

HOW TO STAY RELEVANT

**(In an Disrupted
Market)**

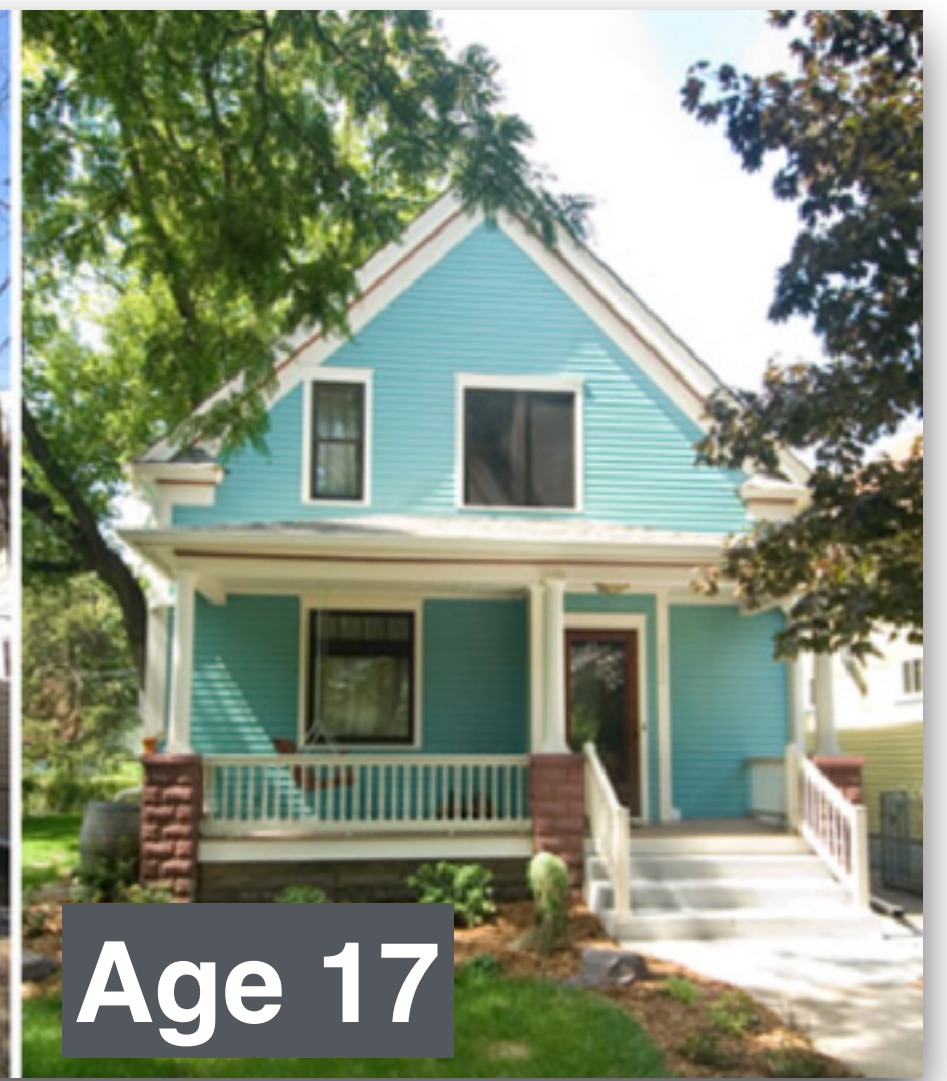
Ross Shafer



Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



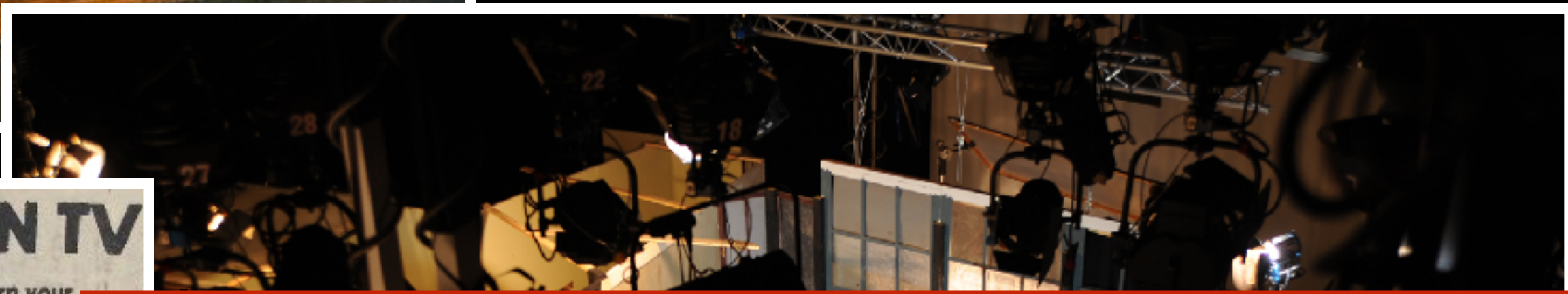
Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre

- 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

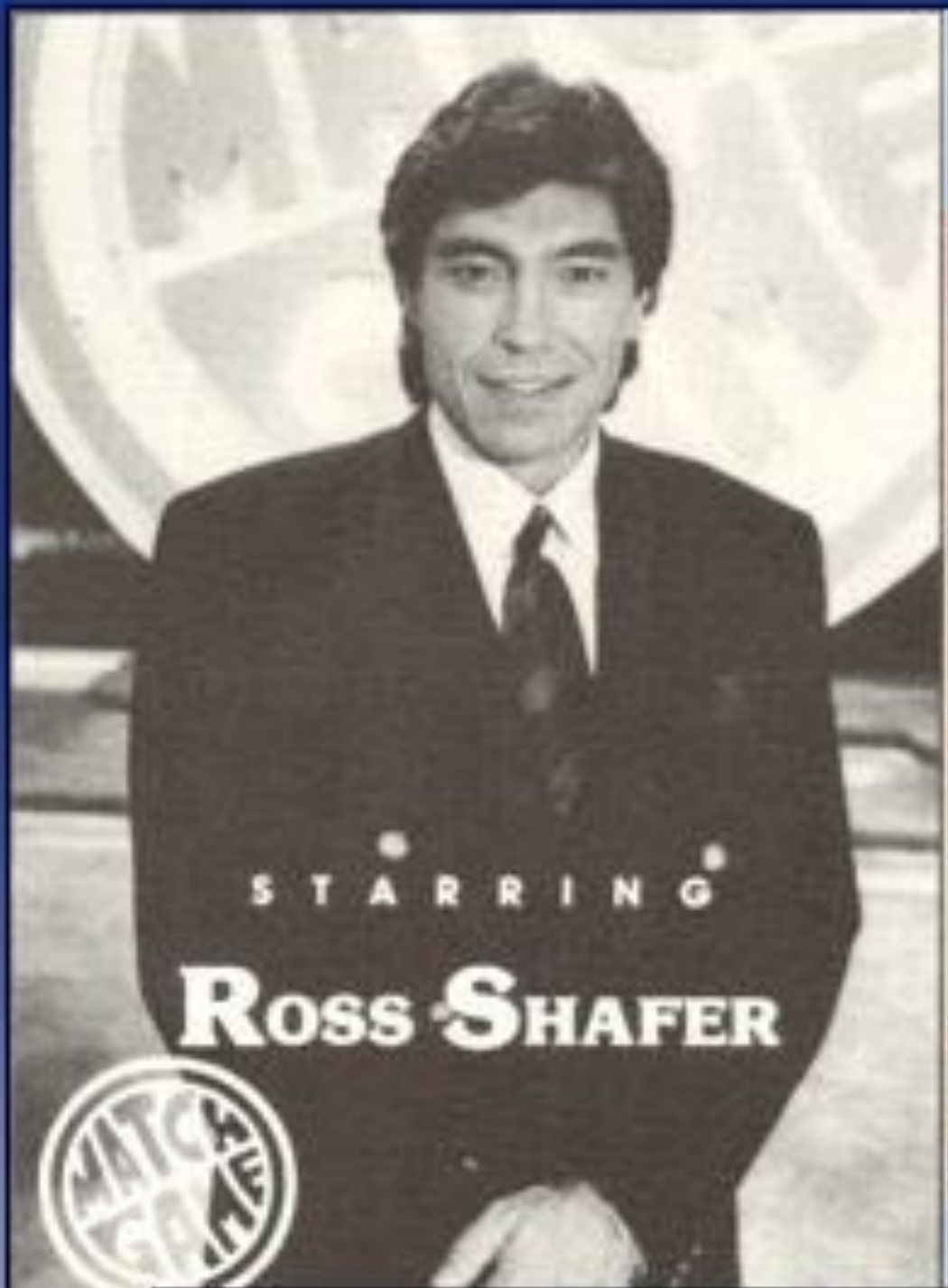
119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup

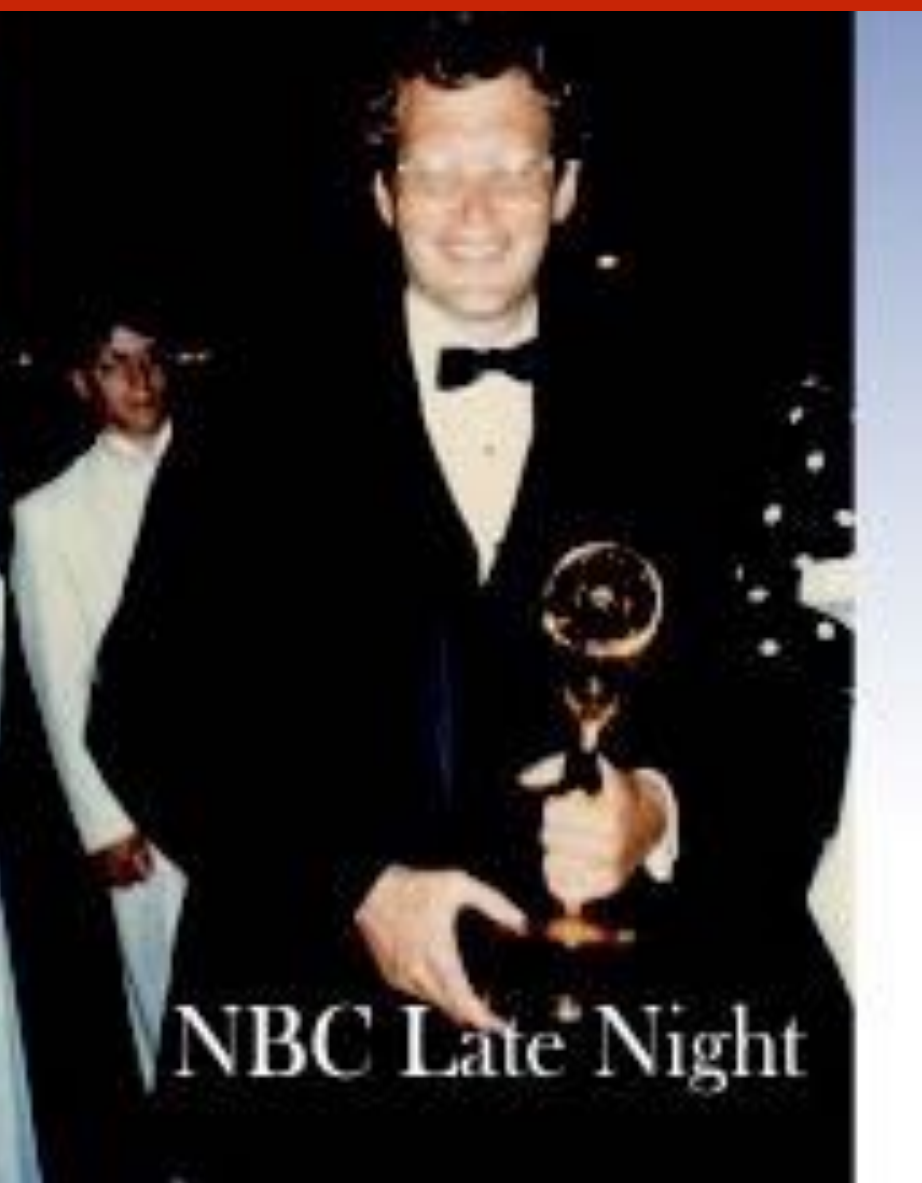
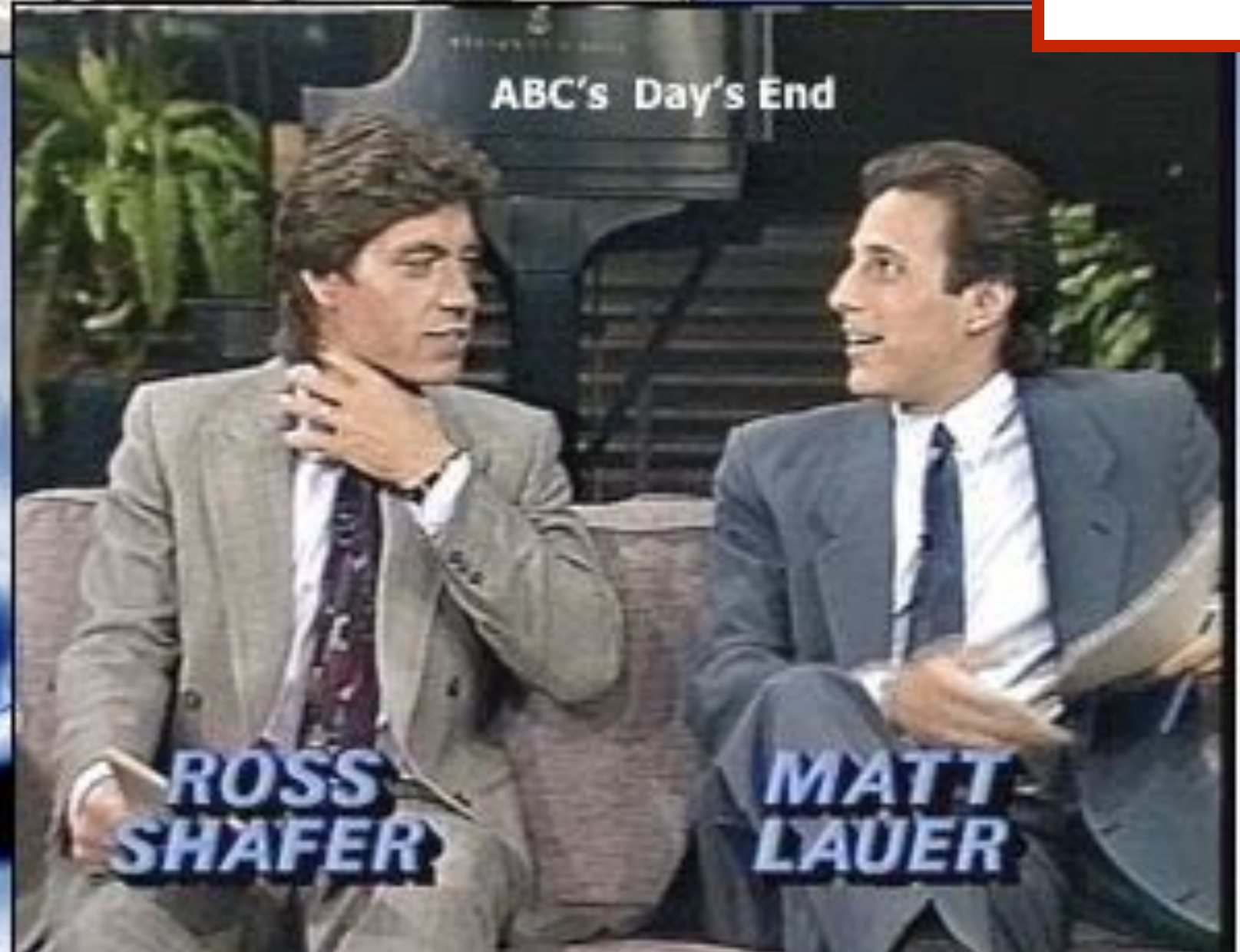



TV & Film Production



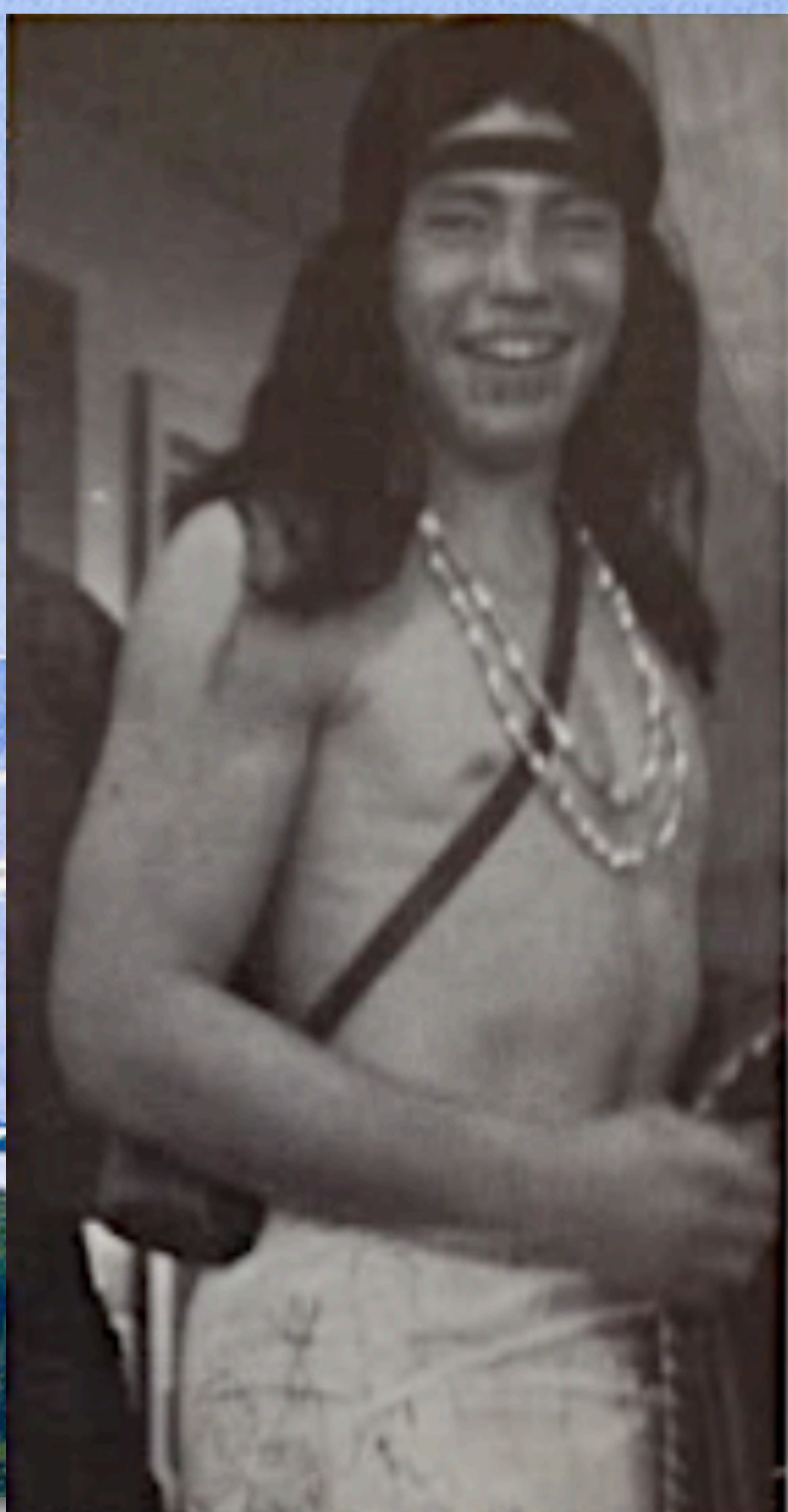


Talk & Game Host



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 'What I'm Not...' is centered in a bold, dark blue font.

What I'm Not...



15-yr old
Ross Shafer

Blackfoot Nation

Chemeketa Reservation
(Salem, Oregon)

Puyallup Reservation
(Puyallup, Washington)





Follow the Tracks of the Herd

TECHNOLOGY

***Compliance**

***Comp. Analysis**

***Social Marketing**

***Websites**



Humalogy



+



The background features a complex pattern of white architectural blueprints and binary code (0s and 1s) on a light blue gradient. The blueprints include various lines, circles, and text, while the binary code is scattered throughout, creating a digital and technical atmosphere.

STAY RELEVANT

**Real Estate Sales
During Covid 19**

Social Distance Closings



- *Virtual**
- *Drive By's**
- *Neighbor Interviews**
- *Mobile Closing**
- *No Staging?**

Showings & Closings





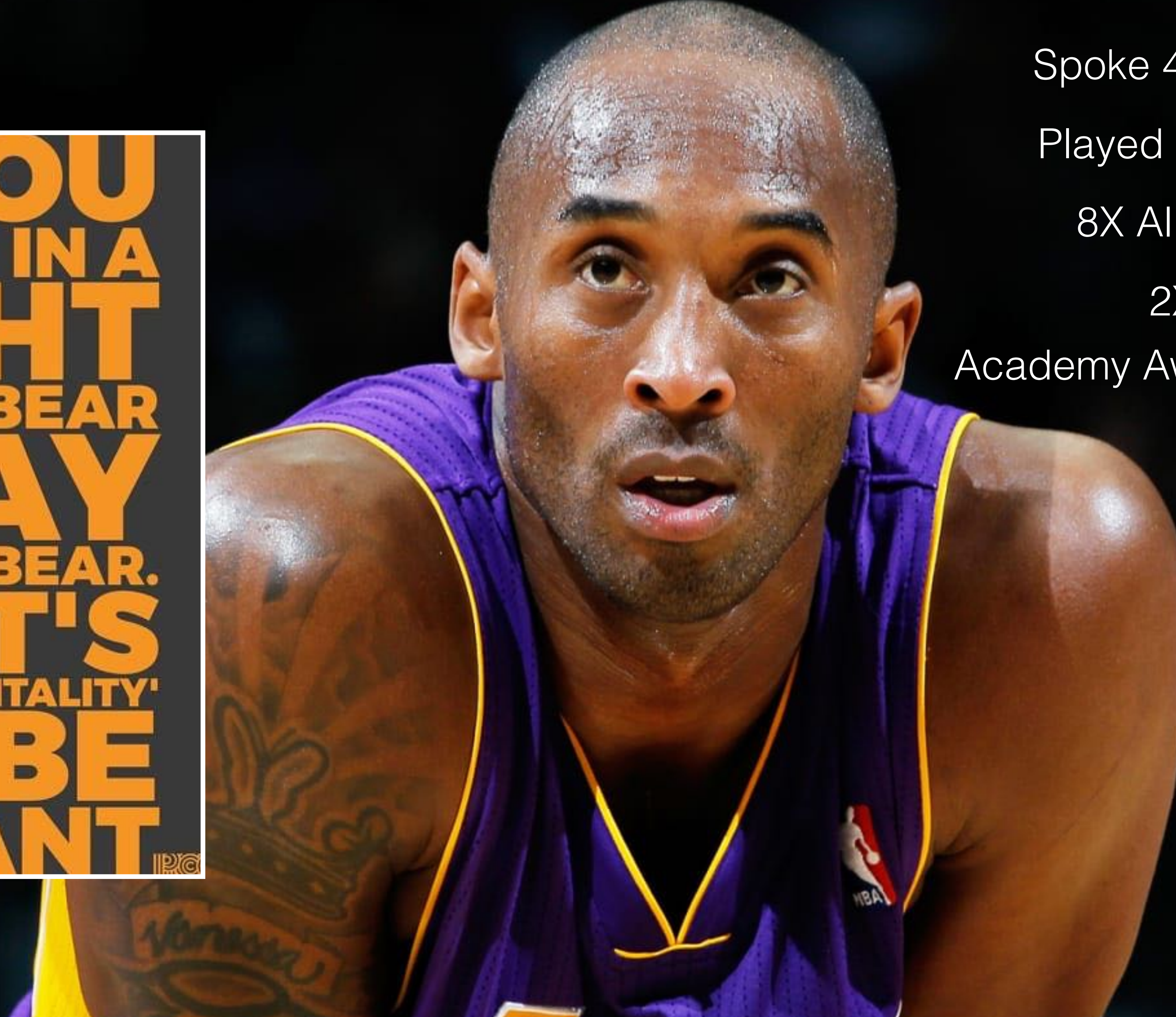
“Lower inventory means multiple offers.”

STAY RELEVANT

World Class

**Expertise is Your
Unfair Advantage**

**IF YOU
SEE ME IN A
FIGHT
WITH A BEAR
PRAY
FOR THE BEAR.
THAT'S
'MAMBA MENTALITY'
-KOBE
BRYANT**



Spoke 4 languages

Played 20 seasons

8X All NBA Team

2X NBA MVP

Academy Award Winner

World's Greatest Shooter



1,127 Free Throws in a Row





STAY RELEVANT:

Get Creative...

Look Outside the

Real Estate Industry

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	

STUDY THE WRONG INDUSTRY

Committee	Maxis Ballroom	10:00 AM - 11:00 AM	
Morrow Technologies	Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

TREND SPOTTING WEBSITES

<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)

Association of Human Nature Convention



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[Menus](#)

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LARAMAR

**55,000
units**



STAY RELEVANT

**Why Have Buyers
Expectations
Changed in 2020**

THE

amazon



'EFFECT'

Comcast
xfinity

amazon

hulu

NETFLIX

Google





MDLIVE[®]

Virtual Care, Anywhere.

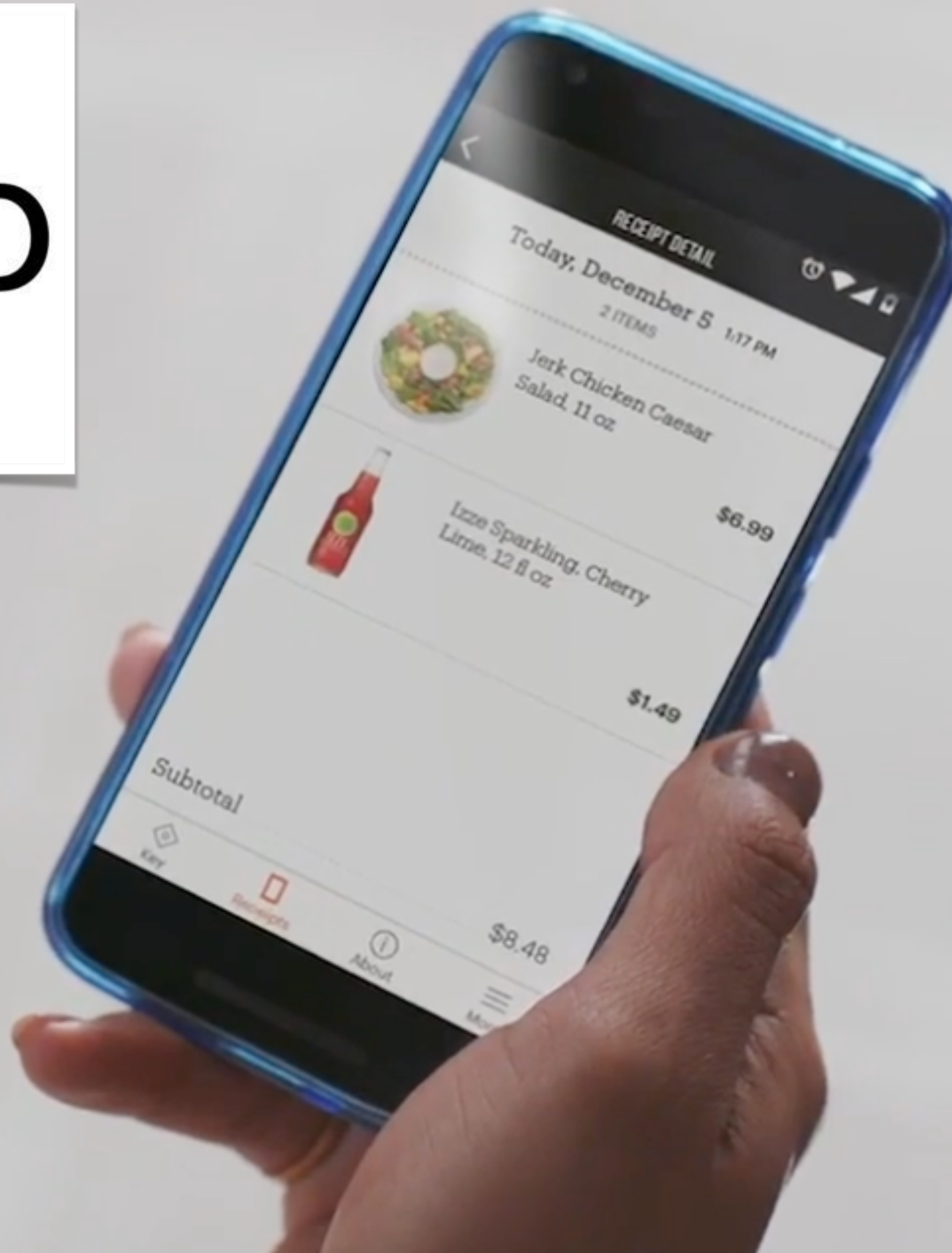
American Well[®]

Teladoc⁺[®]



amazon go

3,000 cashier-less stores





Shocking Data!

**DON'T
Obsess
About...**



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.**”

Eliminate the



Moments



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



The background features a complex, light blue technical drawing or blueprint with various lines, circles, and arrows. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue shade, creating a digital and engineering aesthetic.

STAY RELEVANT
Eliminate Friction
from Every
Transaction



GE Capital

“To improve our customer service training, some departments will be closed.”



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Ooey-Gooey Chewy cookies.

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 integration.

STAY RELEVANT

**Be a Student of
Curiosity**



Be Personally & Professionally CURIOUS





Me

**“73% of managers
are discouraged
by employee
communication
skills”**

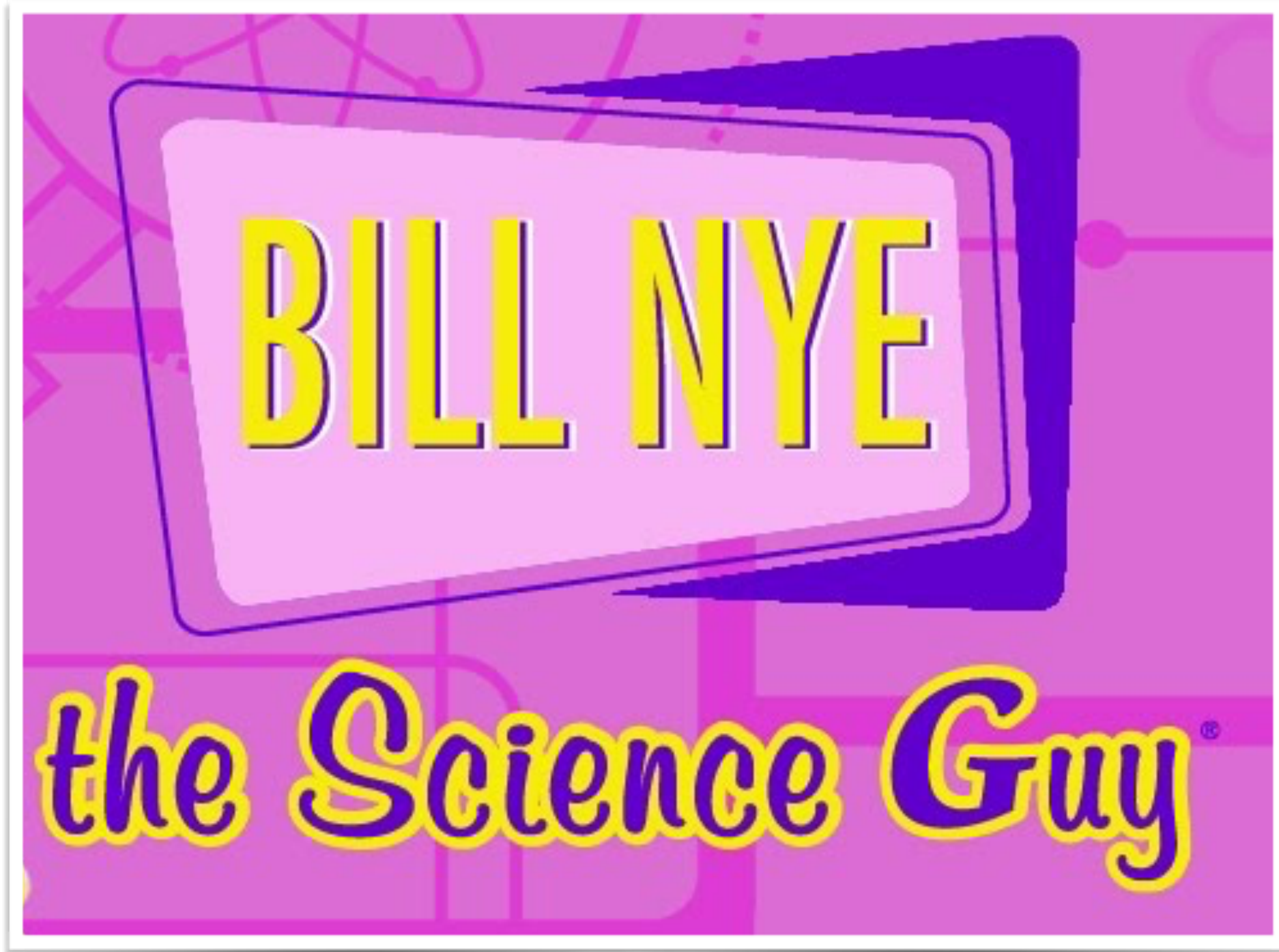


The background features a complex pattern of white architectural blueprints and binary code (0s and 1s) on a light blue gradient. The blueprints include various technical drawings, lines, and symbols, while the binary code is scattered throughout, some appearing as glowing trails.

STAY RELEVANT
Elevate Your
Superstars Quickly

“Not-That-Wild” Willy







ROSS'S FREE RESOURCES

www.YouTube.com/User/RossShafer



ROSS SHAFER
Funniest Expert on *CHANGE*

Relevant Leaders Club

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...

YouTube

- Why is the Lifespan of a Company only 15 Years?** | Leadership Speaker | Ross Shafer
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...



Download (2) Free e-Books

Instead of chasing your Standard of Living...



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



The background features a complex pattern of white technical drawings, including architectural floor plans and mechanical diagrams, overlaid on a light blue gradient. Scattered throughout the background are strings of binary code (0s and 1s) in a lighter blue color, some appearing to flow or trail off, suggesting a digital or data-driven environment.

**Encourage Your
Team Members
'Like a Video Game'**





Ross
Shafer

**If you want to contact Ross
after the meeting...**

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