



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

CONTACT:

Seth Dechtman

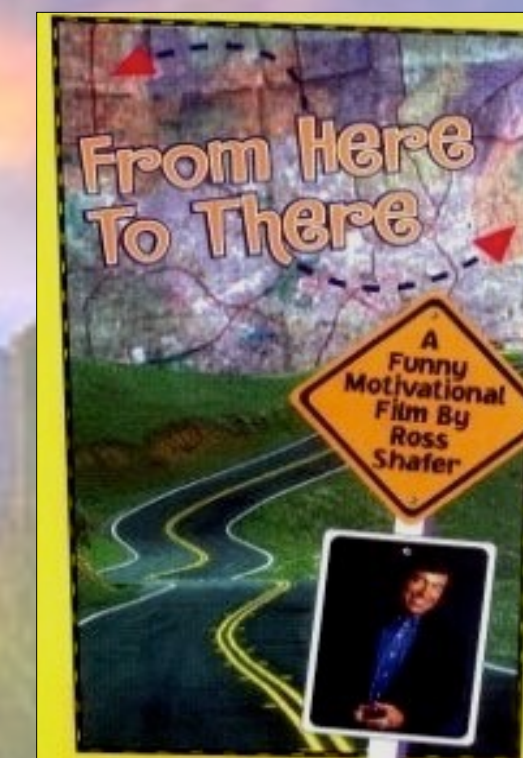
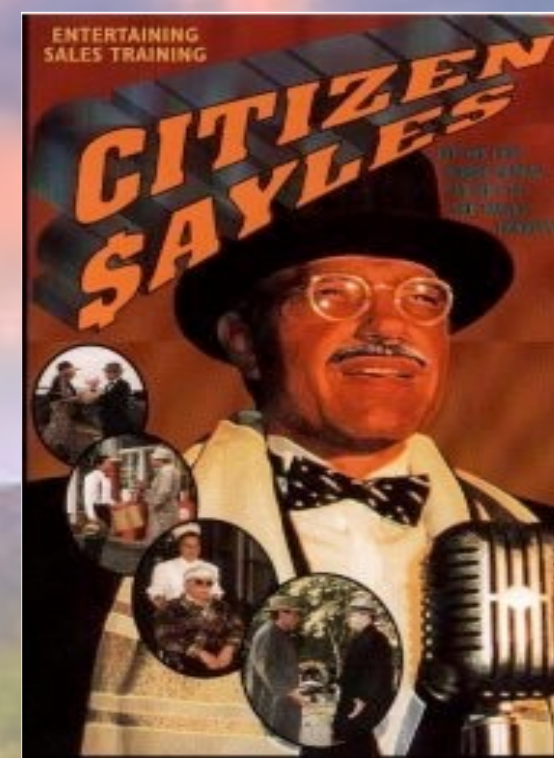
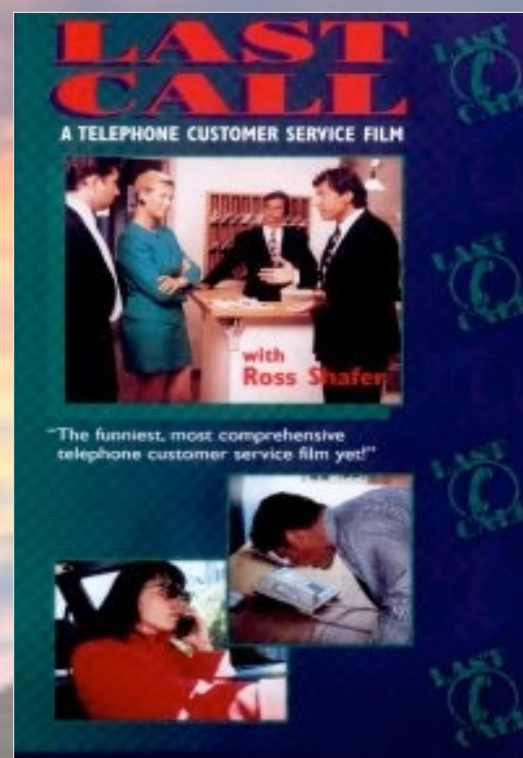
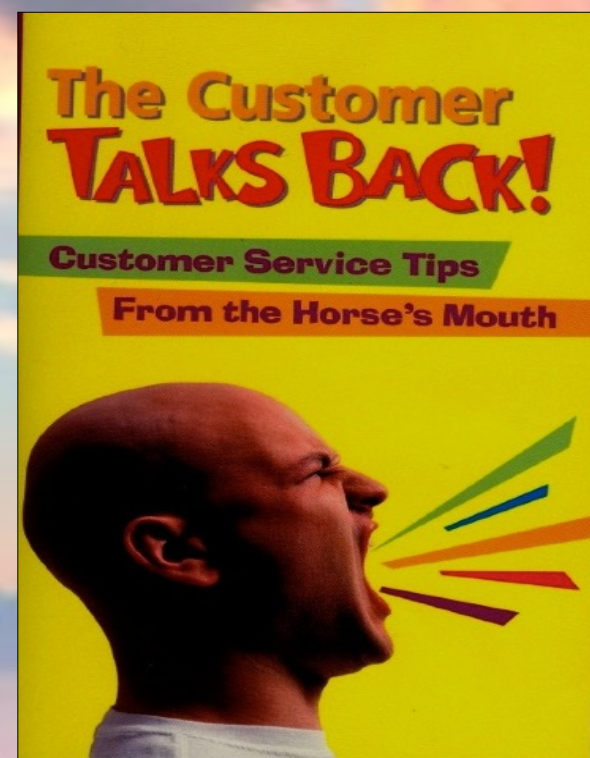
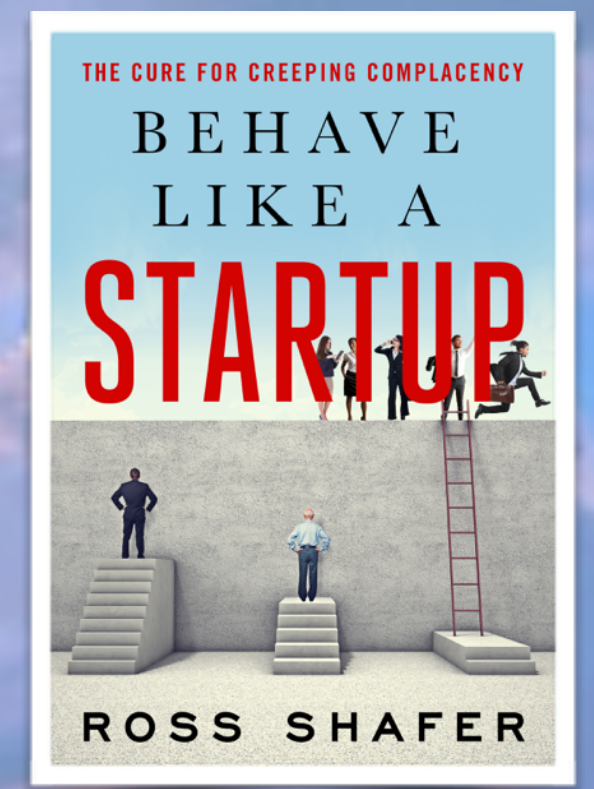
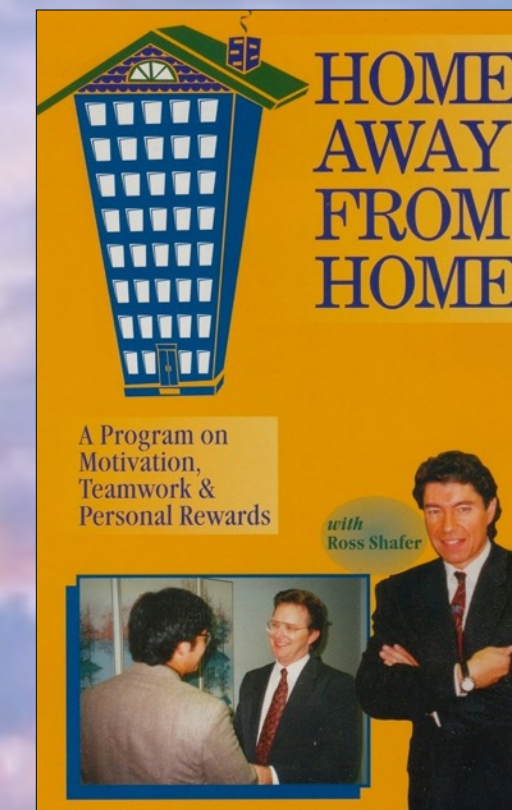
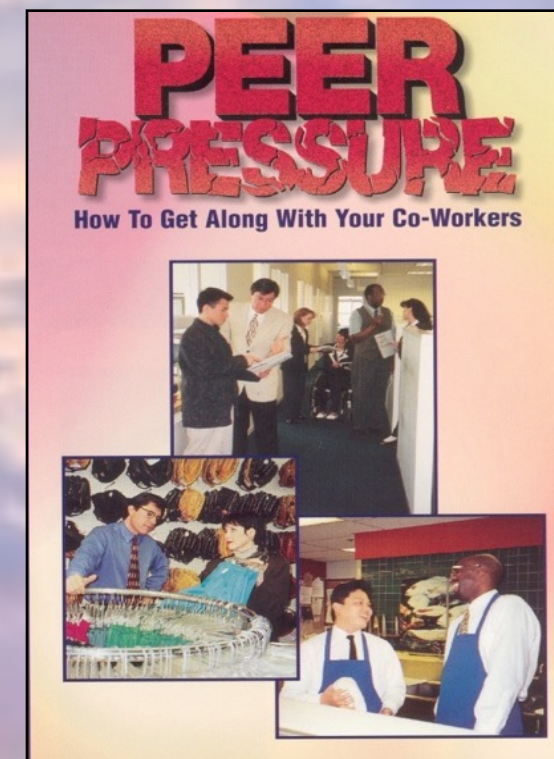
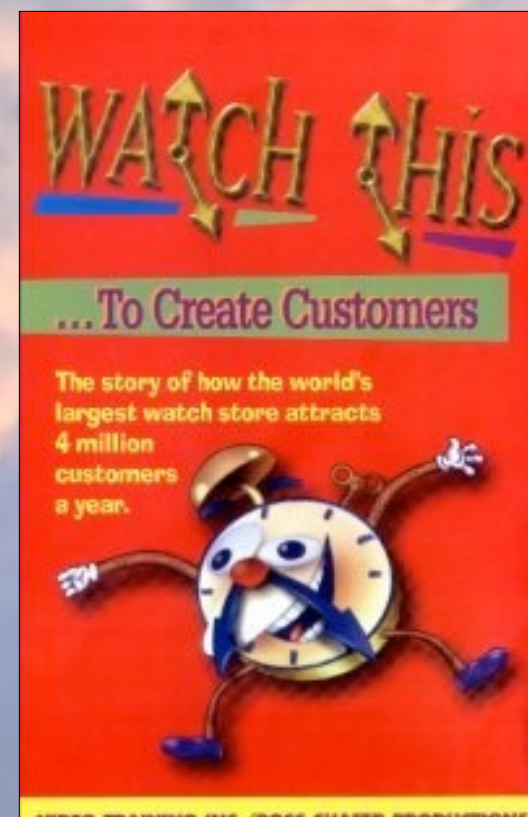
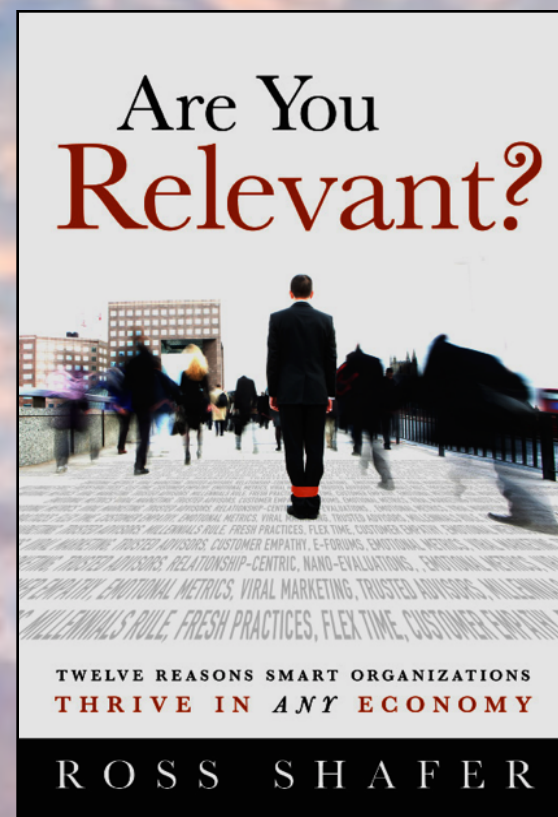
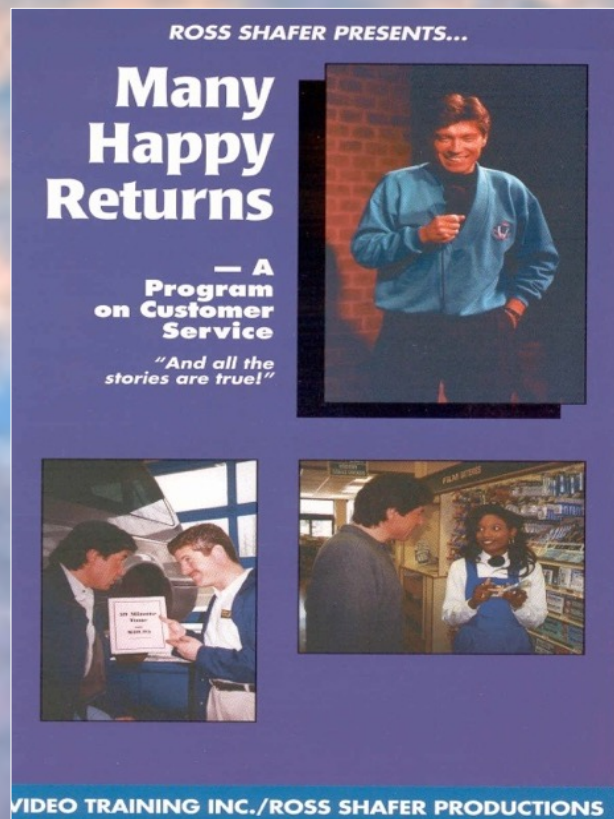
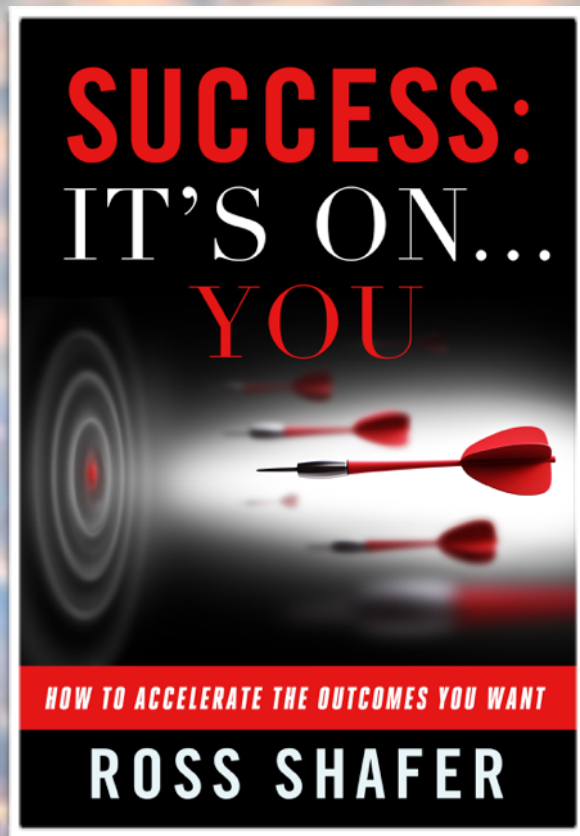
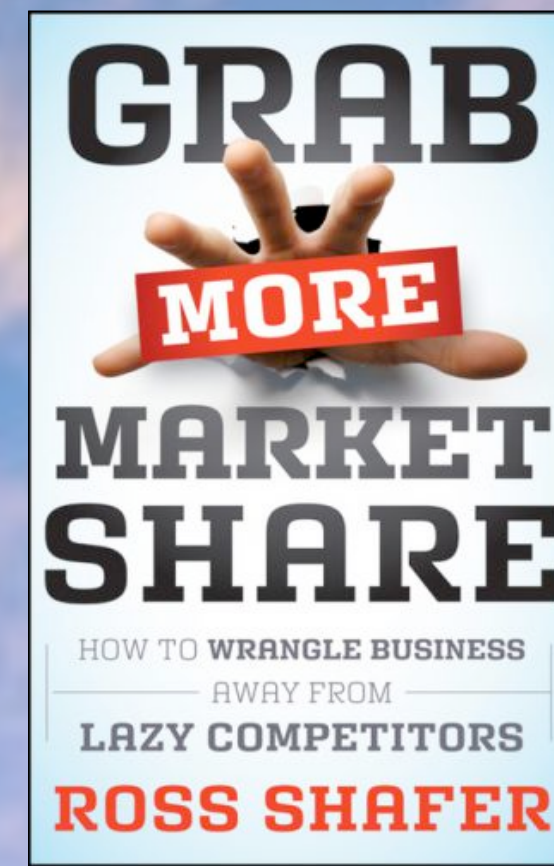
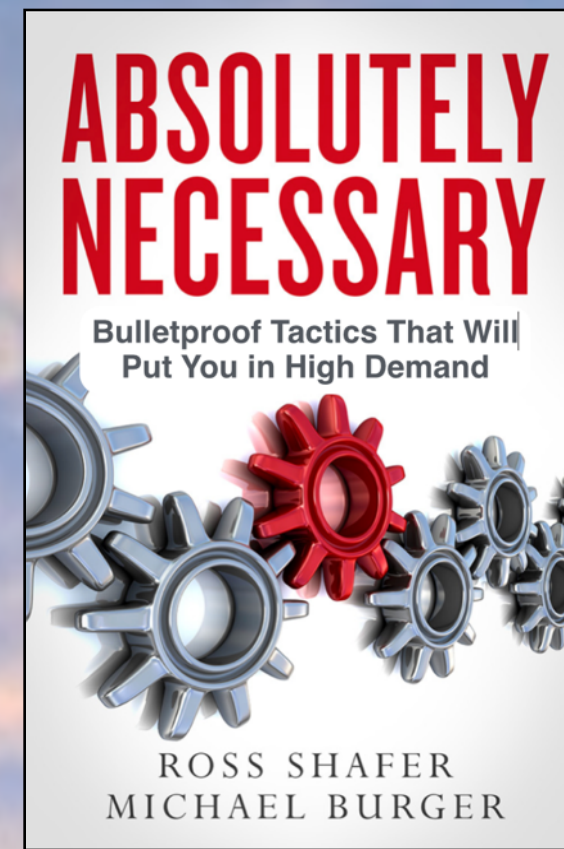
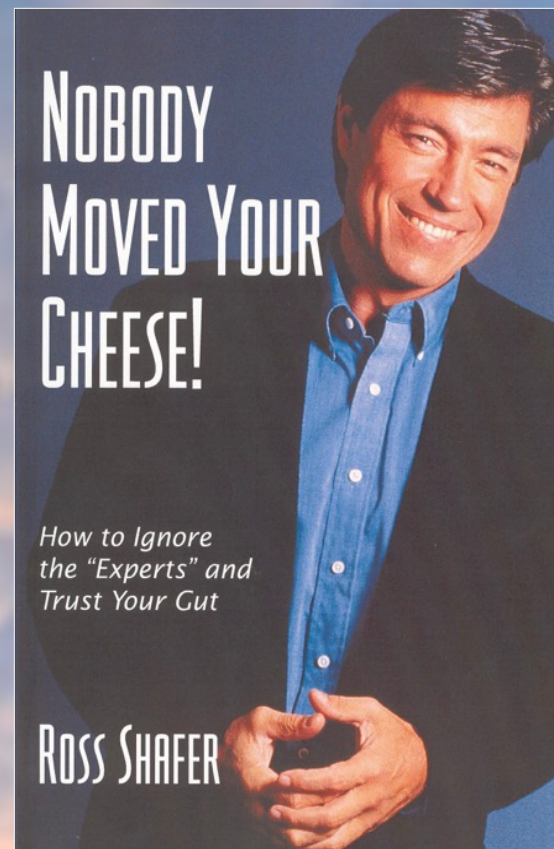
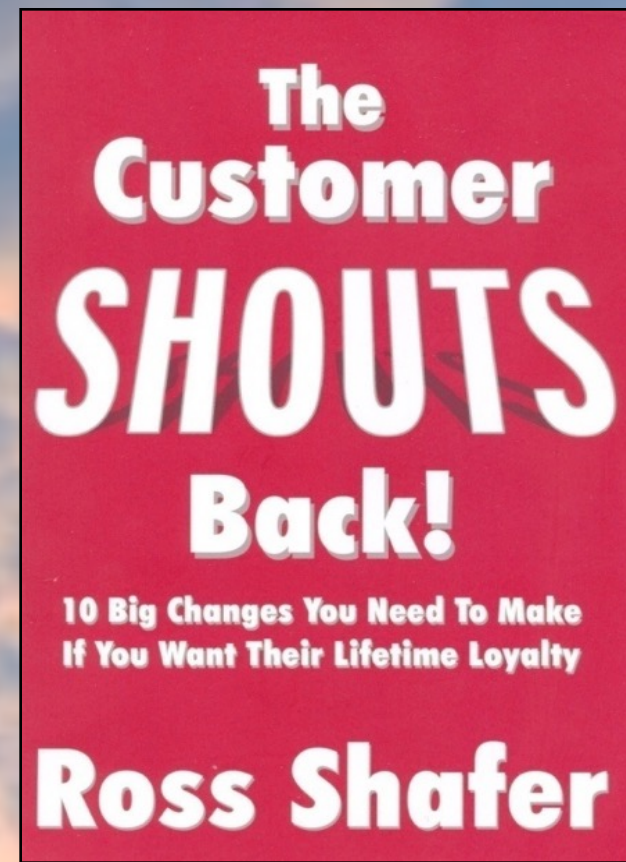
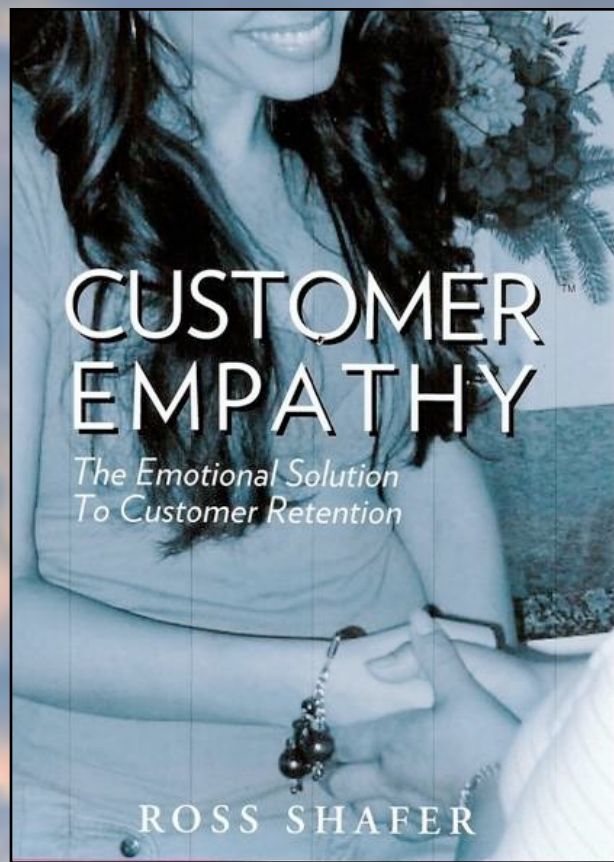
seth@thespeakeragency.com

1-877-245-8692 X 1002

ROSS SHAFER

A nighttime photograph of a city skyline reflected in a river. The sky is dark blue with some clouds. The city lights are bright, and their reflections are visible in the water. A bridge is visible on the right side of the image. In the foreground, there is a wooden pier with several small boats or rafts. The text is overlaid in the center of the image.

Relevant Companies 'Behave Like Startups'

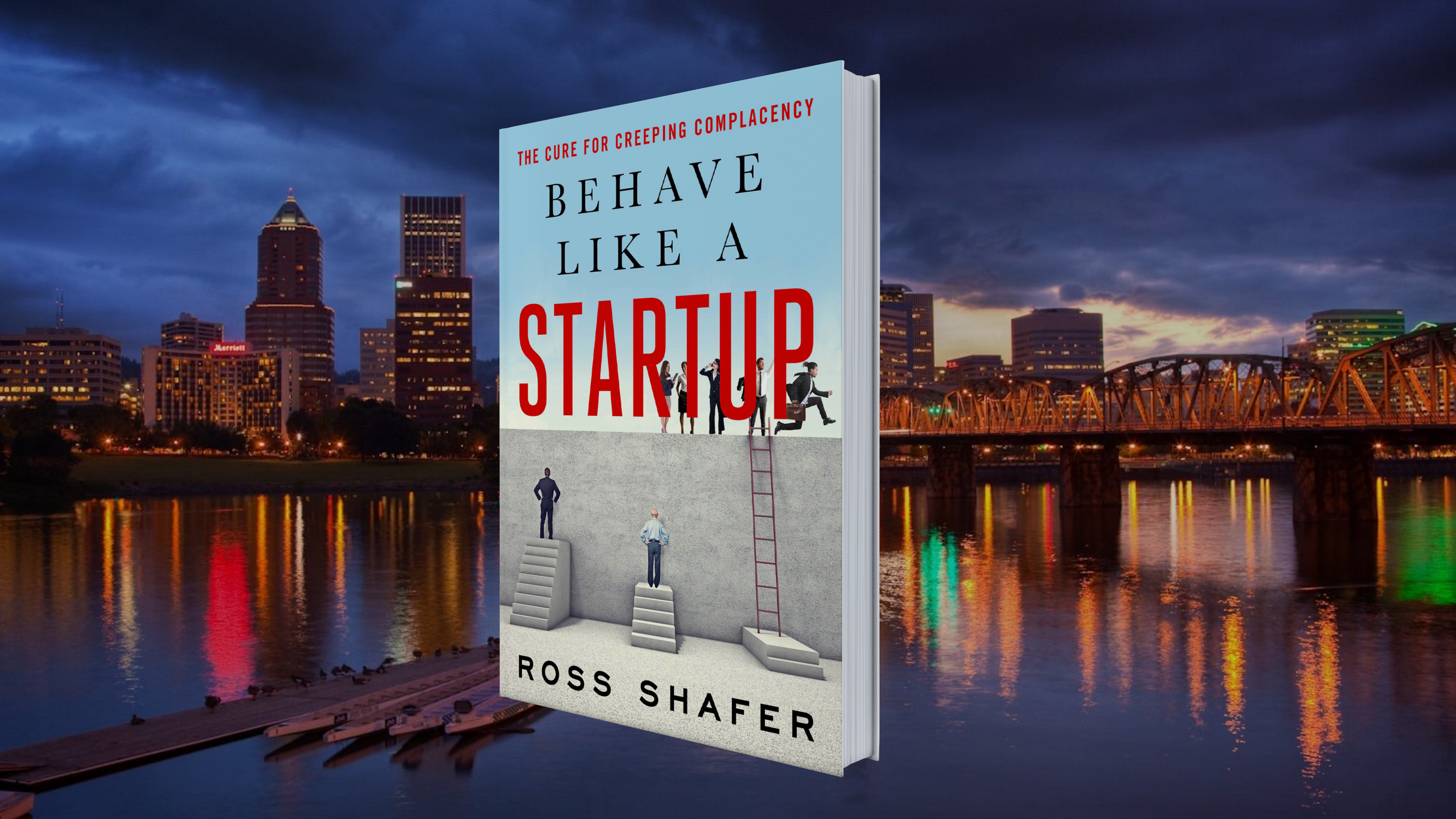


THE CURE FOR CREEPING COMPLACENCY

BEHAVE
LIKE A
STARTUP



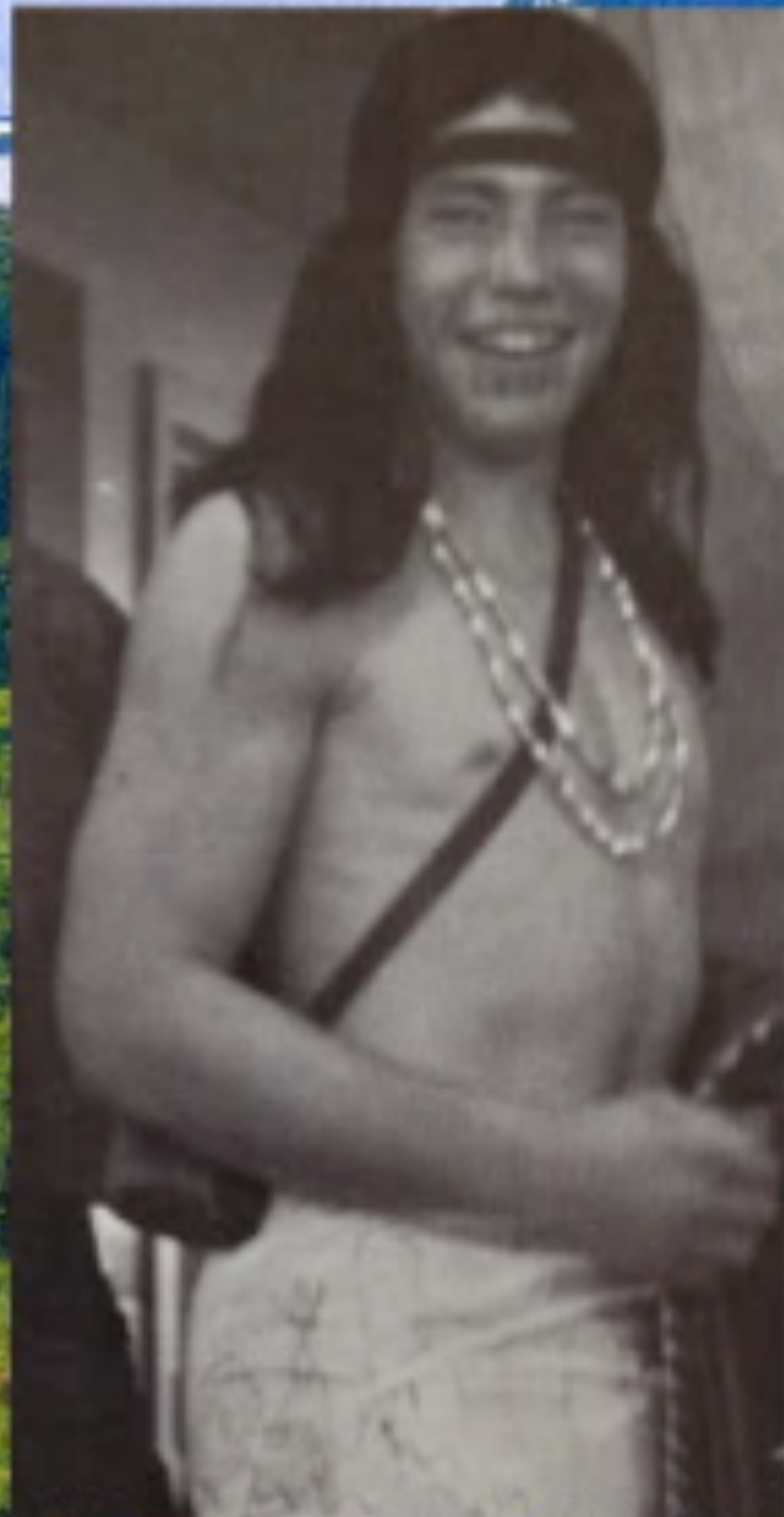
ROSS SHAFER



A night cityscape with a river and a bridge. The sky is dark blue with some clouds. The city lights are reflected in the water. A bridge is visible on the right side. In the foreground, there are some wooden structures on the water.

What I'm NOT...

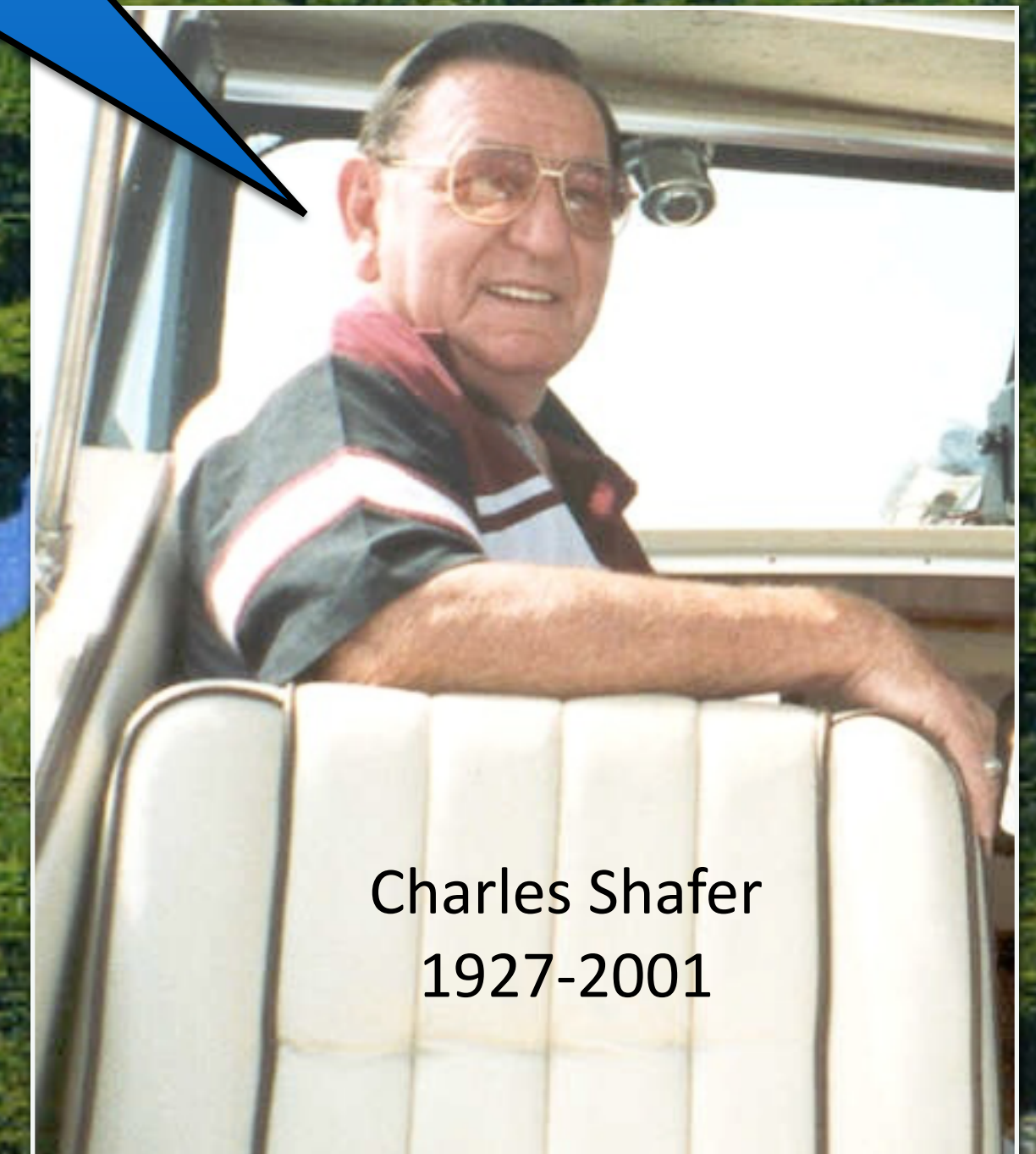
*“Don’t wait for me
to tell you how
to be successful.
Push Yourself.”*



Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

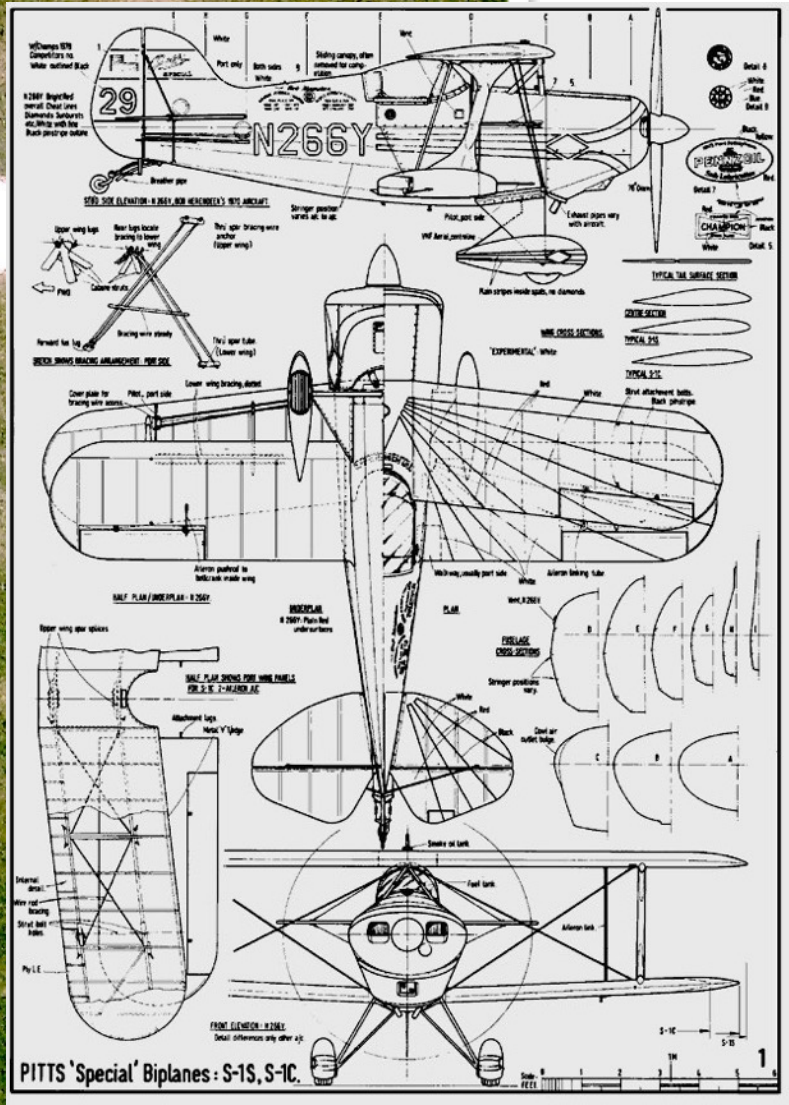
Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001

A city skyline at night, reflected in a body of water. The sky is dark blue with some clouds. The city lights are visible, including a prominent tower with a pointed top. A bridge is visible on the right side. In the foreground, there are several kayakers on the water. The text "Do Not Trust Your Self-Imposed Limitations" is overlaid in the center in a large, white, bold font.

**Do Not Trust
Your Self-Imposed
Limitations**



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



Maiden flight - May 1971



“Fear is the enemy of success.”

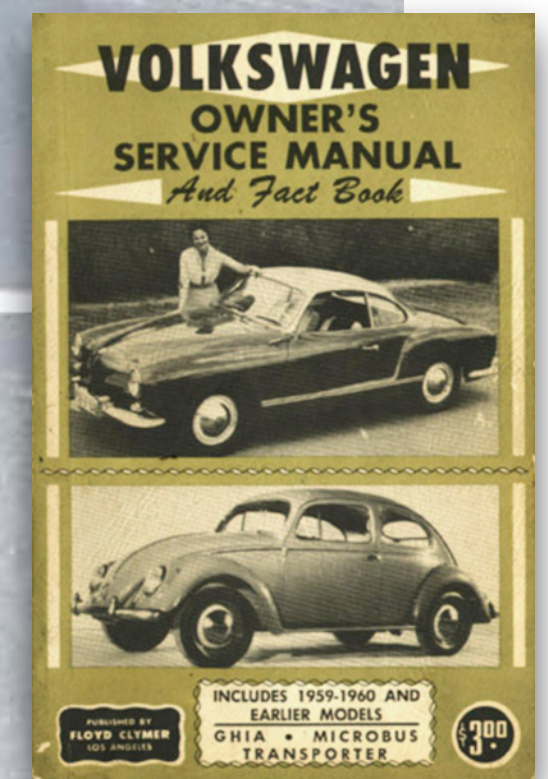
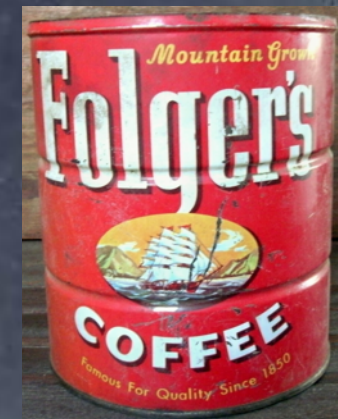
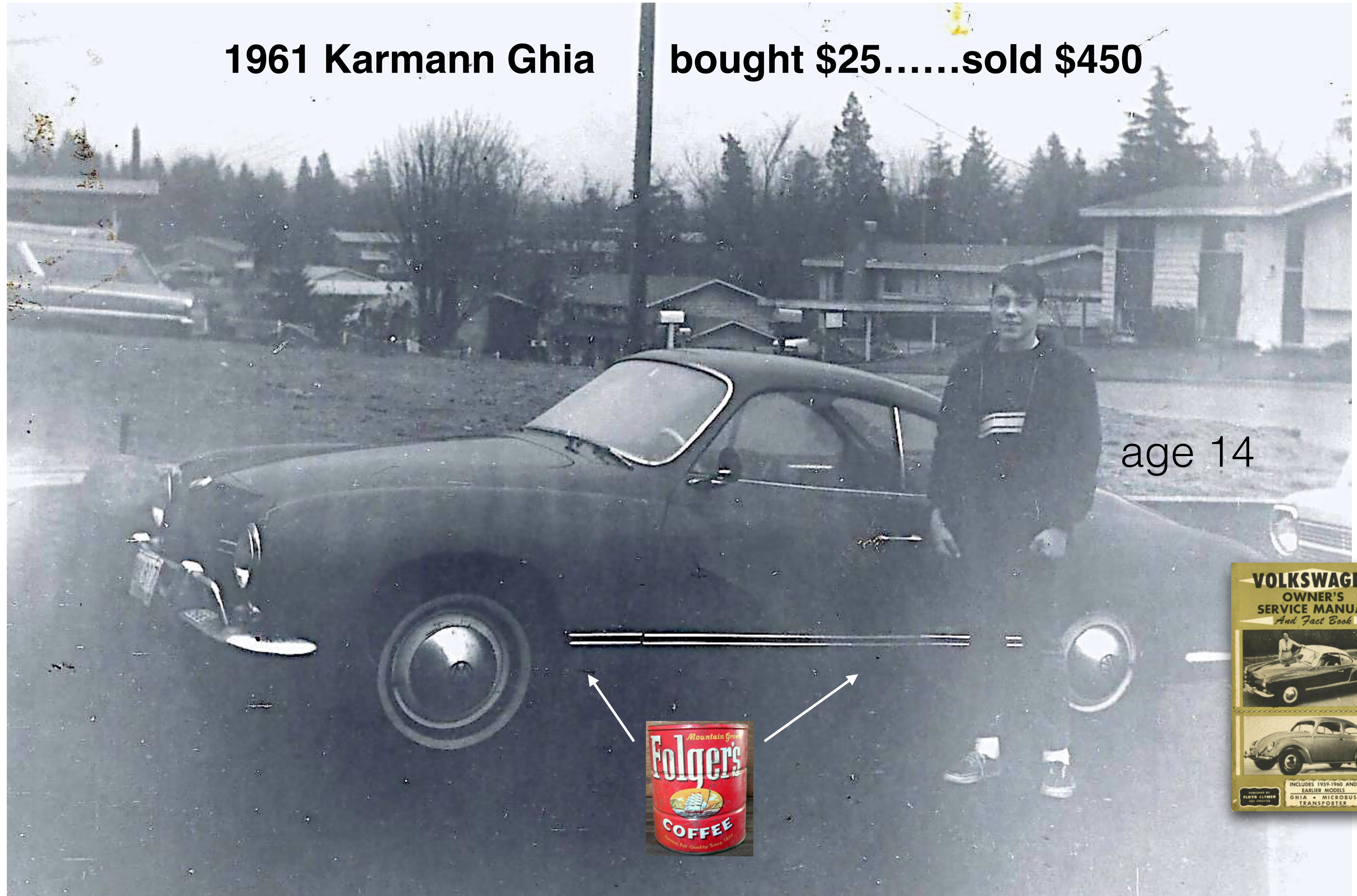
Chuck Shafer



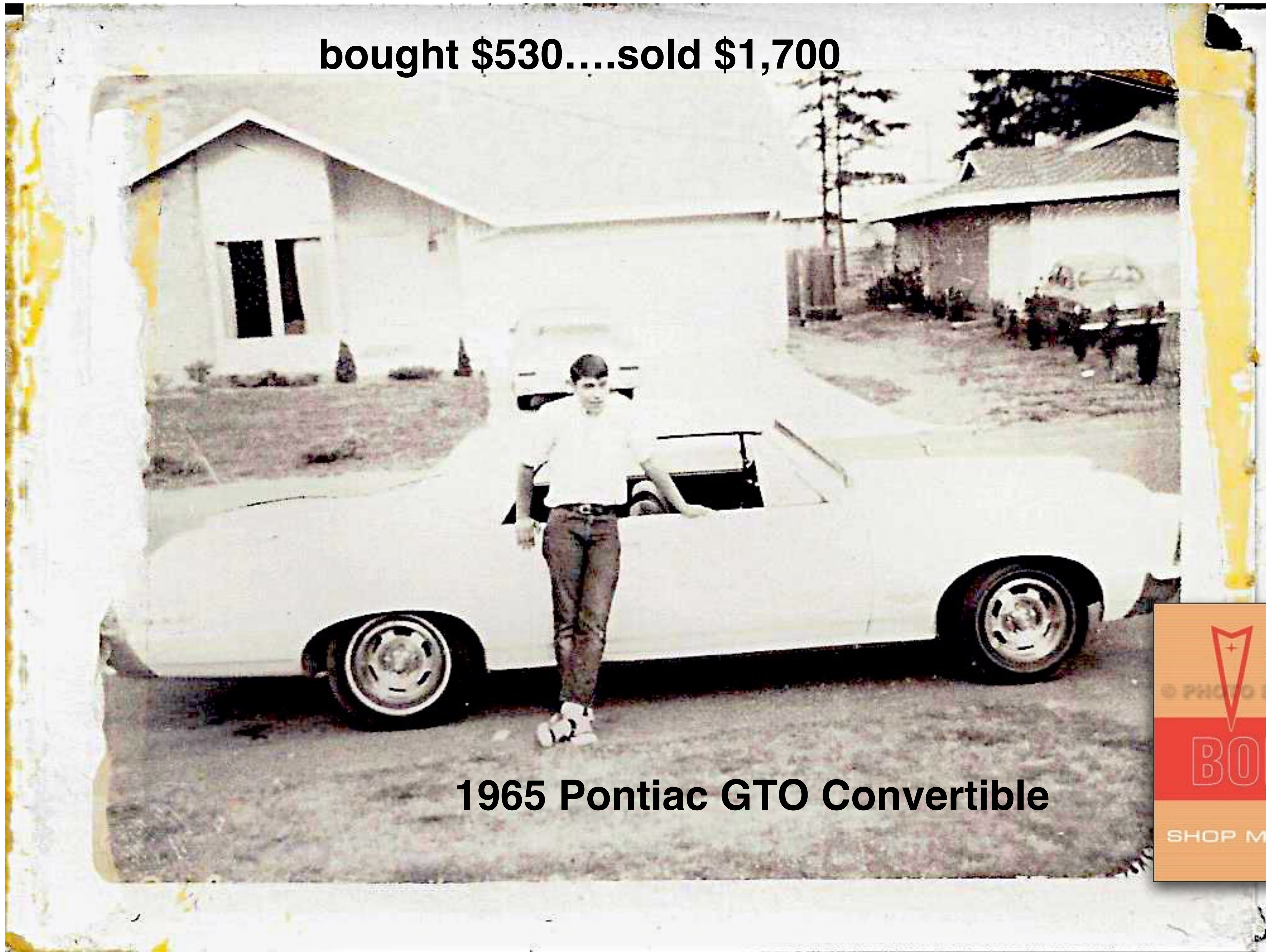
1961 Karmann Ghia

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

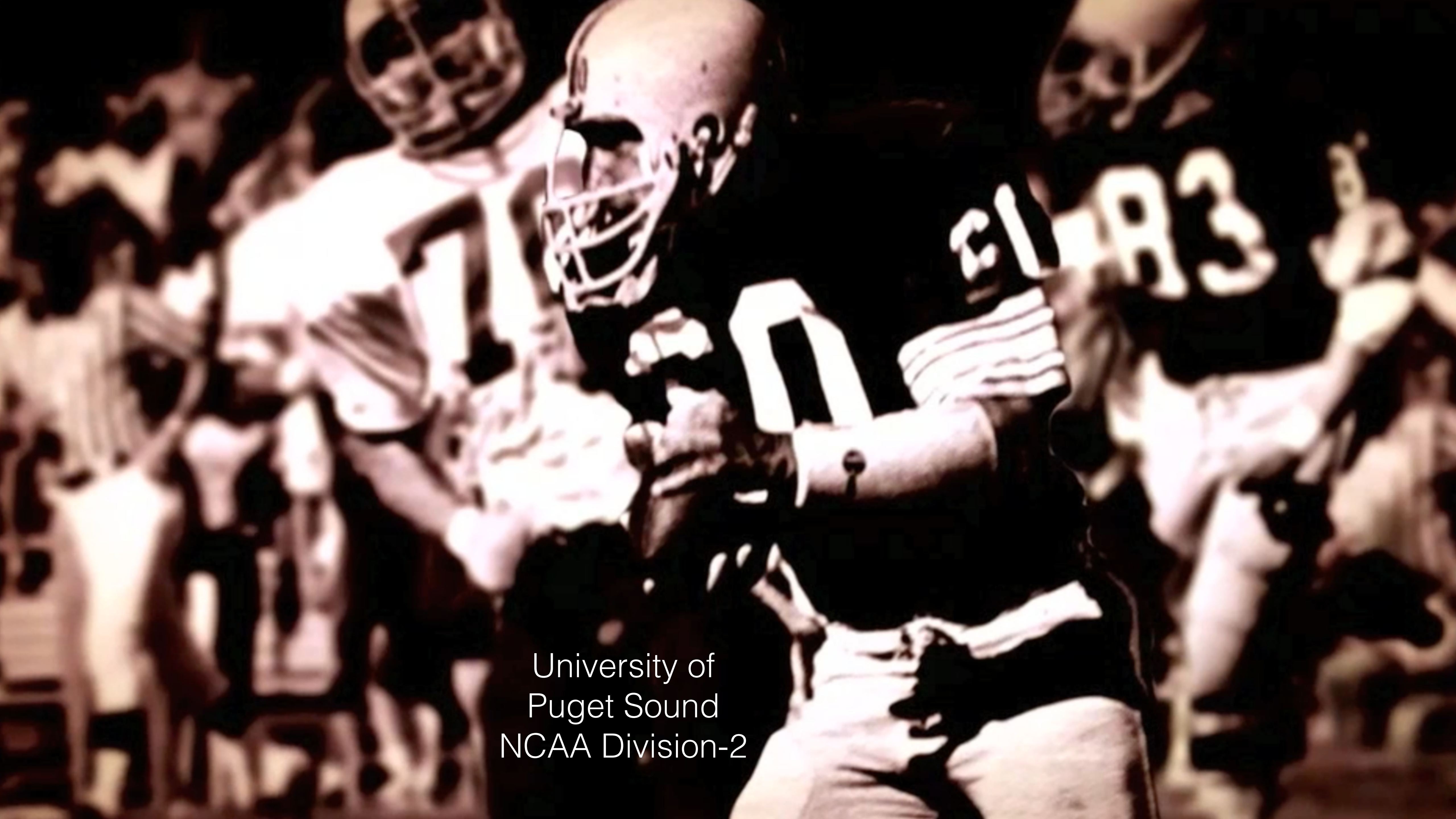




sold \$360,750



bought \$178,000



University of
Puget Sound
NCAA Division-2



UNITED STATES BANKRUPTCY COURT Western District of Washington

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





Age 22

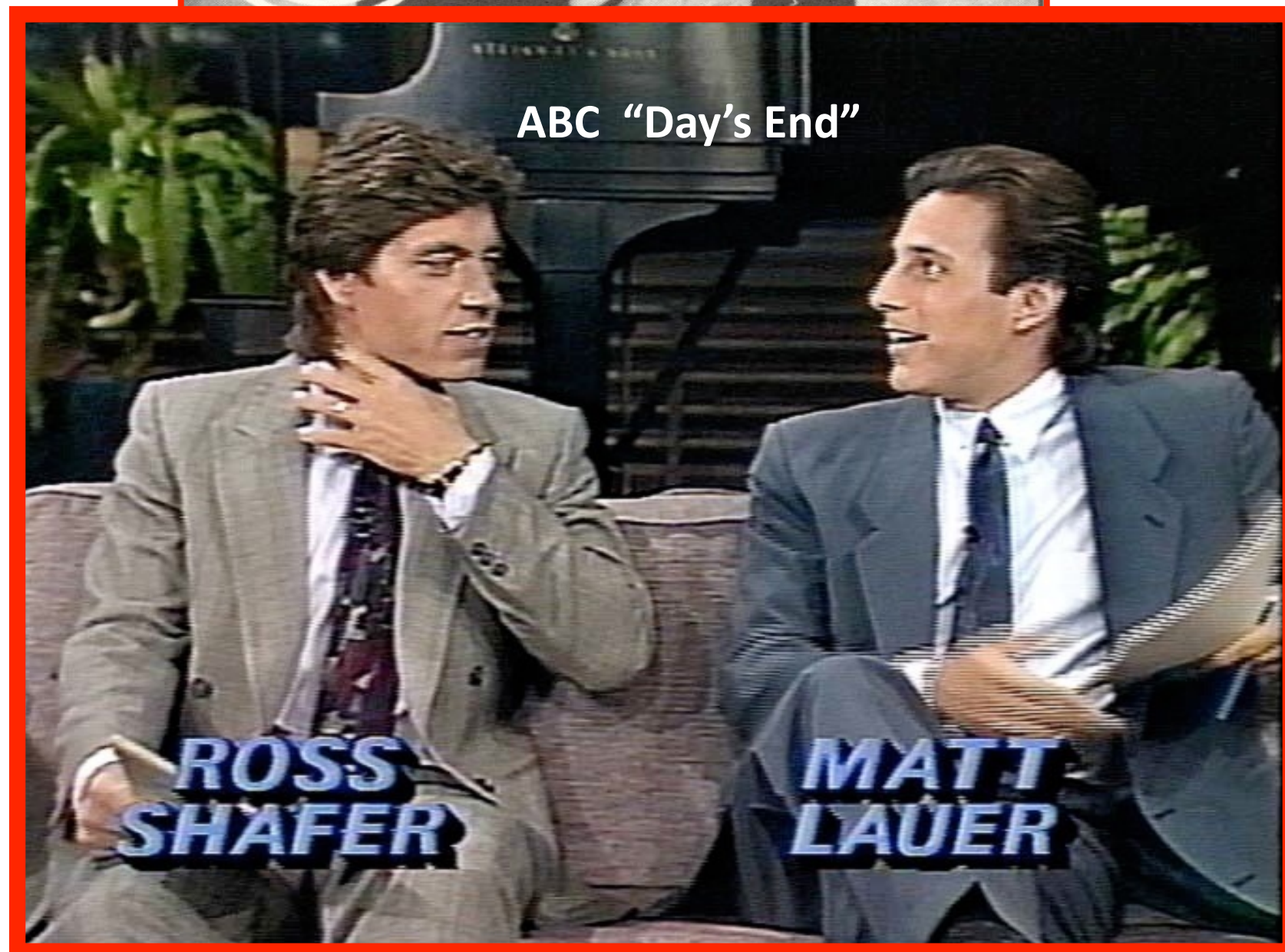
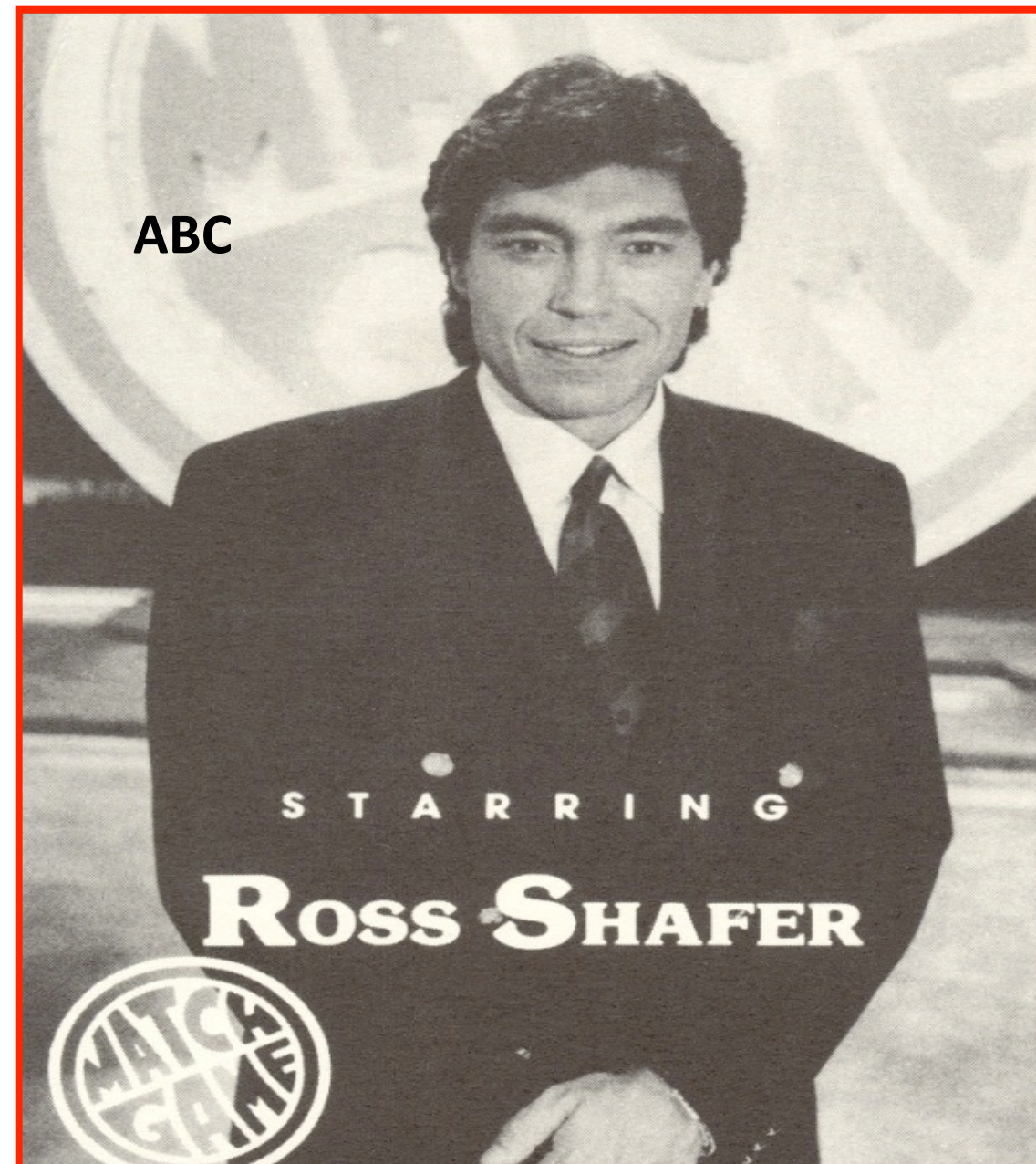
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1





A nighttime cityscape with a river in the foreground. The city lights are reflected in the water. A bridge is visible on the right, and several kayakers are in the water in the foreground. The sky is dark with some clouds.

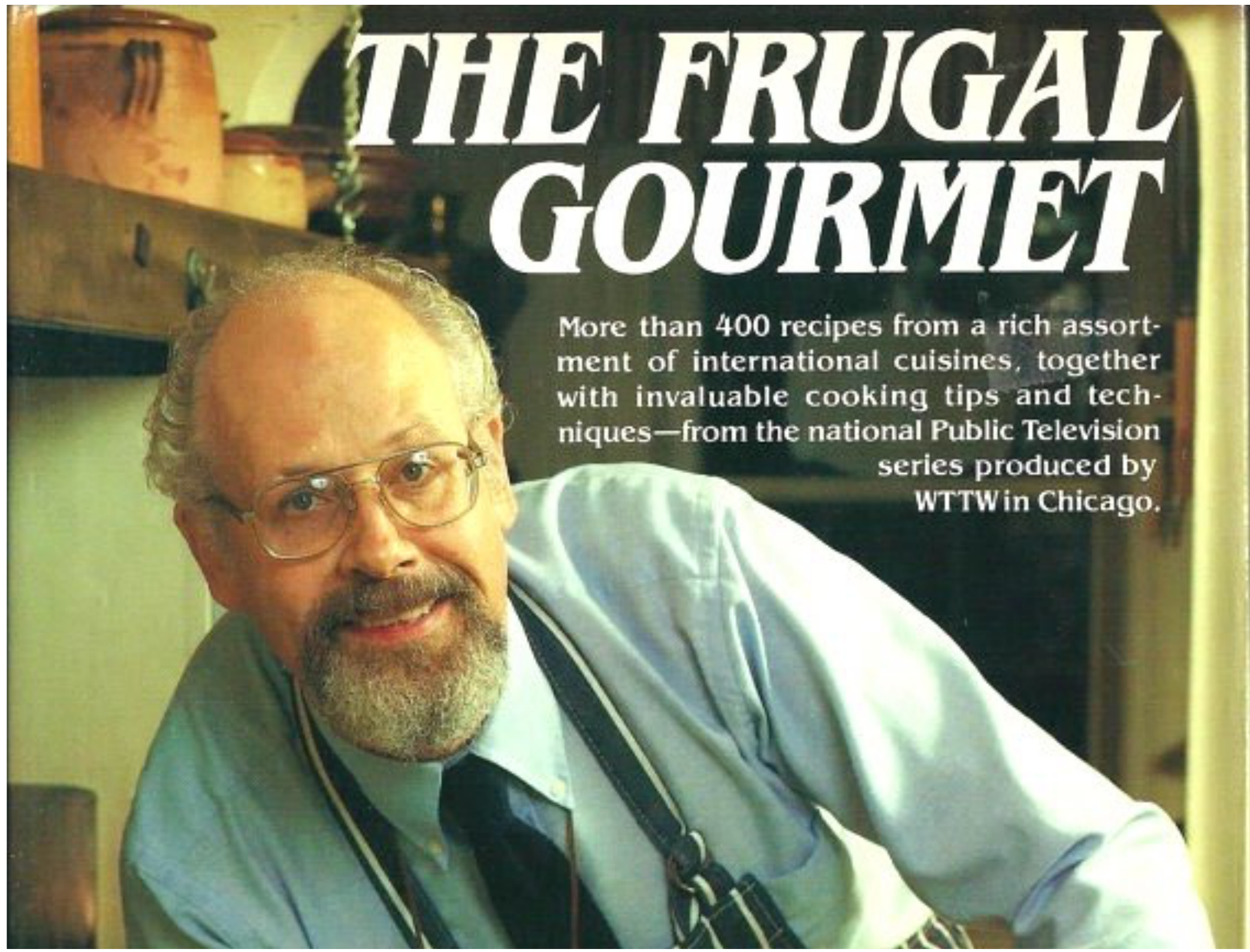
Startups Rely on Facts & Data

The Galloping Gourmet

(A Food Channel would be a stupid idea)

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





A nighttime photograph of a city skyline reflected in a body of water. The sky is dark blue with some clouds. The city lights are visible, including a prominent tower with a pointed top. A bridge with a steel truss structure spans across the water. In the foreground, a pier with several wooden planks extends into the water, with many birds perched on it. The text "Startups Don't Wait for Perfection" is overlaid in the center in a large, white, bold font with a red outline.

**Startups Don't Wait
for Perfection**

“Lifespan” of S&P 500 Companies



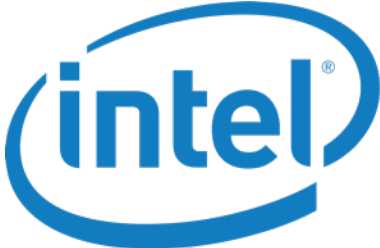






In 1968 - Companies lasted an average of 70 years

2016 - 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 Innovators**

Hotel Events

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

Events for April 21, 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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[Menus](#)

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[All Denver, CO Locations](#)

[View All Locations](#)







Laramar Apartment Homes - 55,000 units

A city skyline at dusk, with buildings illuminated and their lights reflecting on the water. A bridge is visible in the background, and a pier with several boats is in the foreground. The sky is dark with some clouds.

Millennial Marketing Isn't a Mystery

This is what Millennials Look Like, Today.



Don't Mentor Them



PROVIDE “QUICK WINS”

300,000 attended GamesCom

A nighttime cityscape with a bridge and kayakers on the water. The city lights are reflected in the water, and a bridge is visible in the background. In the foreground, several kayakers are on the water.

Startups Obsess re: Their Important Customers

Women Buy Everything!

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Family Apparel (74% of men's clothing)

90% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Higher Education Decisions

89% of Insurance, Investment Services, Bank Accounts

87% of Office Expense Decisions at work

86% of I.T. Infrastructure Decisions at work

85% of Pet ownership (mean income \$65,000)

80% of Healthcare & Dental decisions

73% of New Cars --- (45% of Light Trucks & SUV's)





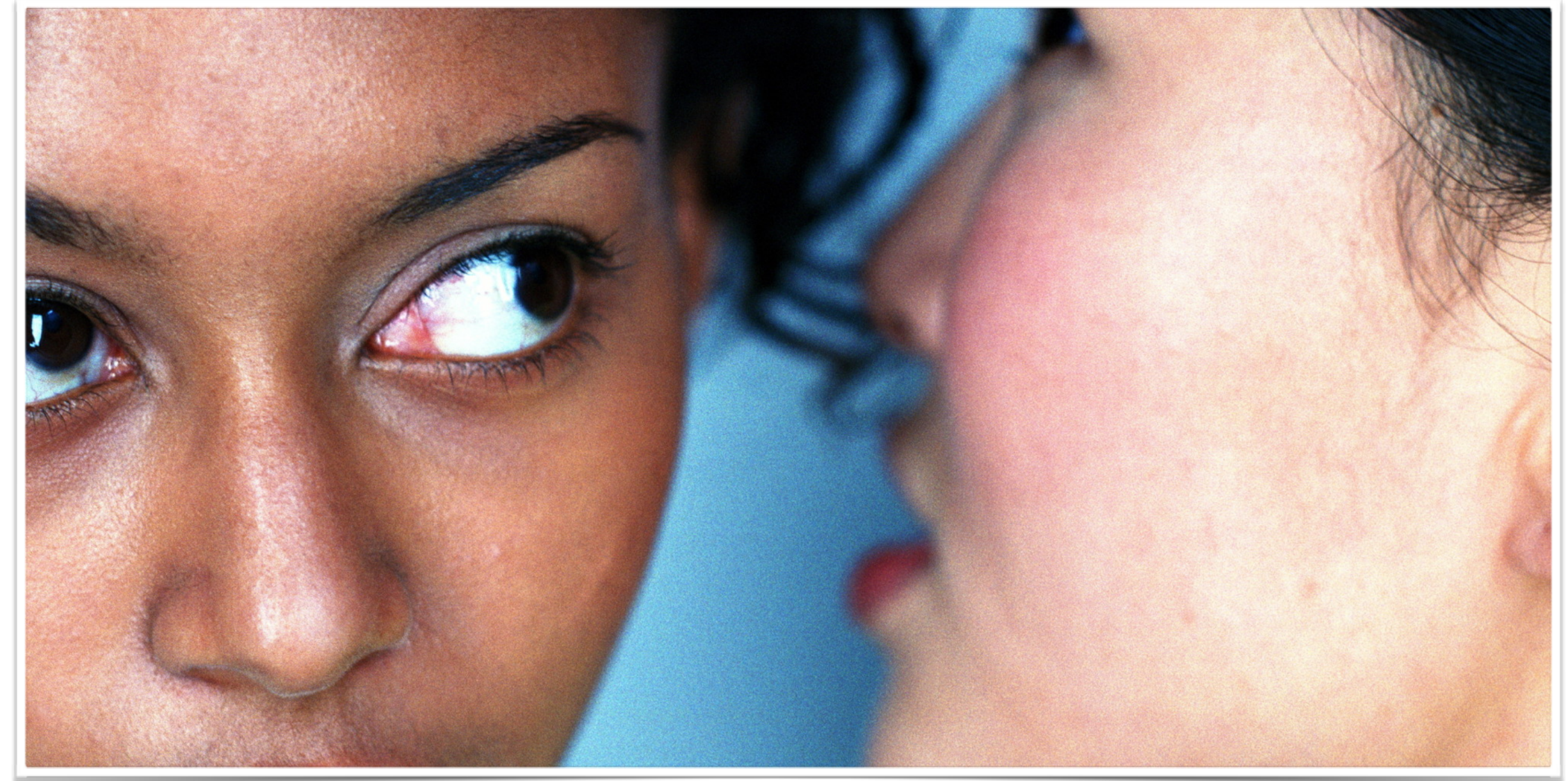
She-Commerce

“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 will share information re: quality and value to an average of 21 other people.”



(not counting social media)

A nighttime cityscape with a river in the foreground. The city lights are reflected in the water. A bridge is visible on the right side. In the foreground, there are several kayakers on the water. The text is overlaid on the image.

**Startups Know They
Must Eliminate
“Customer Friction”**

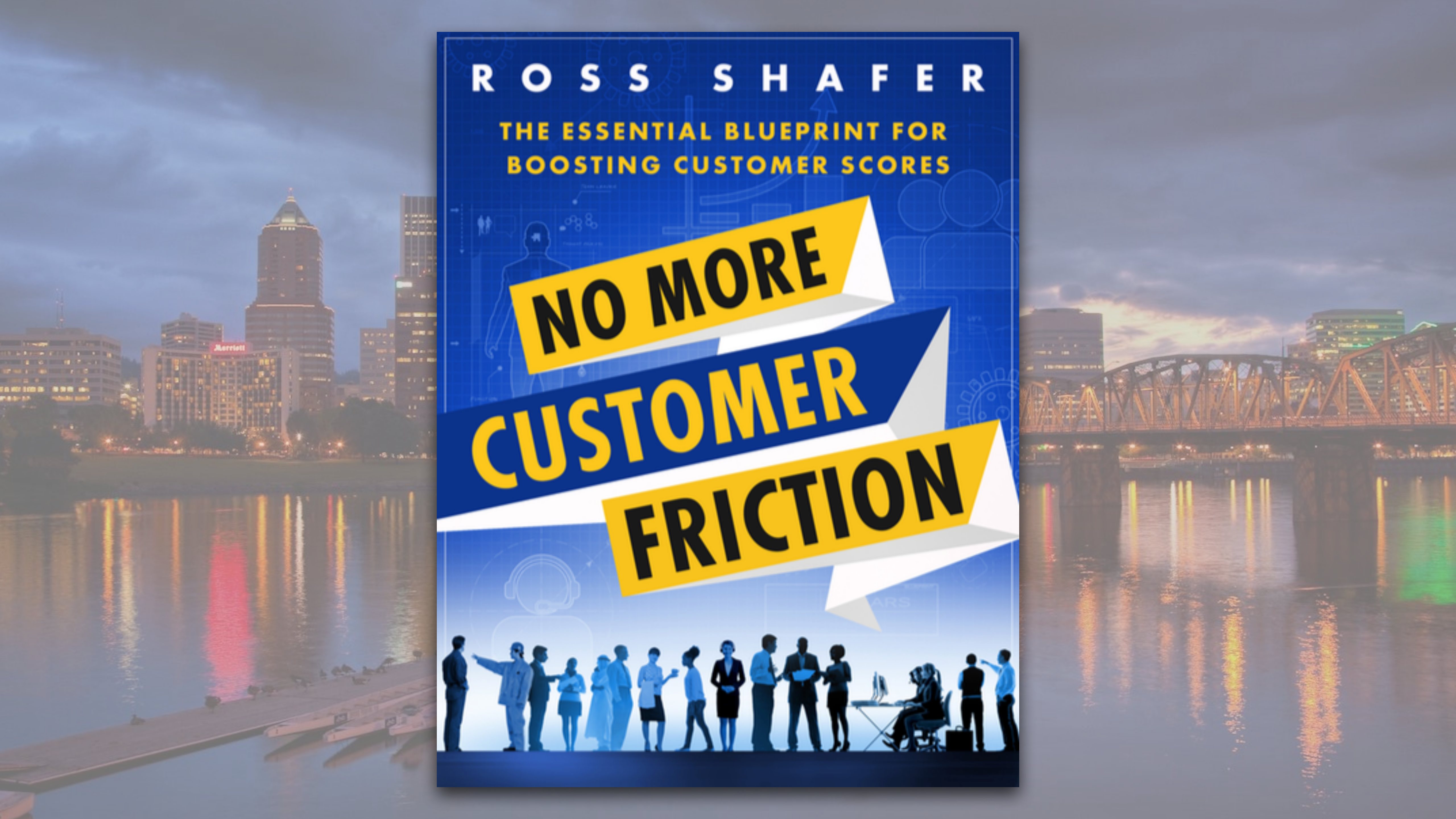
R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

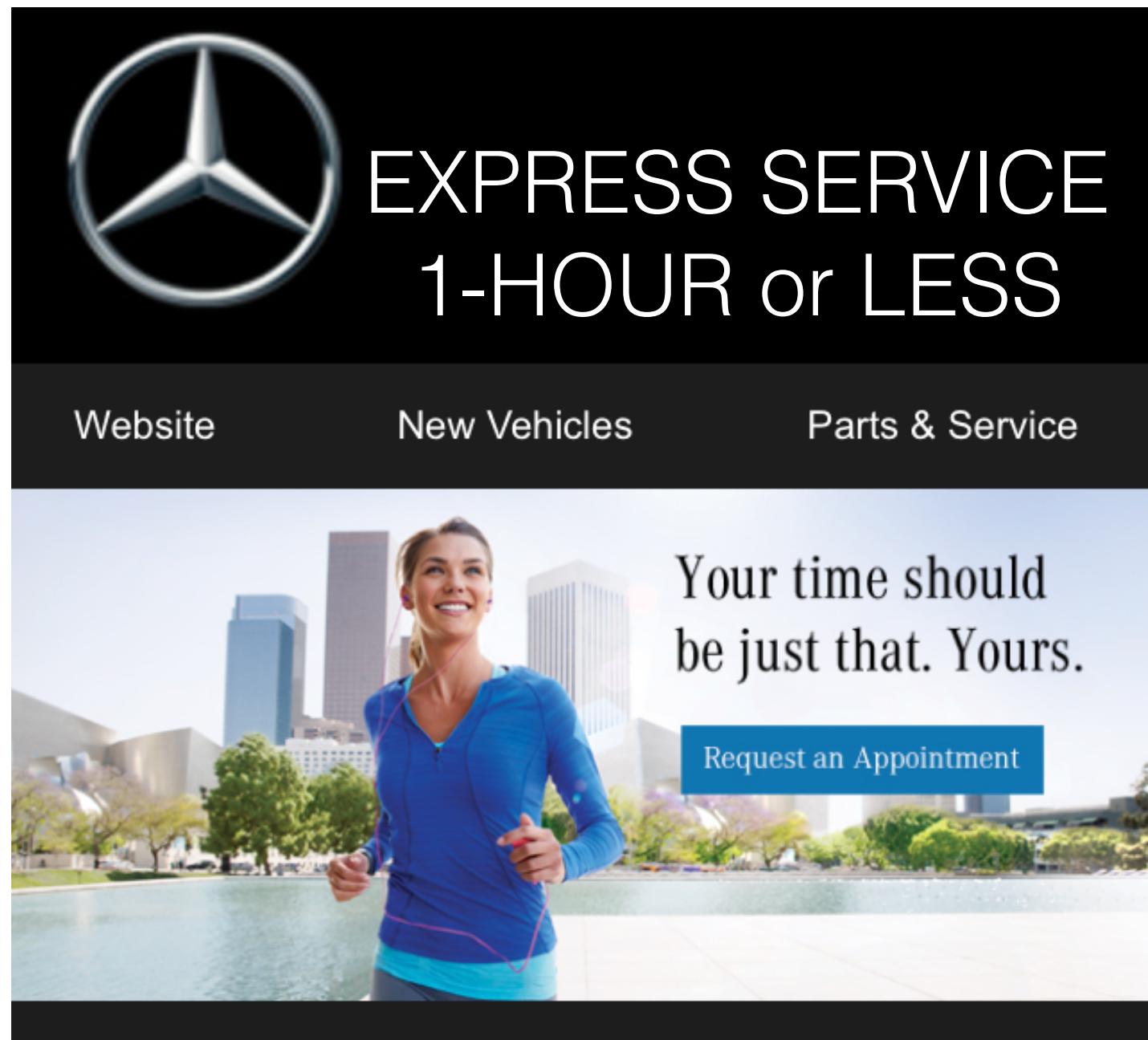
NO MORE


CUSTOMER

FRICTION



I WANT TO SAVE TIME. I WANT MAXIMUM CONVENIENCE.

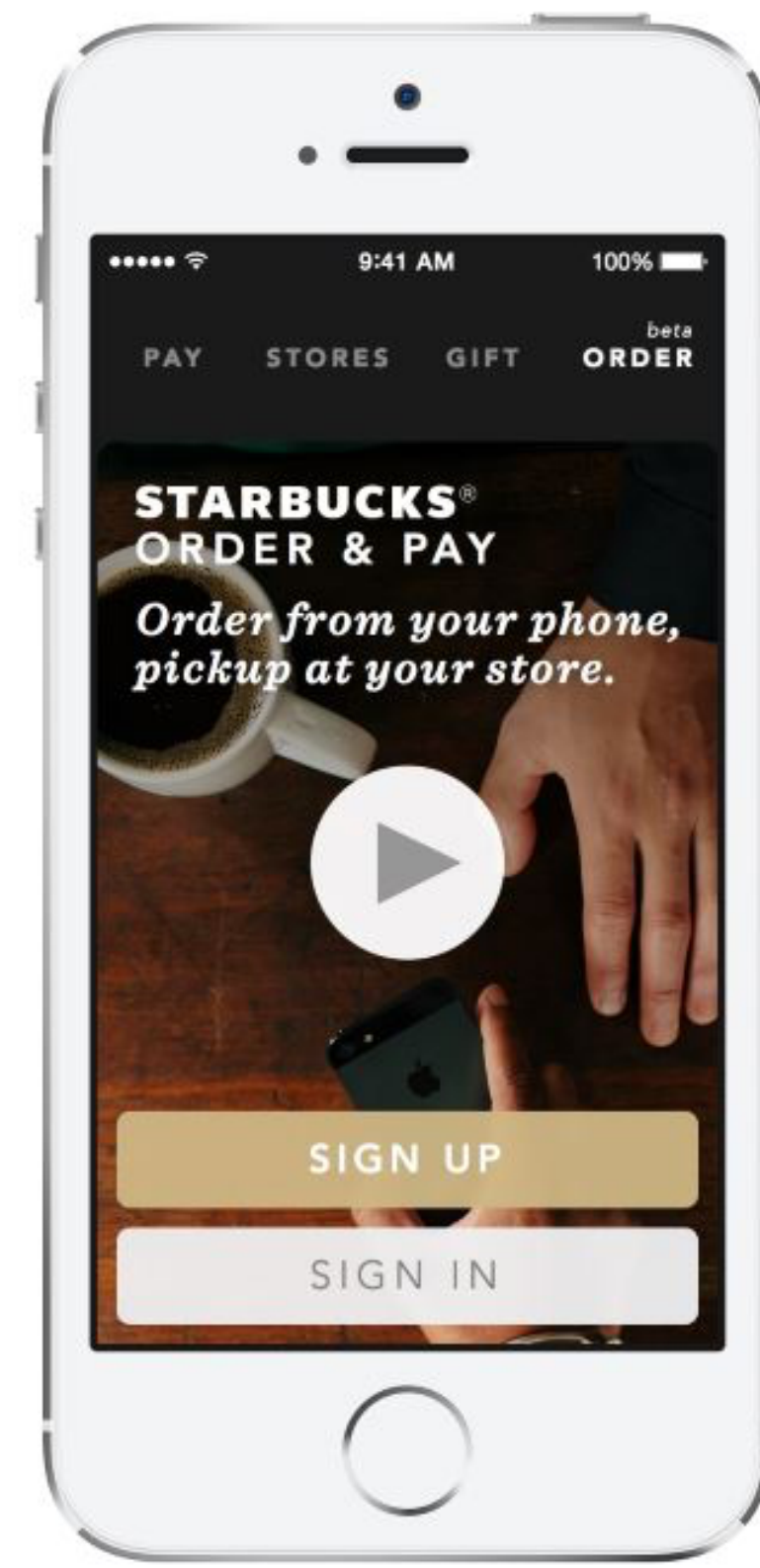


 **EXPRESS SERVICE**
1-HOUR or LESS

Website New Vehicles Parts & Service

Your time should be just that. Yours.

[Request an Appointment](#)



9:41 AM 100%

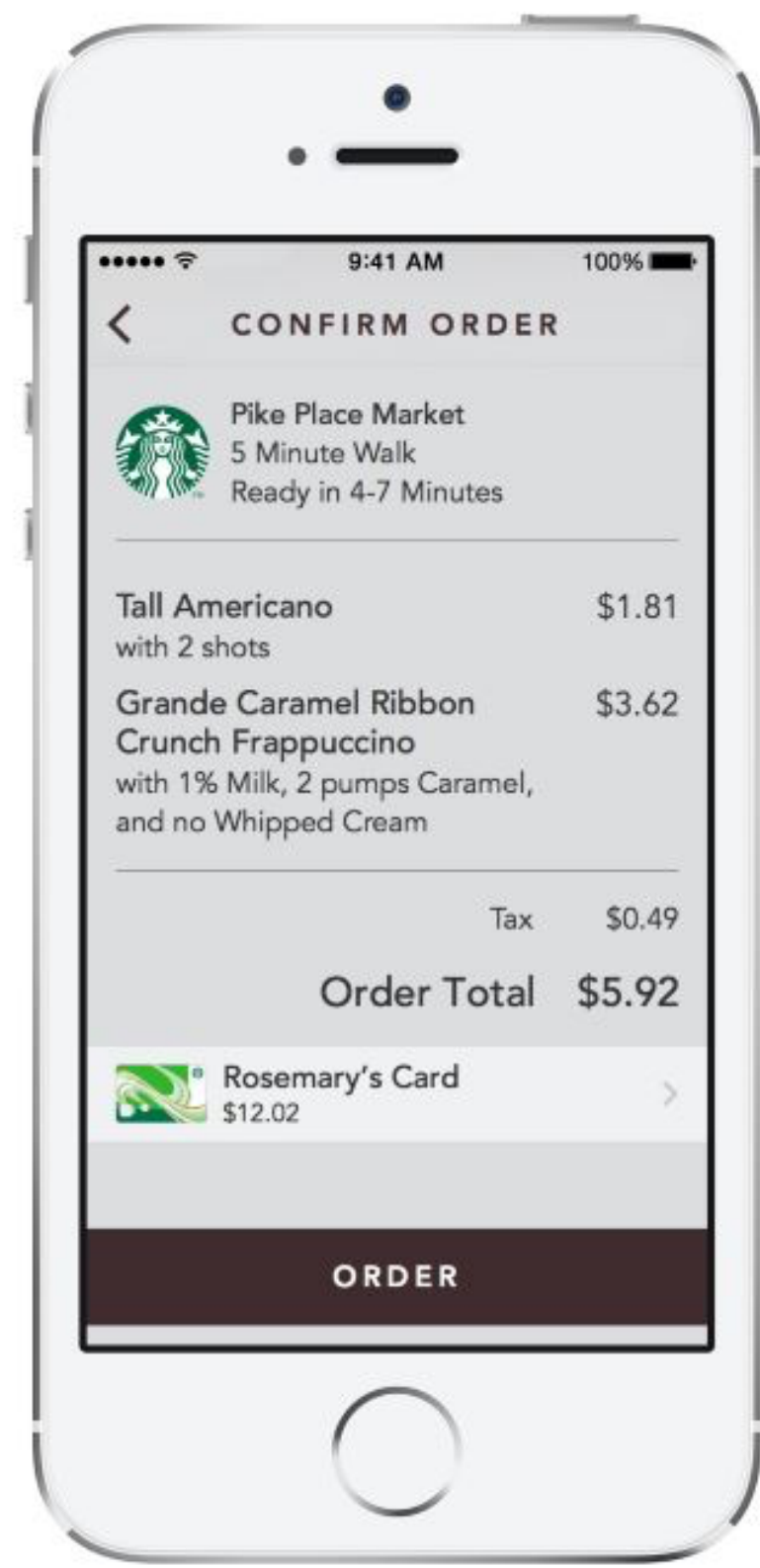
PAY STORES GIFT **ORDER** beta

STARBUCKS®
ORDER & PAY

*Order from your phone,
pickup at your store.*


[SIGN UP](#)

[SIGN IN](#)




9:41 AM 100%

CONFIRM ORDER

 Pike Place Market
5 Minute Walk
Ready in 4-7 Minutes

Tall Americano with 2 shots	\$1.81
Grande Caramel Ribbon Crunch Frappuccino with 1% Milk, 2 pumps Caramel, and no Whipped Cream	\$3.62
Tax	\$0.49
Order Total	\$5.92

 Rosemary's Card
\$12.02

[ORDER](#)



amazon go

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



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



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.

On the verge of bankruptcy, customers complained Lego toys were boring.

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. We coached them to reduce friction for Linemen, Call Centers, & Engineers.**

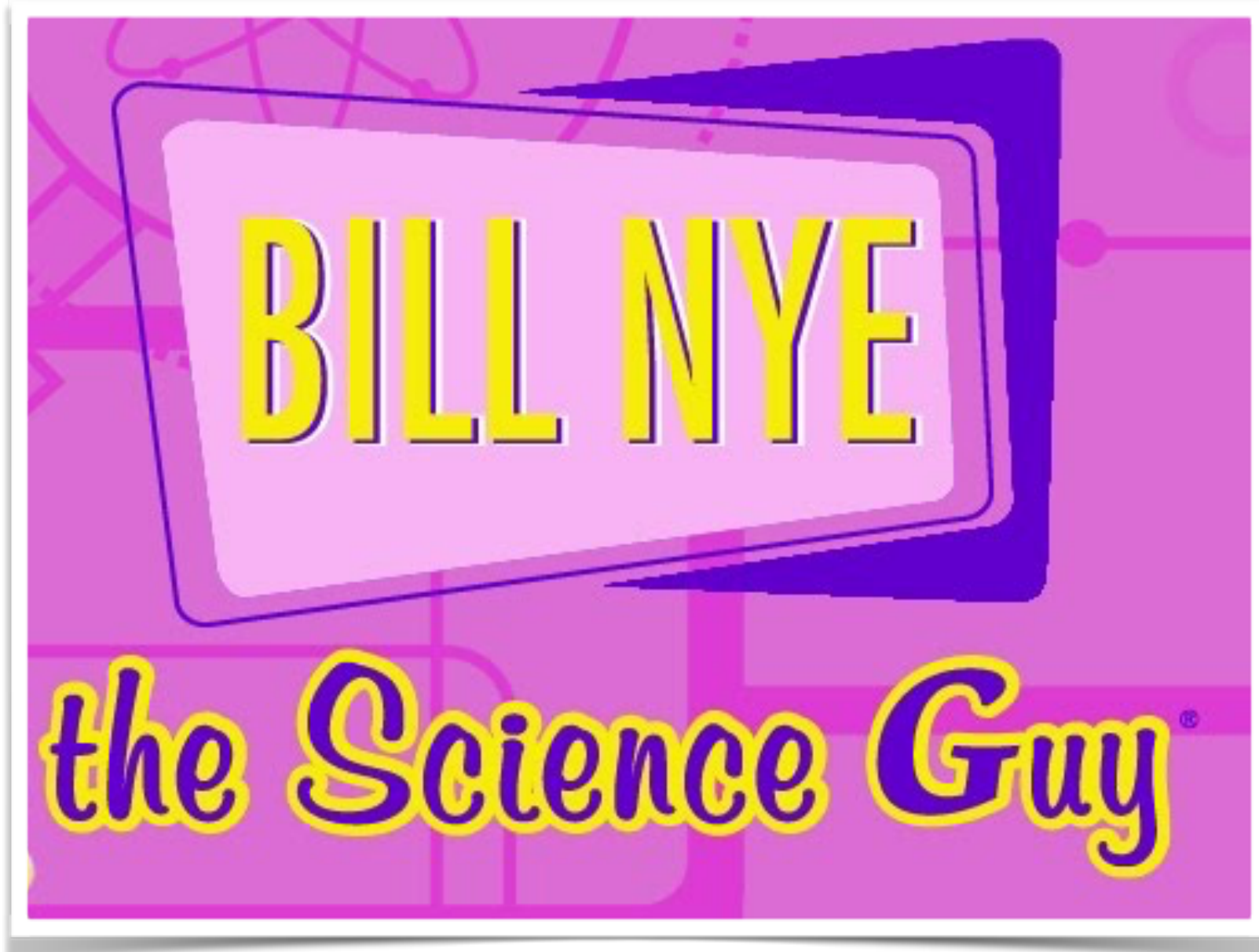
We corrected customer complaints and empowered on-the-spot fixes. 90 days later, we raised their J.D. Power scores 21 Points...#1 in their industry.

A city skyline at dusk, with buildings illuminated and their lights reflecting on a river. A bridge is visible in the background, and a dock with several boats is in the foreground. The sky is dark with some clouds.

Startups Strive to be Specialists

World's Greatest Shooter





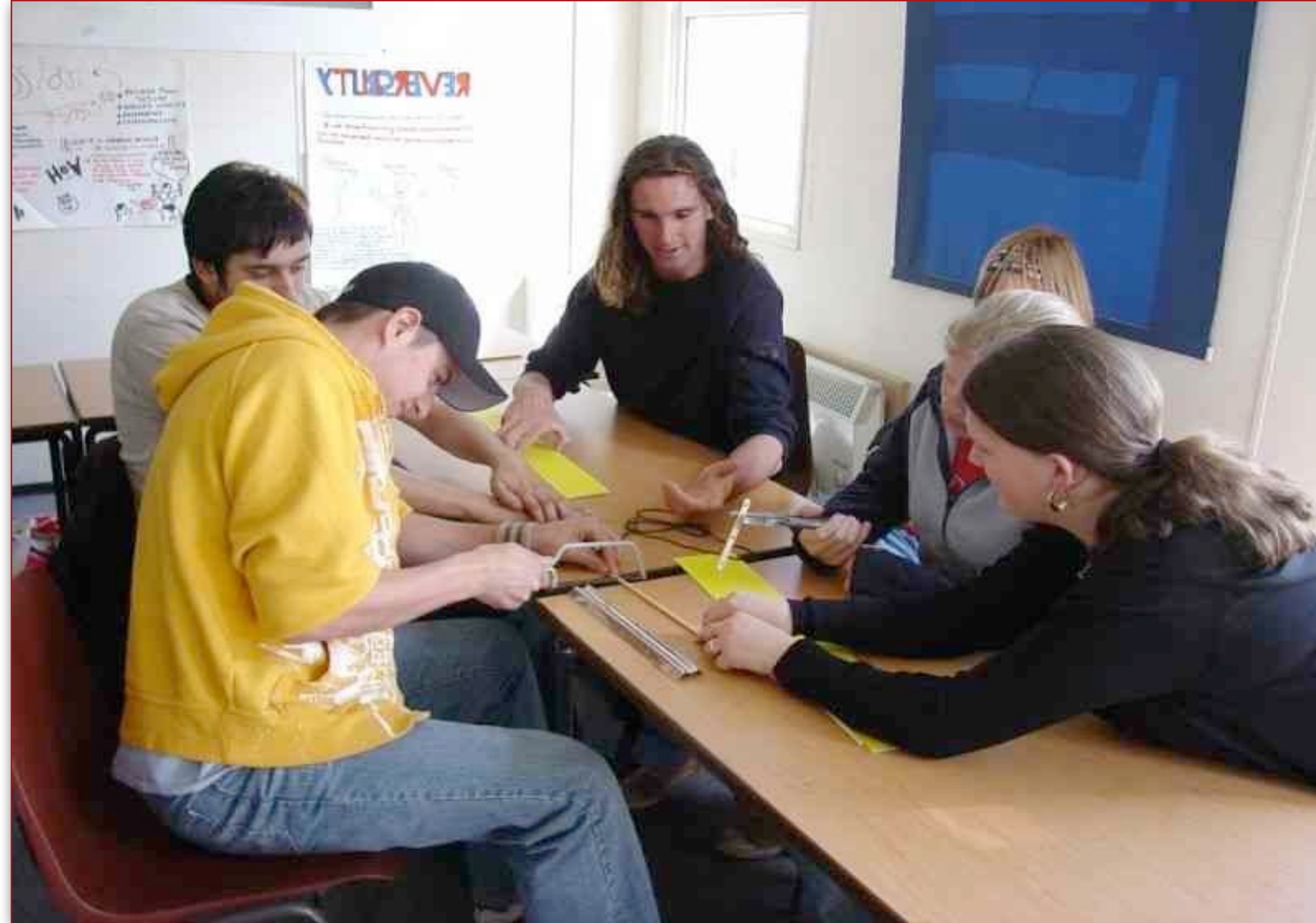
A nighttime cityscape with a river in the foreground. The city lights are reflected in the water. A bridge is visible on the right, and several kayakers are on the water in the lower left. The text is overlaid in the center.

**Startups Never
Take Relationships
for Granted**



Curiosity (in others) is seen as “Trust”





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

FREE RESOURCES

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

Ross Shafer | View as: Yourself | Subscribe

Home Videos Playlists Channels Discussion About

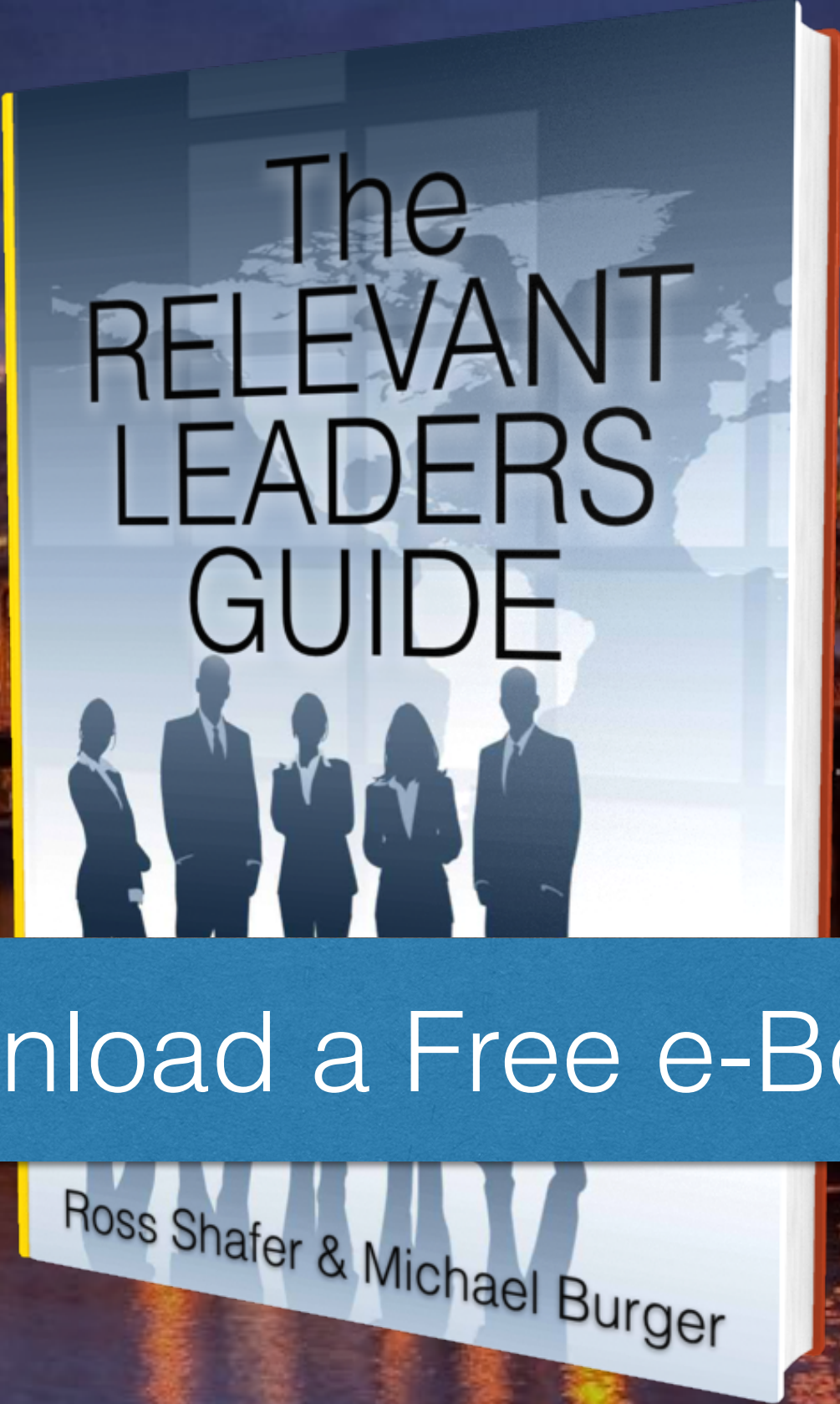
Relevant Leaders Club | Download All

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...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
4 days ago • 24 views
- Why is the Lifespan of a Company only 15 years?** | Leadership Speaker | Ross Shafer
4 days ago • 24 views
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
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3 weeks ago • 68 views
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer
1 month ago • 85 views
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...
1 month ago • 62 views

Leadership Video Blog

Download a Free e-Book



www.RossShafer.com

A nighttime cityscape featuring a large bridge with a complex steel truss structure spanning across a body of water. The city skyline in the background is illuminated with various lights, and the lights are reflected in the water. In the foreground, several wooden docks or piers extend into the water, with some birds perched on them. The sky is dark with some light clouds.

CHARACTER

**(Know Who You Are...
...and Who You Aren't)**



Chuck Shafer 1927-2001



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



Ongoing Encouragement



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

CONTACT:

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ROSSSHAFFER