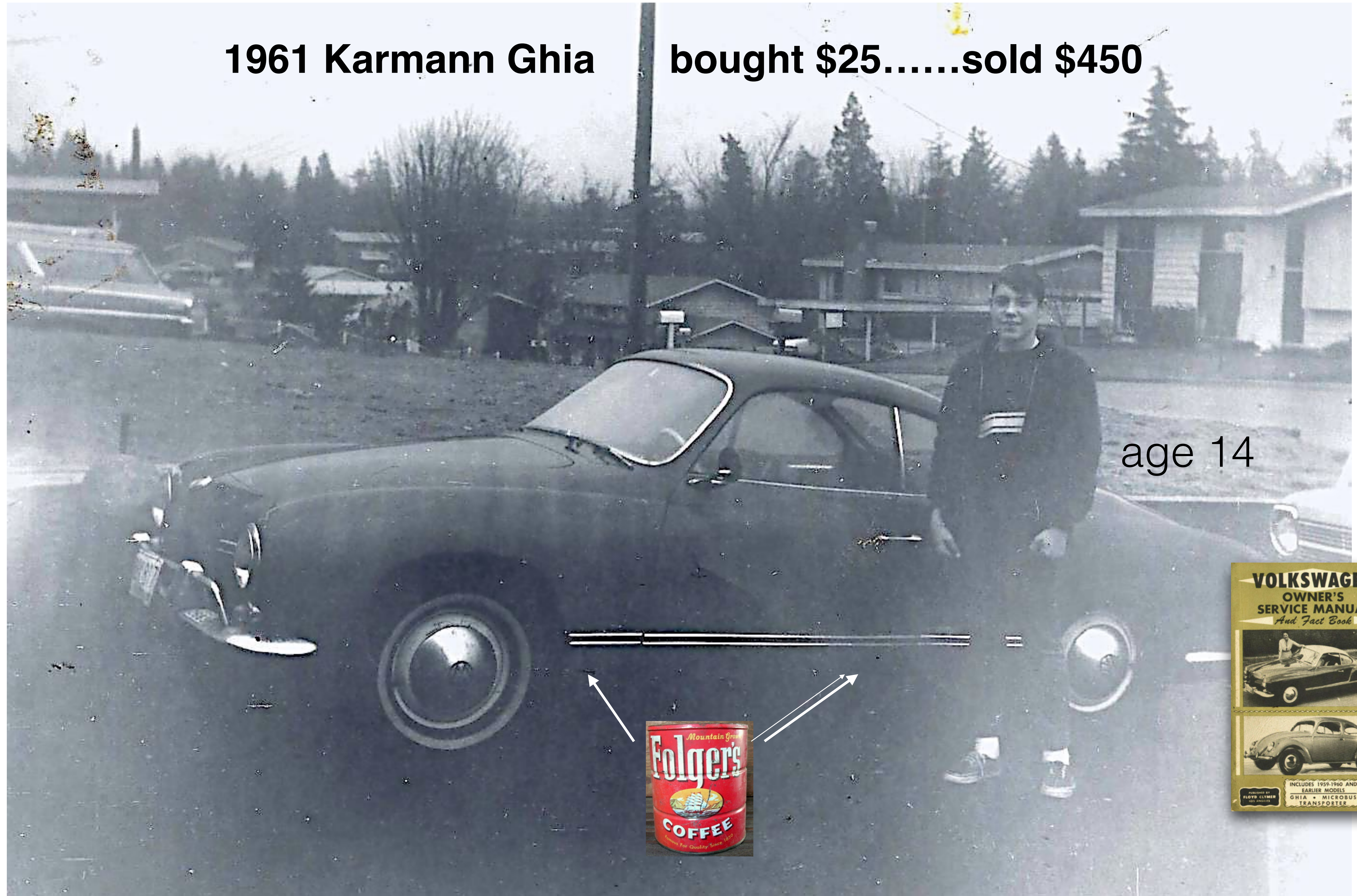
CHUCK SHAFER



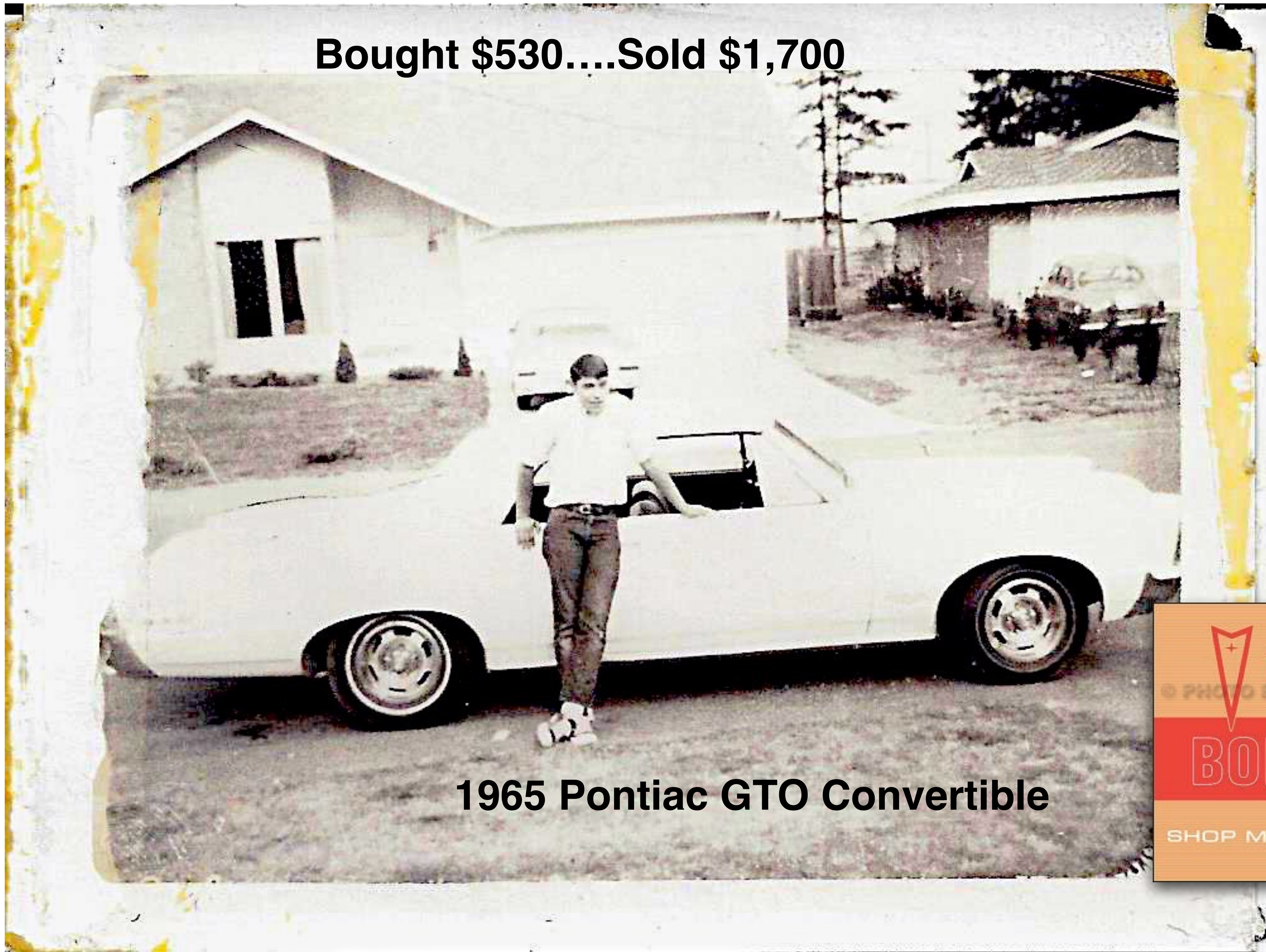
1961 Karmann Ghia

bought \$25.....sold \$450

age 14



Bought \$530....Sold \$1,700



1965 Pontiac GTO Convertible

1965
TEMPEST
GTO

BODY

SHOP MANUAL

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500





purchased for \$4,800



sold 18 mos. later for \$17,500



bought \$178,000



sold \$360,750



NCAA-D2
University of
Puget Sound



UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court





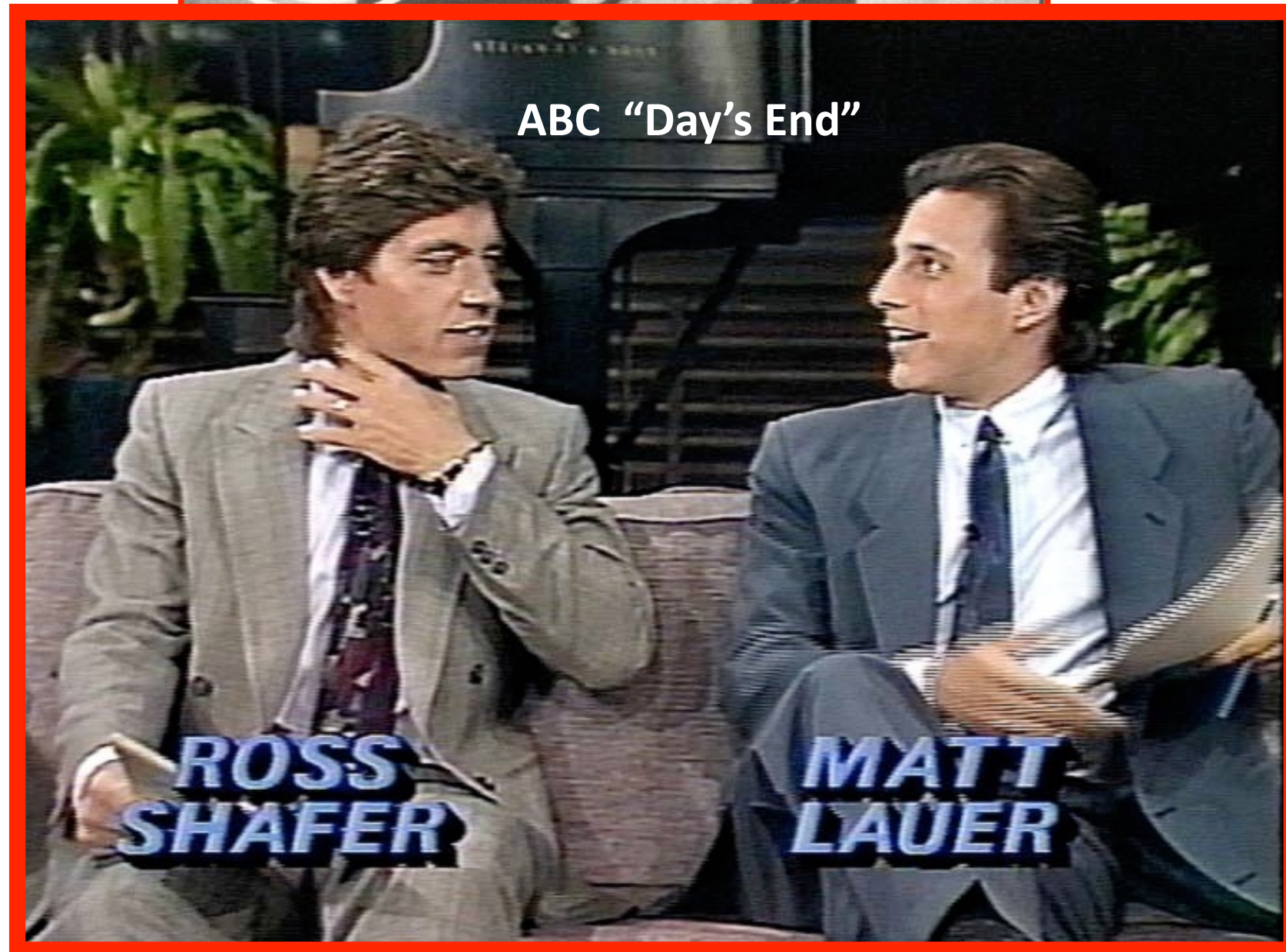
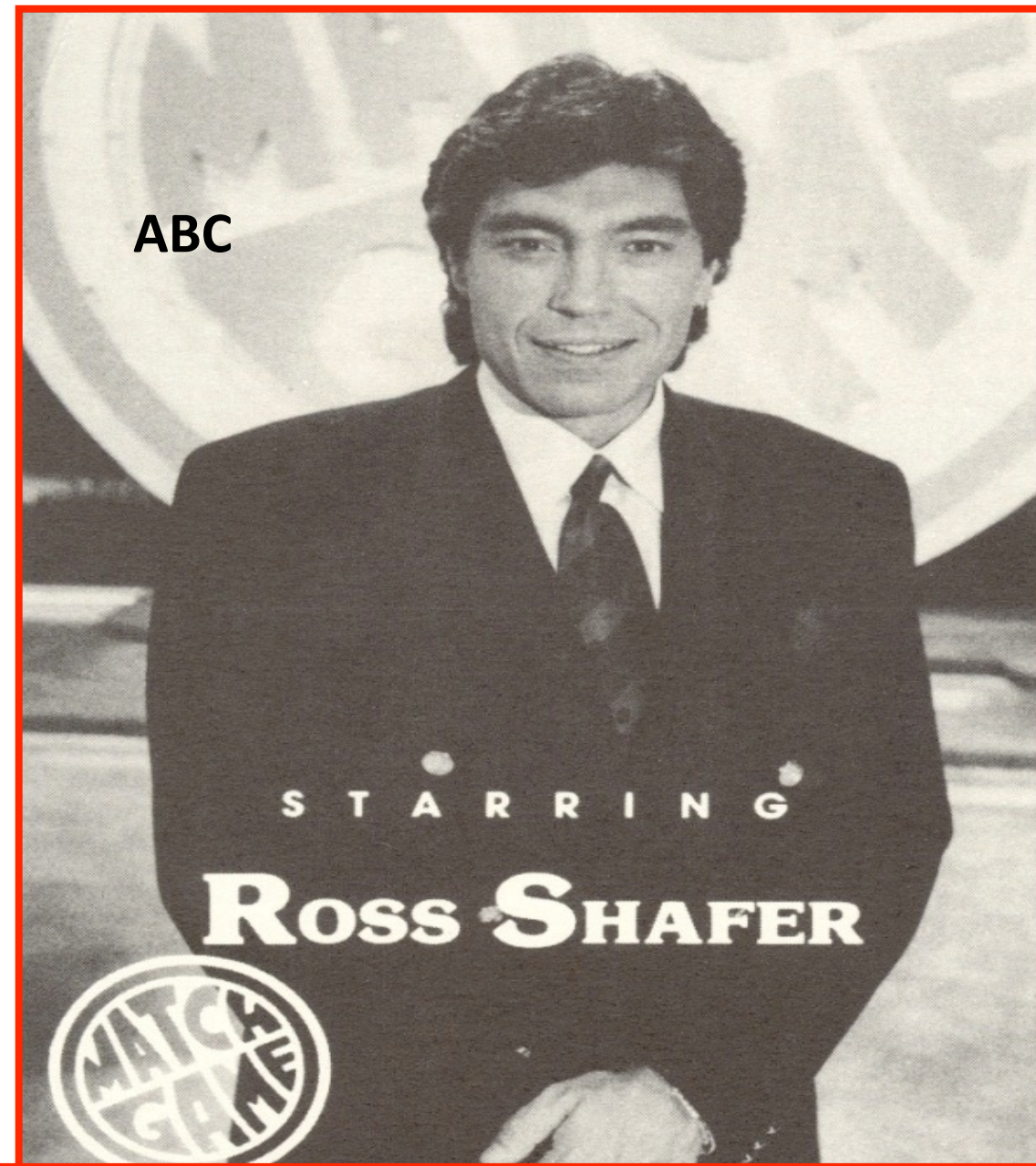
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1





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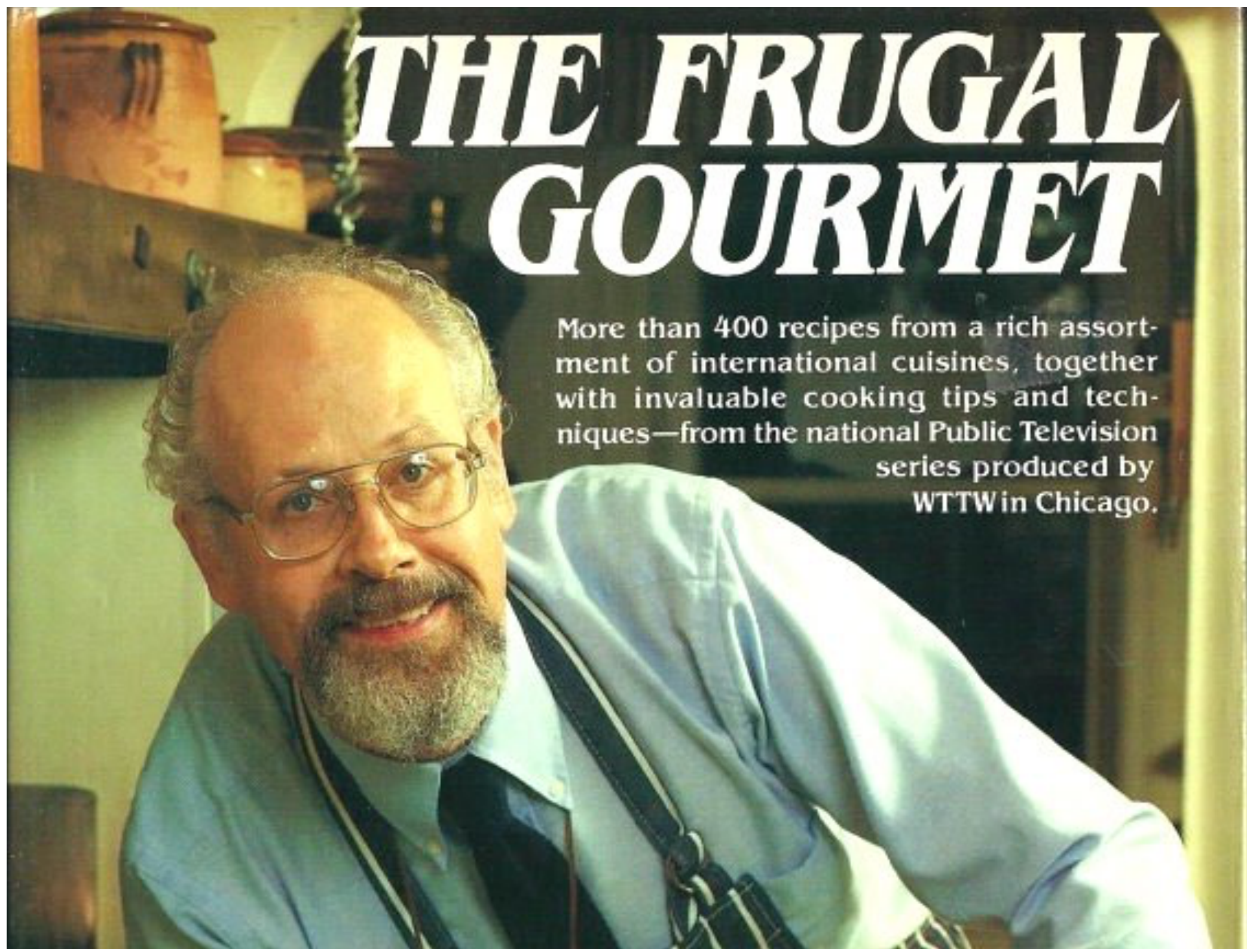
Startups Don't Wait for Perfection

The Galloping Gourmet

A FOOD CHANNEL?

THE FRUGAL GOURMET

More than 400 recipes from a rich assortment of international cuisines, together with invaluable cooking tips and techniques—from the national Public Television series produced by WTTW in Chicago.



"If you're afraid of butter, use cream."

-Julia Child

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



“The pace of innovation won’t allow us to embrace the status quo.”



Howard Shultz - Executive Chairman

“Lifespan” of S&P 500 Companies



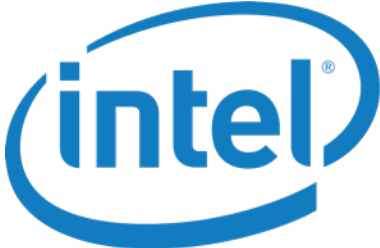






In 1968 - Companies lasted an average of 70 years

2017 - Less than 14 years

NOTE #1: S & P replaces companies on average every two weeks! 75% of them will be replaced by 2027

NOTE #2 Standard & Poor's Index is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>

	104 yrs old
 HEWLETT® PACKARD	77
	52
	47
 Microsoft	41
	40
	39
	31
	22

**Startups are
Relentless About
Innovating
Everything**

Hotel Events

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

Events for May 2, 2017

GO TO THE WRONG MEETINGS

Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
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

Association of Human Nature Convention



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[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







Laramar Apartment Homes - 55,000 units

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and cross-sections. 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

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

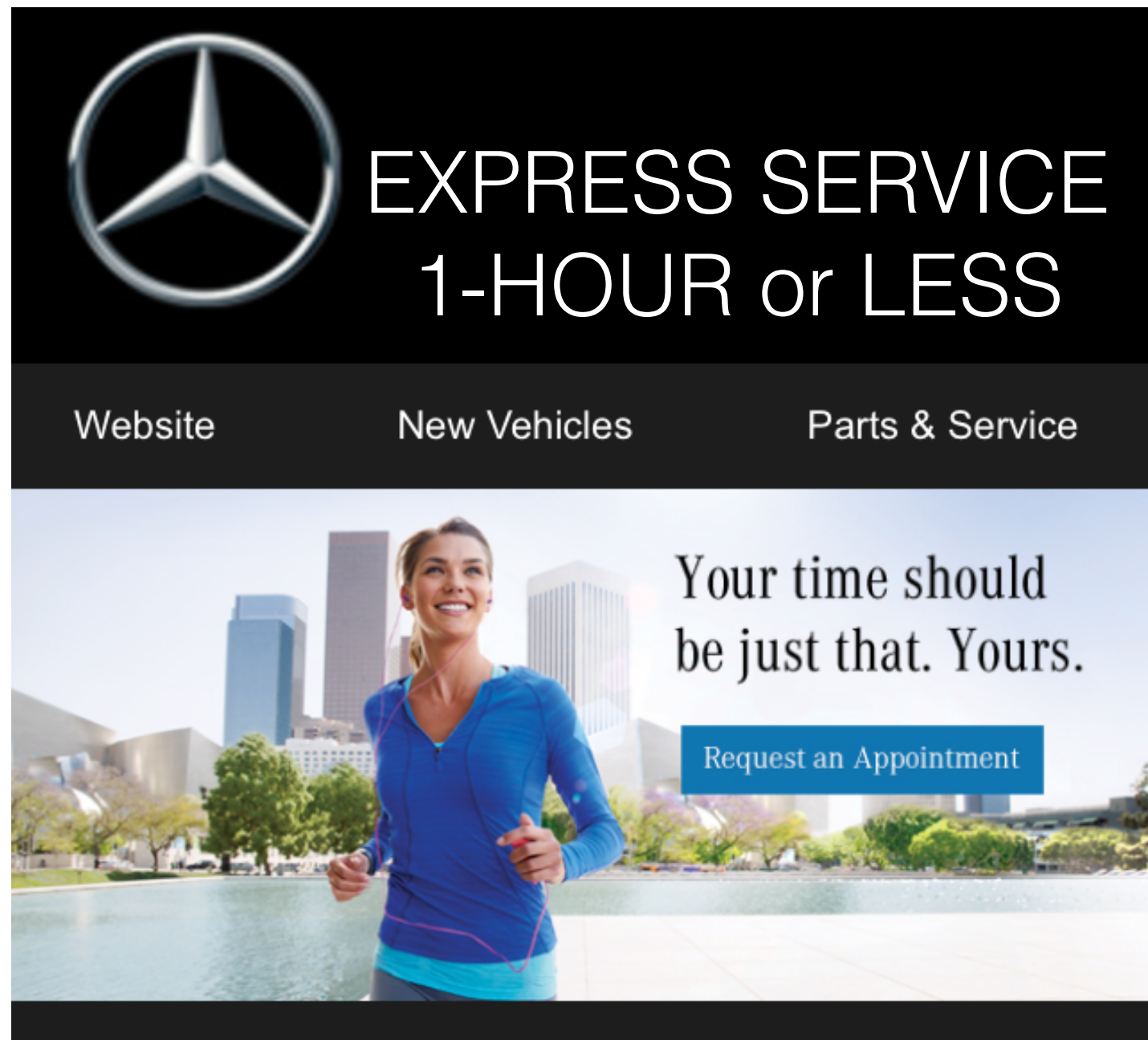
CUSTOMER


FRICTION



RESPECT MY TIME.

RESPECT MY CONVENIENCE.



 EXPRESS SERVICE
1-HOUR or LESS

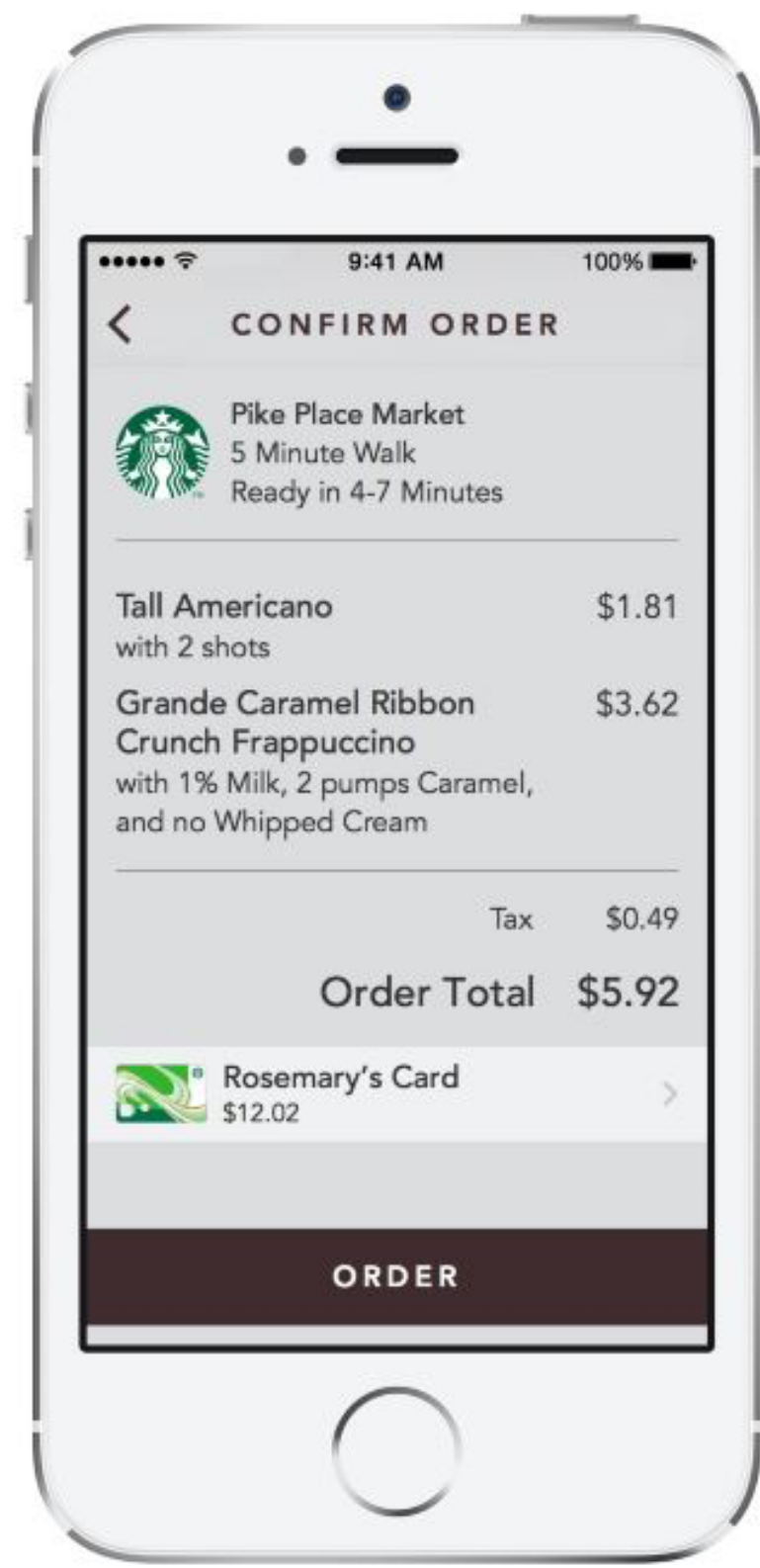
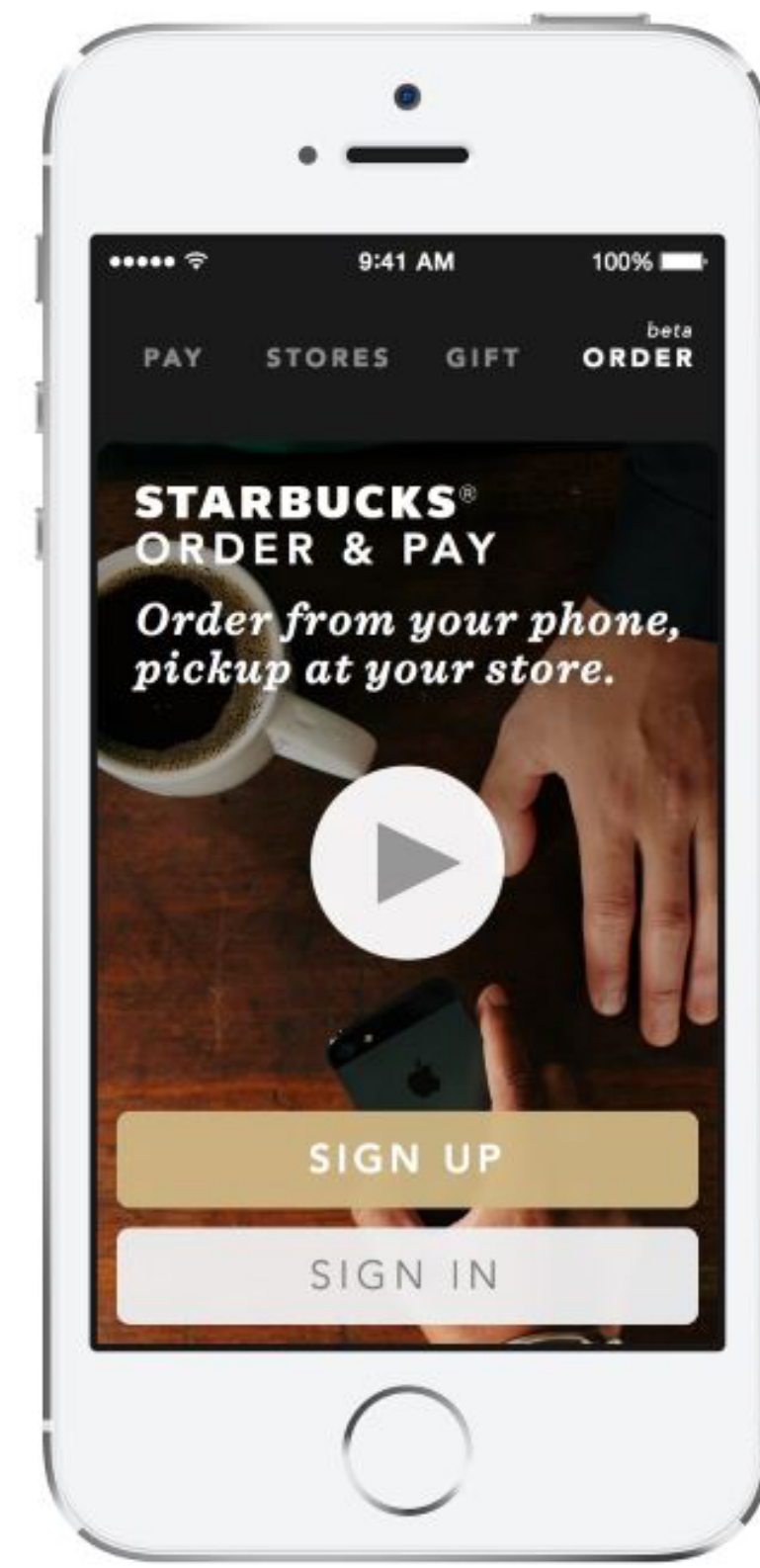
Website New Vehicles Parts & Service

Your time should be just that. Yours.

[Request an Appointment](#)

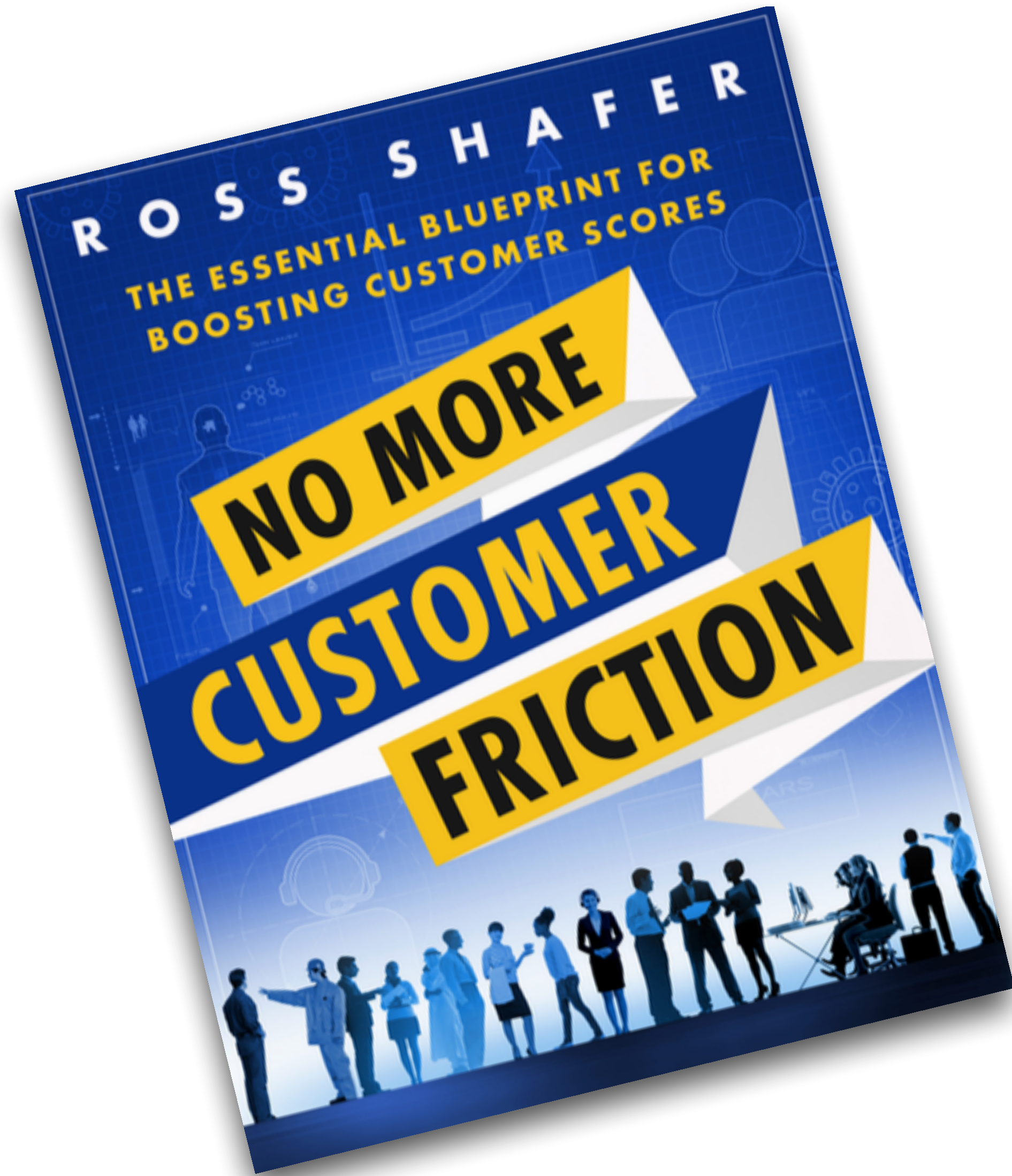


U B E R



The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a white arrow that curves from the bottom of the 'a' to the bottom of the 'z'. To the right of the arrow is the word "go" in the same lowercase, sans-serif font. In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

amazon go



**Does This
System
Work?**



Complaints led to losing 1,000,000m subscribers in one-quarter.

They spent \$300M to improve ALL processes.

Today, billing, call centers, and installation is rock-solid. Comcast is #1 in customer sign-ups & retention in their industry.

10 yrs ago, customers complained their toys were boring & prices were too high.

They hired designers who LOVED the toys & thought they should be tied to movie franchises (Harry Potter, Batman, etc). In the last two years, Lego has become the largest toy company in the world.

***Last Place* customer care in their industry. I coached them to reduced friction for Linemen, Call Centers, & Engineers.**

We corrected customer complaints and empowered on-the-spot fixes. 90 days later we raised their J.D. Power scores 21 Points...#1 in their industry.

The background is a complex technical drawing or blueprint 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 light blue color, creating a digital or data-driven aesthetic.

Millennial Marketing is Awakening

This is what Millennials Look Like, Today.



ROSS SHAFER'S
RELEVANT LEADERS CLUB



ROSS SHAFER Biz Author/Consultant



CAM MARSTON Generational Insights

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 sense of digital data flow. The overall aesthetic is futuristic and technological.

**Technology is Your
Unfair Advantage**

Big Data, Marketing & Mapping

The background is a vibrant blue gradient. It is filled with technical drawings and blueprints in white and light blue, showing various mechanical parts and structures. Overlaid on these are streams of binary code (0s and 1s) in a lighter blue, some appearing to flow or be scattered. There are also glowing, ethereal light trails and patterns that suggest digital data or energy. The overall aesthetic is futuristic and technological.

A.I. Everywhere

Humalogy

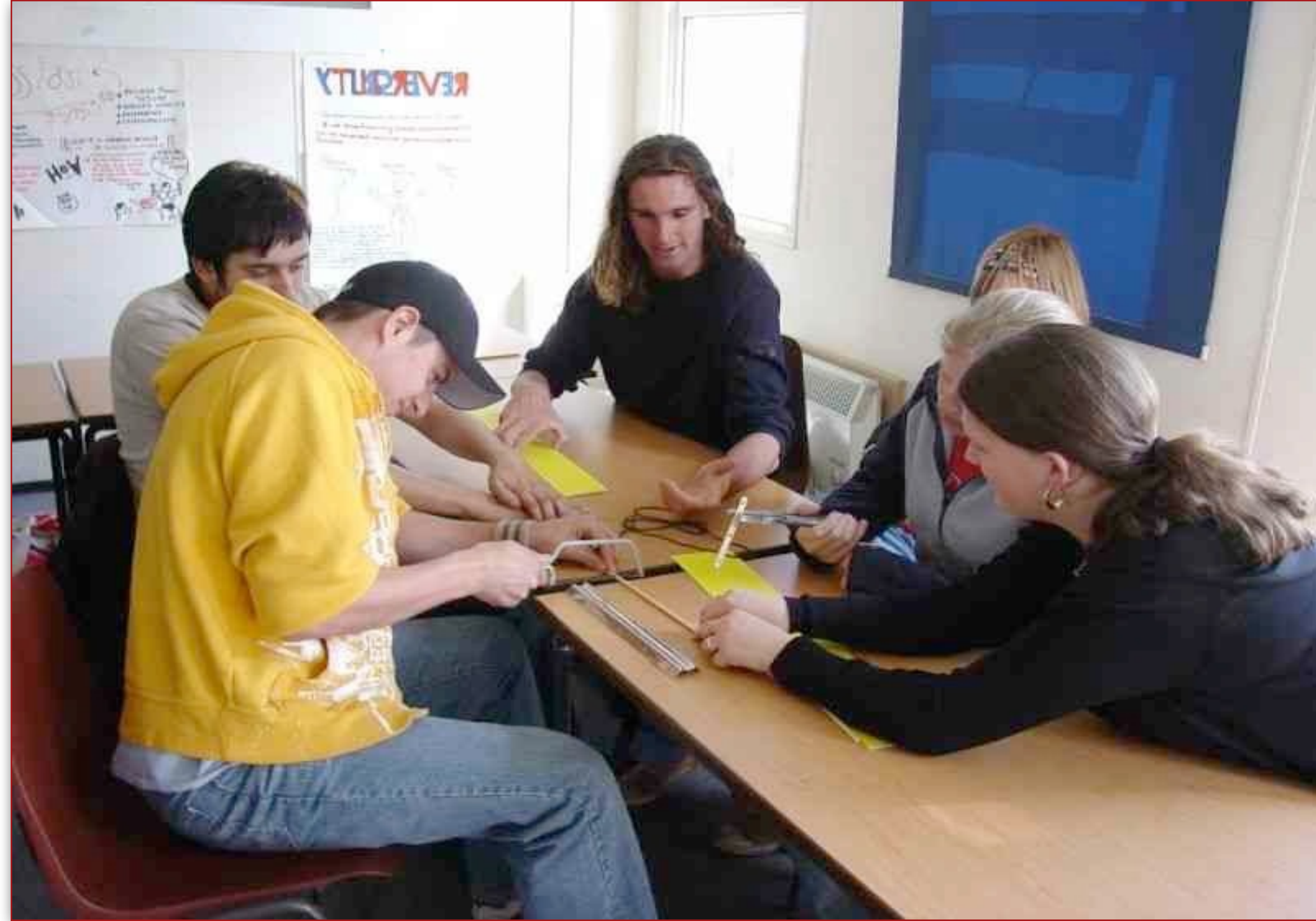
Consultative Selling Meets A.I.





Talk Show Hosts: *Masters of Curiosity*





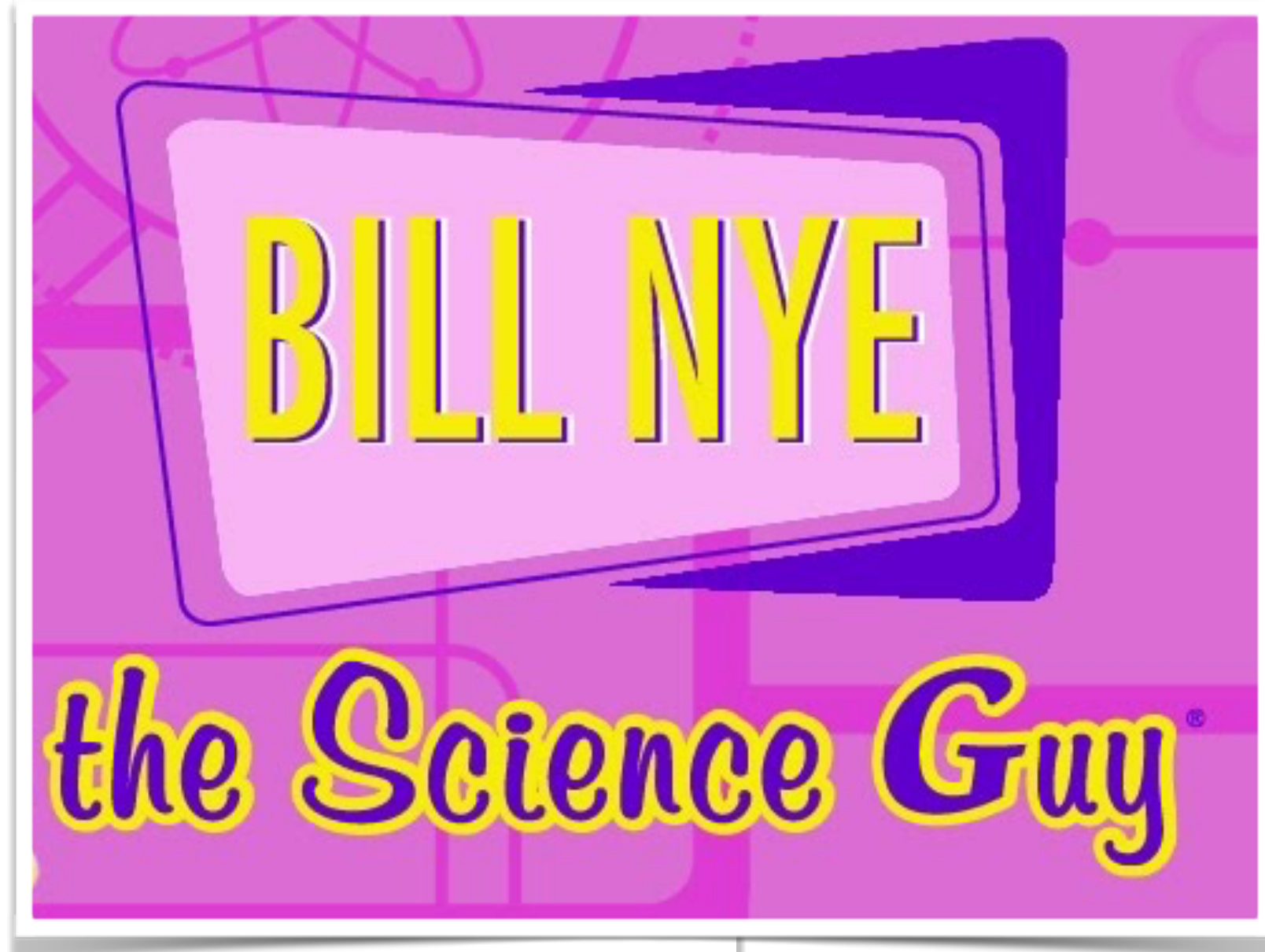
“48% of employers are dissatisfied with the oral communications skills of college students.”

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Startups Seek out Specialists

World's Greatest Shooter





POST MEETING: FREE RESOURCES

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

Ross Shafer | View as: Yourself

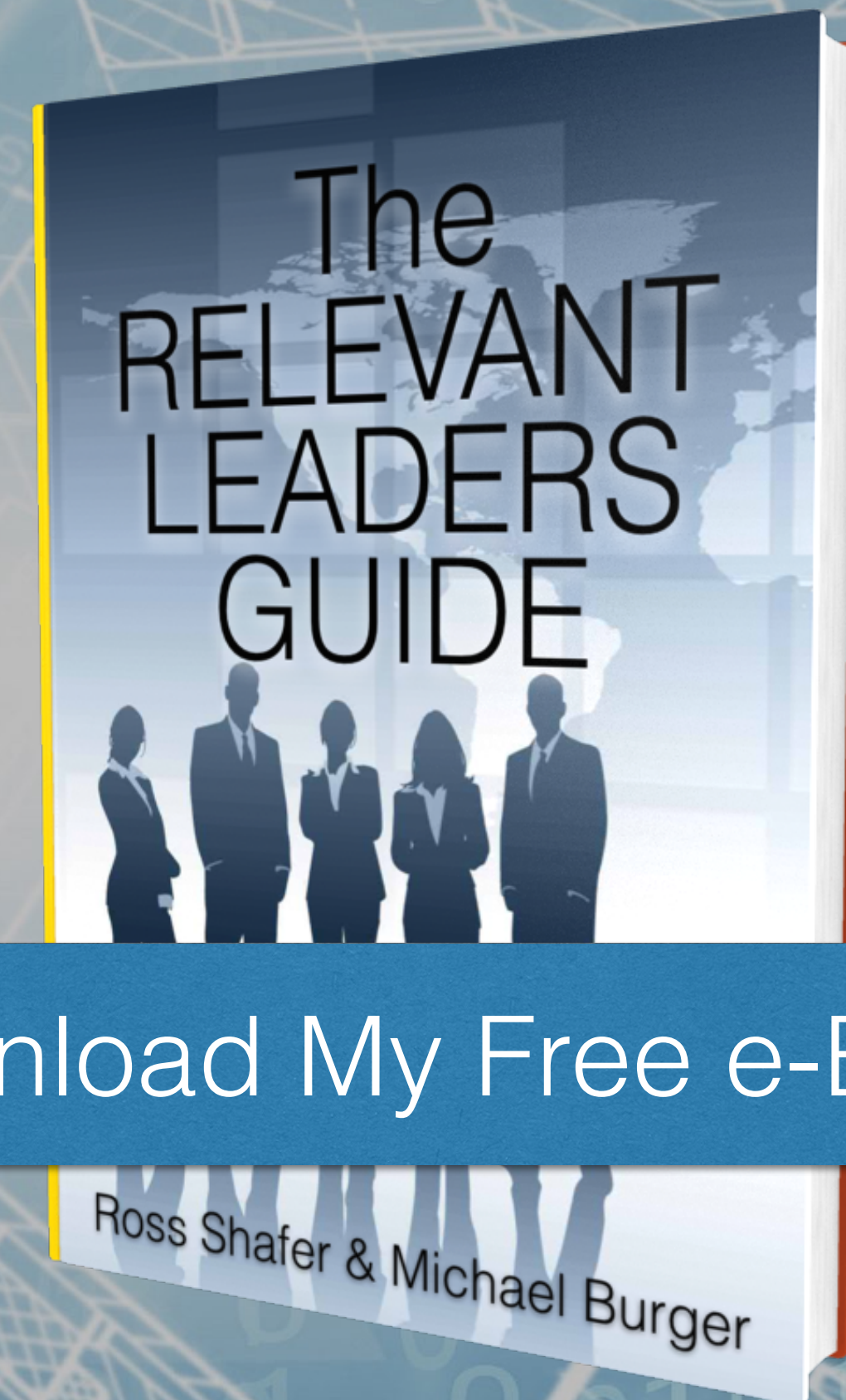
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Relevant Leaders Club | Download All

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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Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
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1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog



Download My Free e-Book

www.RossShafer.com

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Ongoing Encouragement



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