A close-up portrait of a middle-aged man with dark, wavy hair, smiling broadly. He is wearing a dark suit jacket over a light blue and white striped collared shirt. The background is a plain, light blue color.

If You Want a
Custom
Program for YOUR
Team...Contact:

Andria@RossShafer.com

520-668-5932

ROSSSHAFAER

The background features a complex overlay of architectural blueprints and binary code (0s and 1s) in shades of blue and white. The blueprints show various technical drawings, including floor plans and mechanical details. The binary code is scattered throughout, creating a digital or futuristic aesthetic.

How to Future-Proof Your Septic Company in 2020

Ross Shafer

AMAZON BEST SELLERS

Manual of septic-tank practice

*developed in cooperation with the Joint
Committee on Rural Sanitation*

United States. Public Health Service. Division of
Engineering Services.



Reprints from the collection of the
University of Michigan Library



MUHAMMAD YOUNAS
Sajid Mahmood

SEPTIC TANKS AND SUSTAINABILITY

Impacts on Groundwater Quality
and Community Health

National Environmental Health Association

Onsite Wastewater Disposal

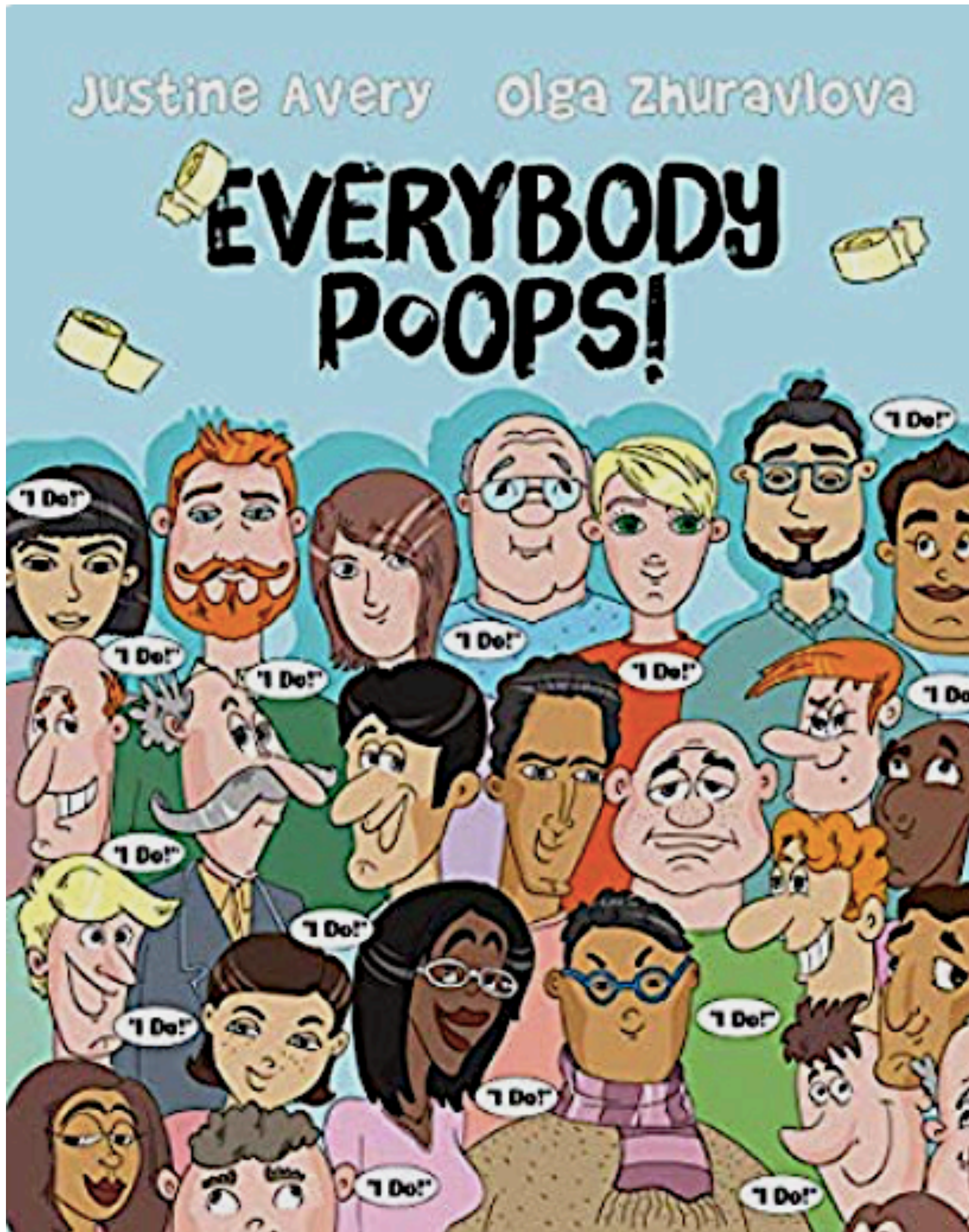
Richard J. Perkins

LEWIS PUBLISHERS

Manual of SEPTIC-TANK PRACTICE

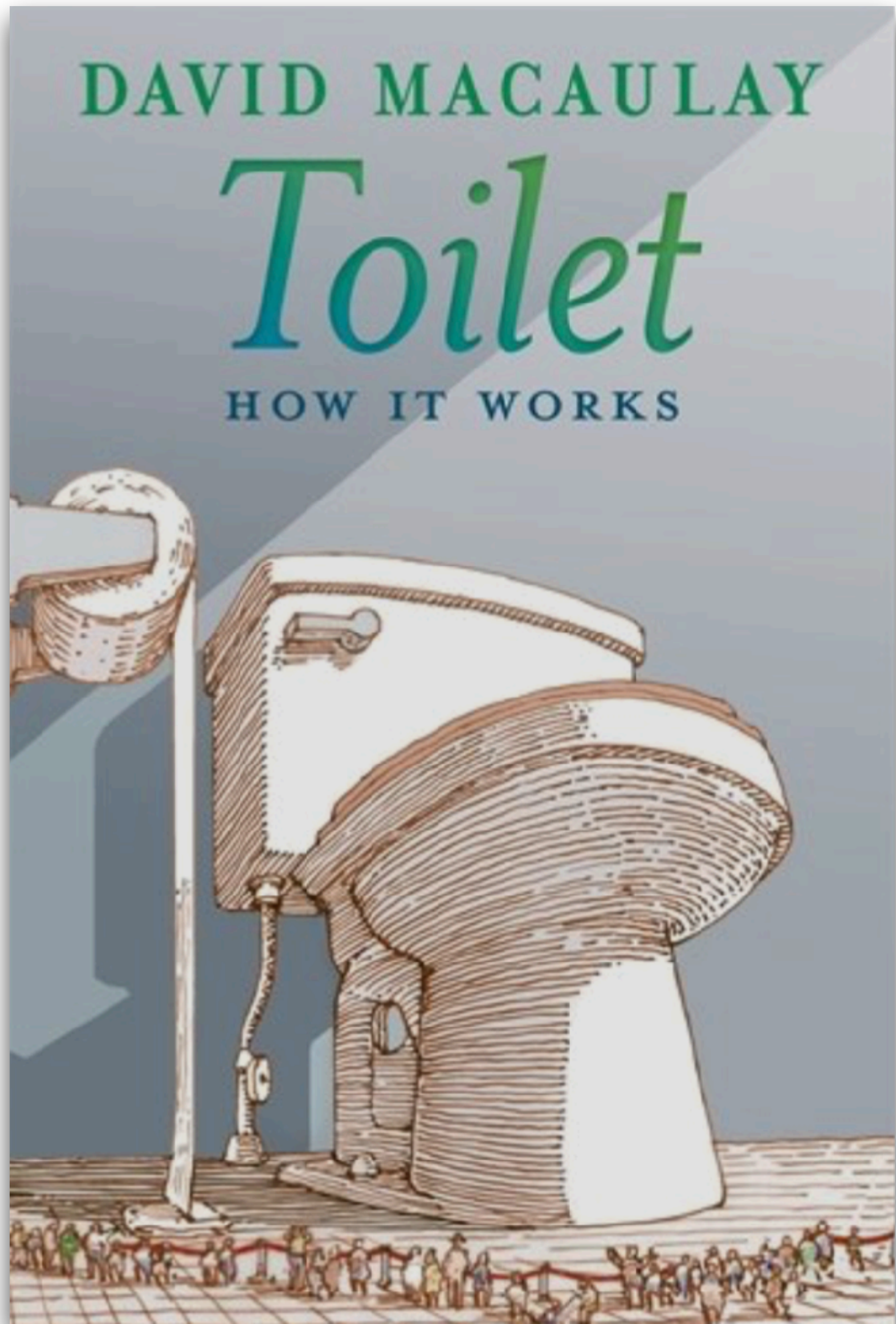
Public Health Service Publication No. 326

U. S. DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
Public Health Service



[amazon.com](https://www.amazon.com)

**Sold 3 million
copies in 2019**



[amazon.com](https://www.amazon.com)

Buy it used for \$1.49

AWARD-WINNING TOILET EDUCATION MOVIES

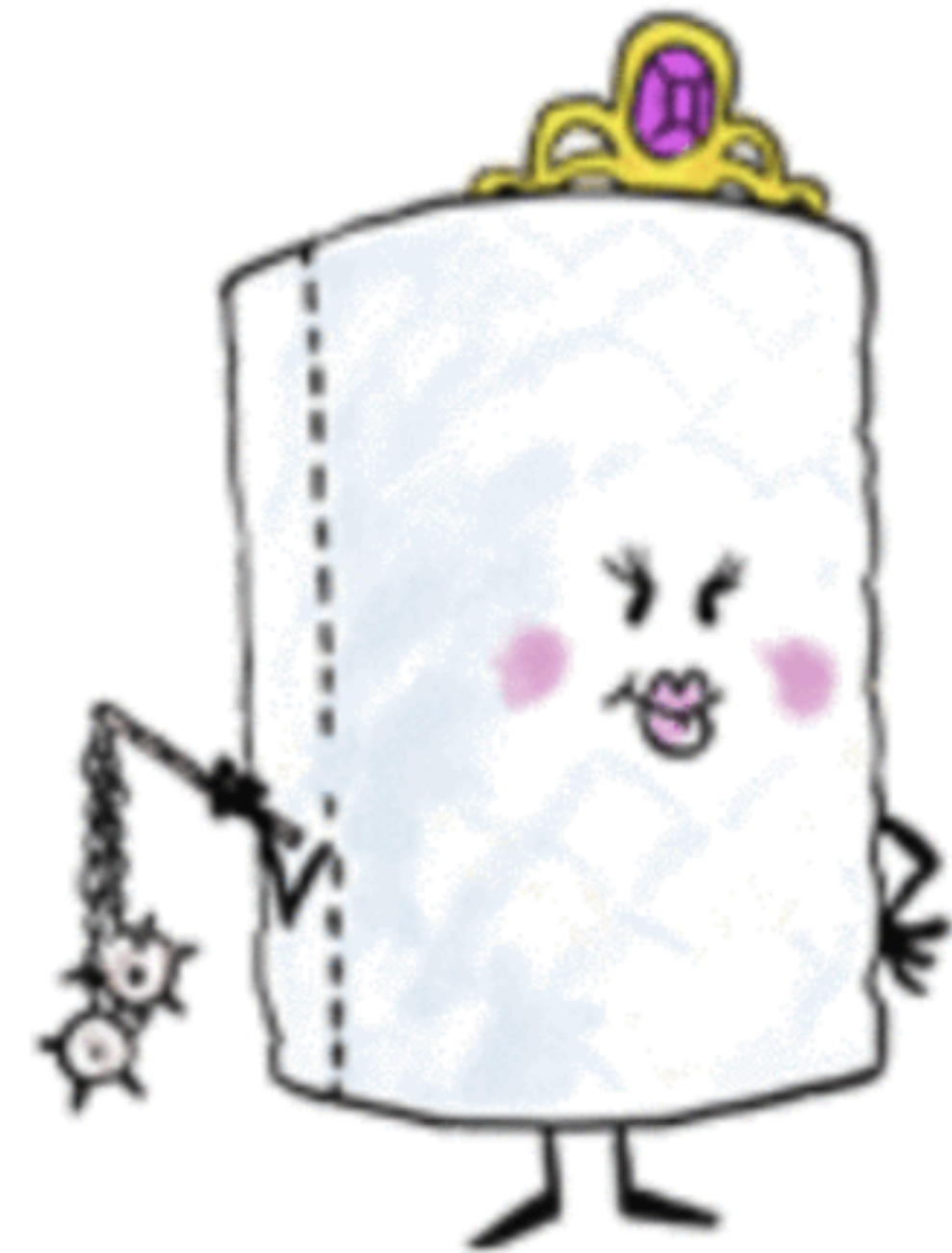
Hamilton, Ontario, Canada



Richard the Turd



Sir Peeter



Duchess of Swirl

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...



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

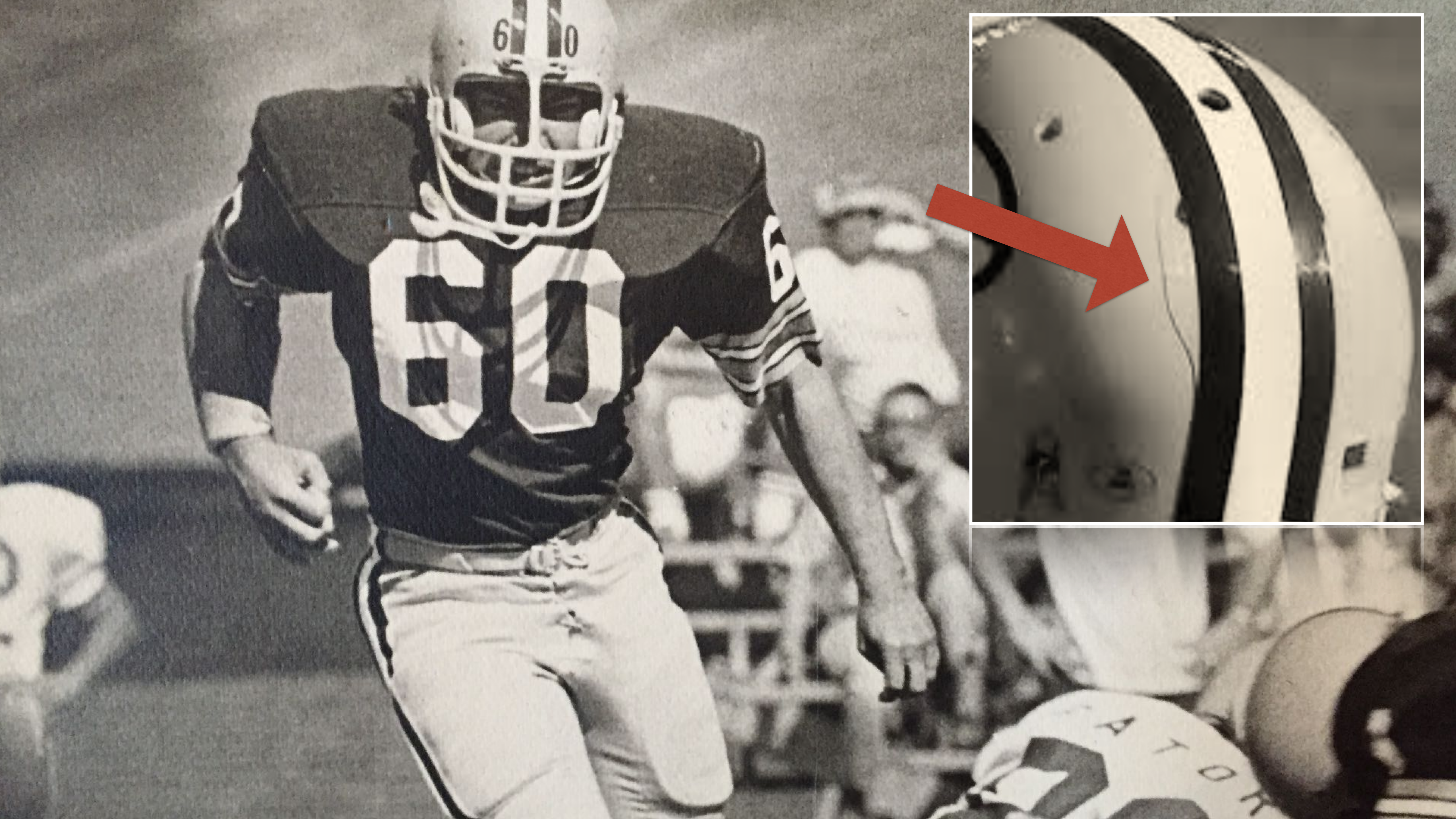
Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd







Age 22

Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Sam & Enrico

Sam & Enrico

Restaurants/Food Service



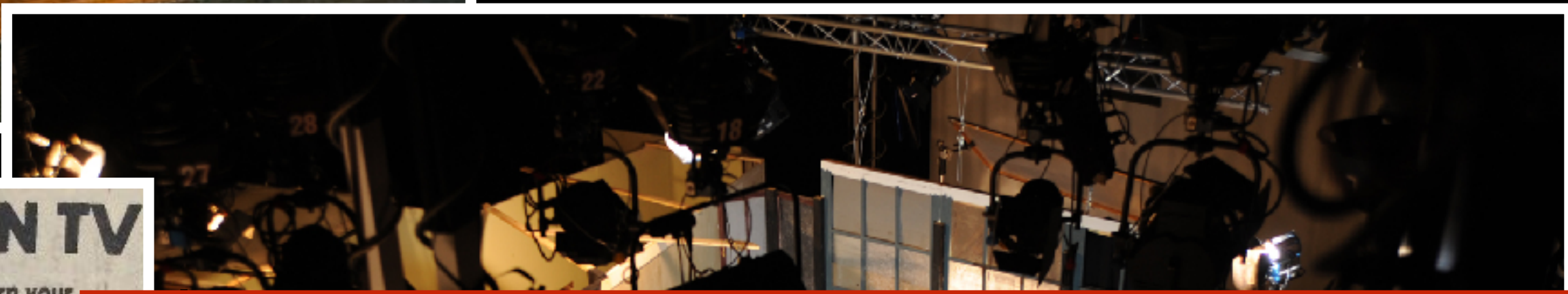
Retail Clothing



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



COOK-LIKE- A-STUD

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

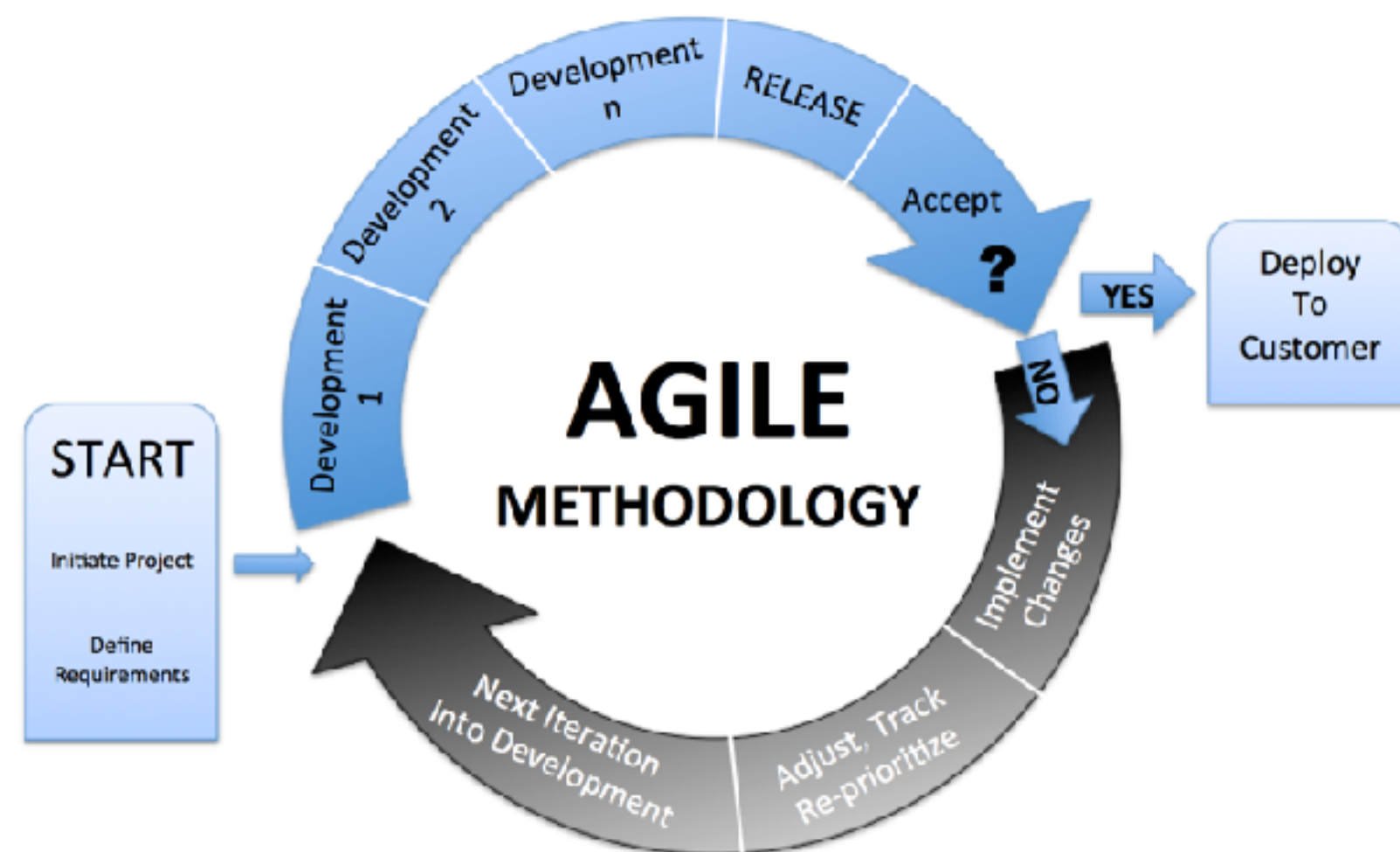
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan Shafer



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

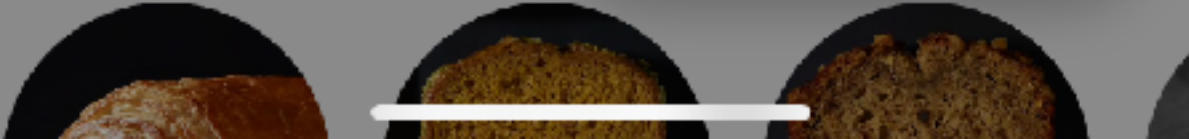
It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.


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

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

YOU MAY ALSO LIKE

[Checkout \\$3.19](#)



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) and glowing blue lines that suggest a digital or data flow. The overall aesthetic is high-tech and industrial.

2020 Companies Respond to Problems Faster

**IF YOU DON'T LIKE
CHANGE.....YOU ARE
GOING TO HATE
EXTINCTION**

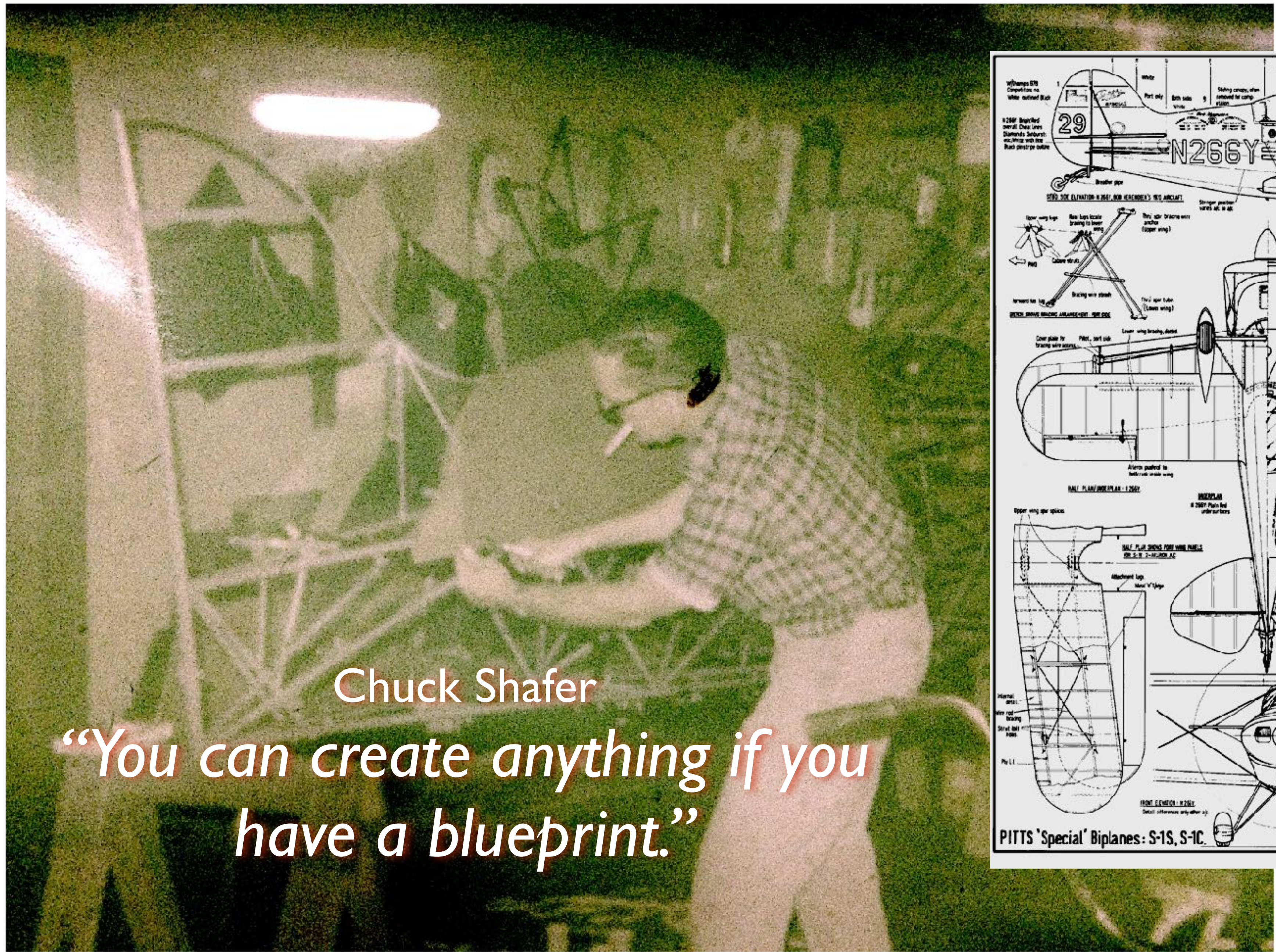
AUTHOR: ROSS SHAFER



**Don't Reinvent.
Follow Successful
“Blueprints”**

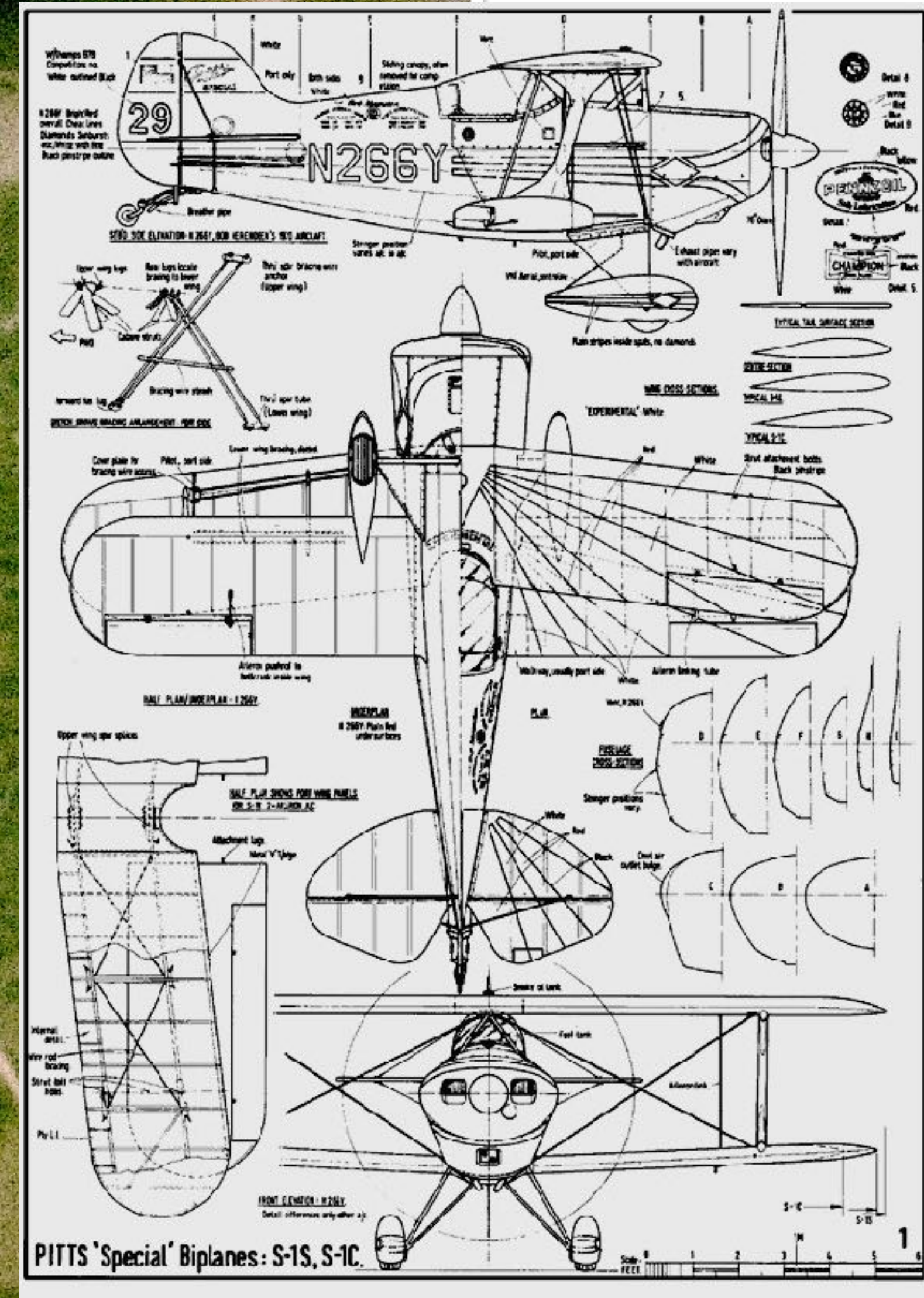


Chuck Shafer 1927-2001



Chuck Shafer

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



Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER



**Your Competitors
Don't Know the
Secret for Seeing
Around Corners**

(Innovation?)

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



[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](#)

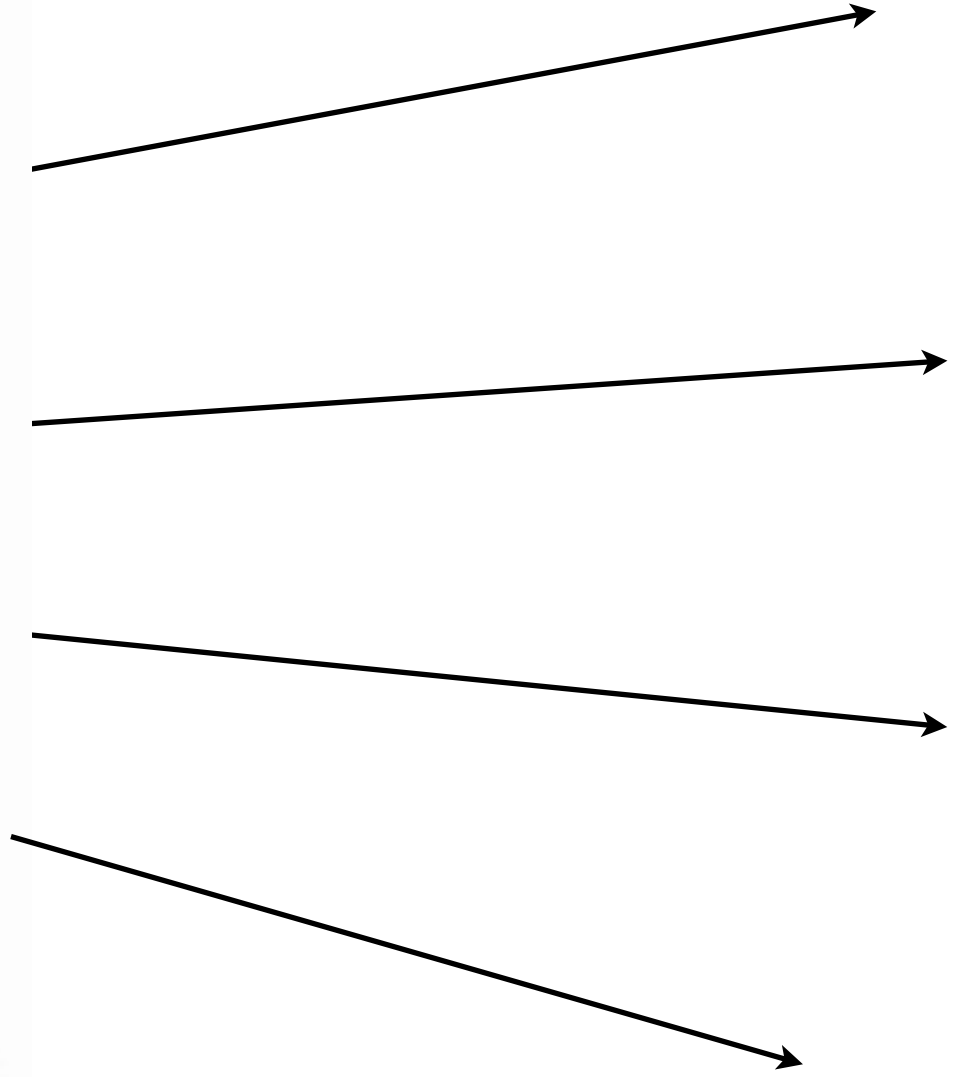
[View All Locations](#)





The “Empty Bag” Issue







LARAMAR

55,000 UNITS



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.

Copy the Companies That Matter in 2020

Comcast
xfinity

amazon

hulu

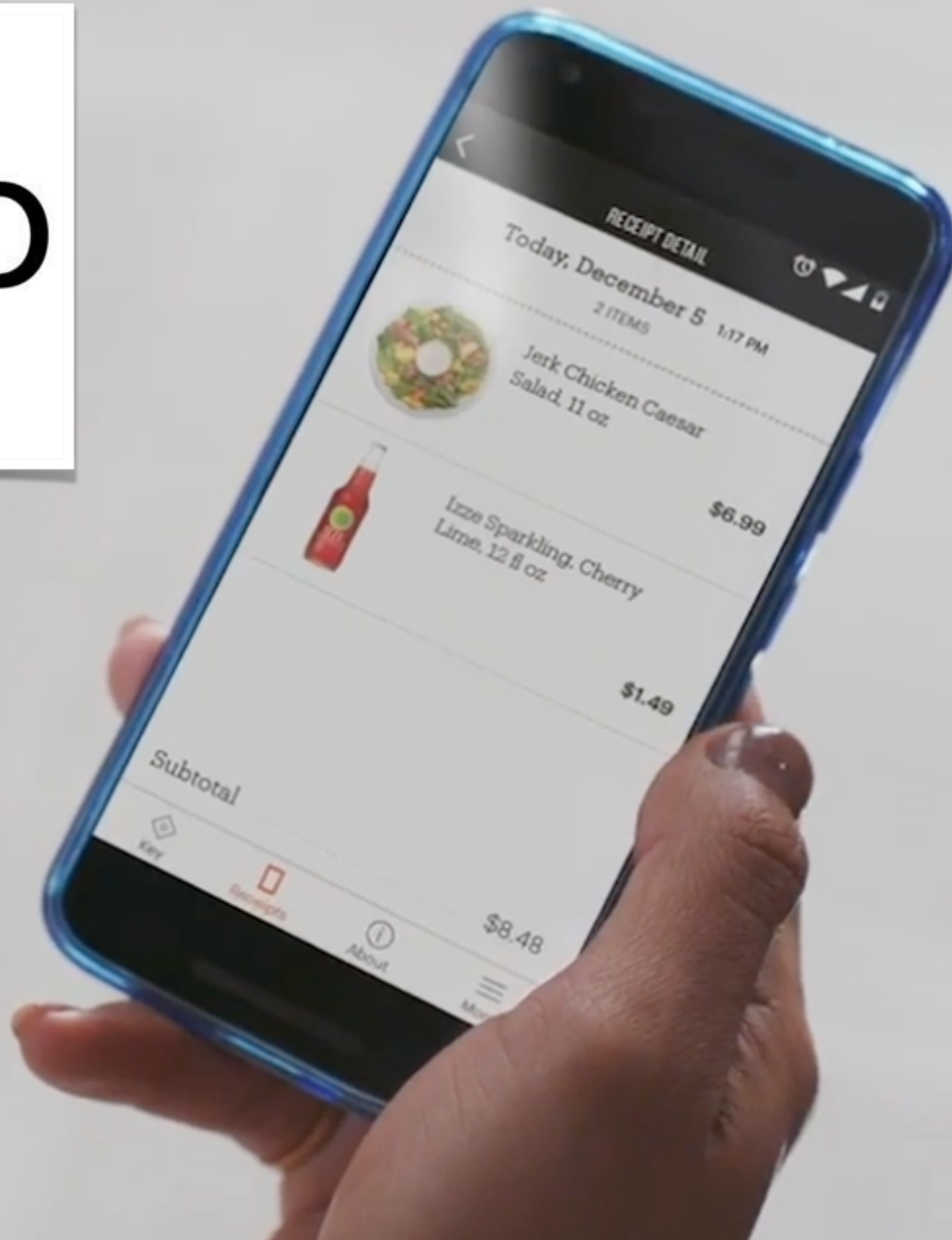
NETFLIX

Google



amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

You Don't Have to



Your Customers

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.**”

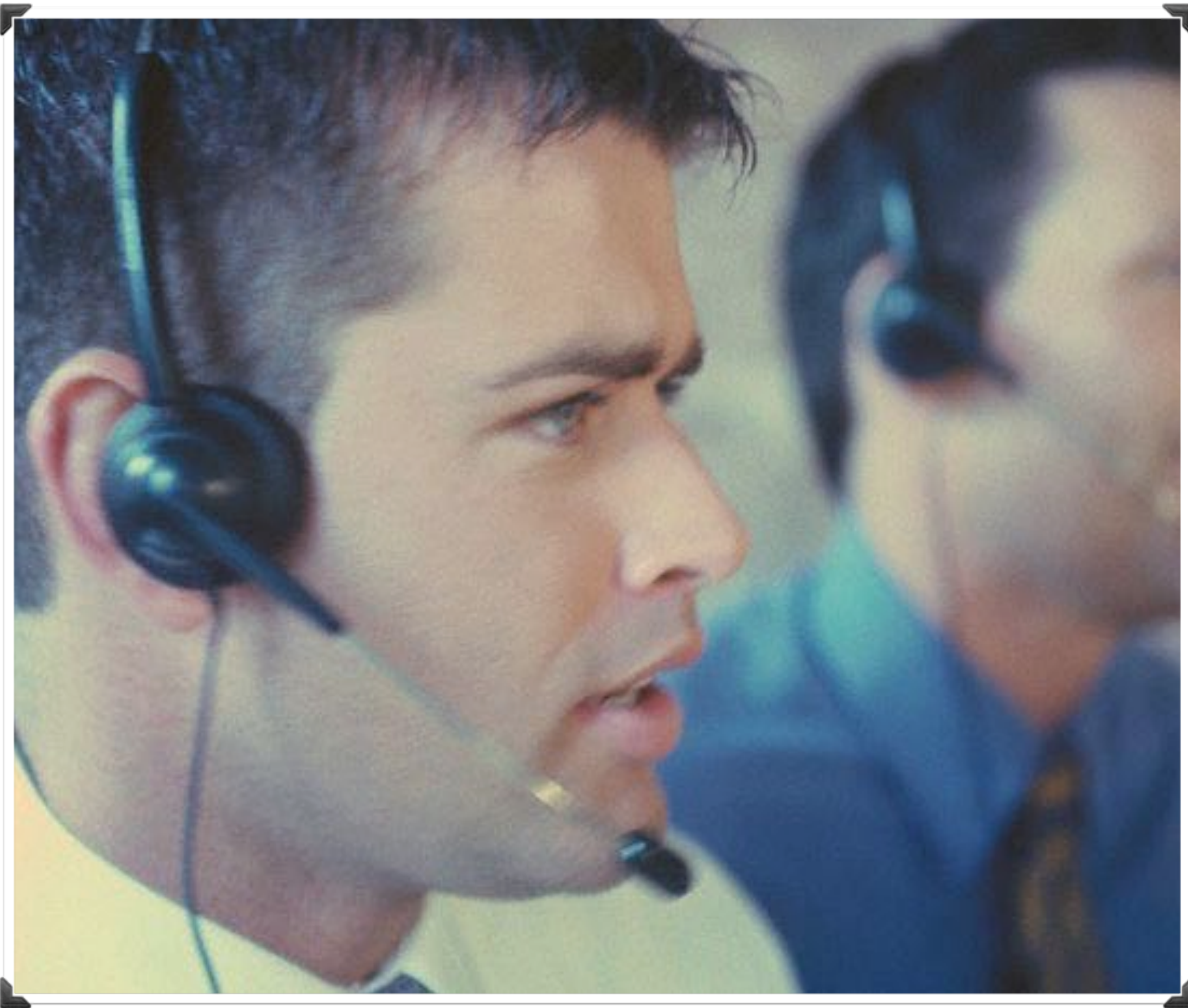
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are several streams of binary code (0s and 1s) in a light blue color, creating a digital or data-driven aesthetic. The overall composition suggests a focus on engineering, technology, or data processing.

INSTEAD

Eliminate the

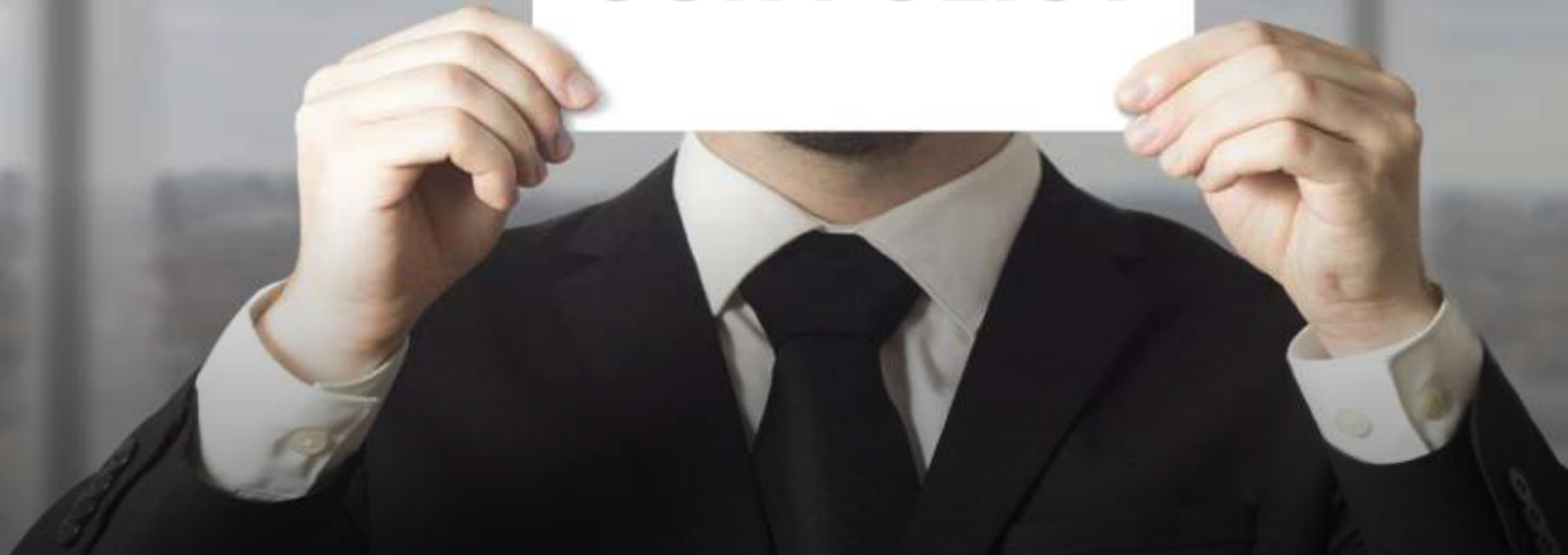


Moments



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

**WE CAN'T.
THAT'S
AGAINST
OUR POLICY**



**YOU'LL
HAVE TO
TALK TO
THE MGR.**



**WE HAVE TO
CHARGE a 20%
CANCELATION
FEE**



**THE
ANSWERS
ARE ON OUR
F.A.Q. PAGE**



**My High School
home on S.W. 307th -
Federal Way, Washington**

**Septic tank leaked
year 'round**





Leech field



**3-hole
septic tank**



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.

2020 Companies Create Experts



(5)



cannot erase

(1)



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



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 engineering aesthetic.

**2020 Companies
Need to be
Other-Focused**

Maria Garcia





BE PROFESSIONALLY CURIOUS





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





**“Future Proofing” is
Knowing there is a
Science to
Excellence**

World's Greatest Shooter



1,127 Free Throws in a Row



ALL SWISHES







**The Shafer
“Blueprint”**

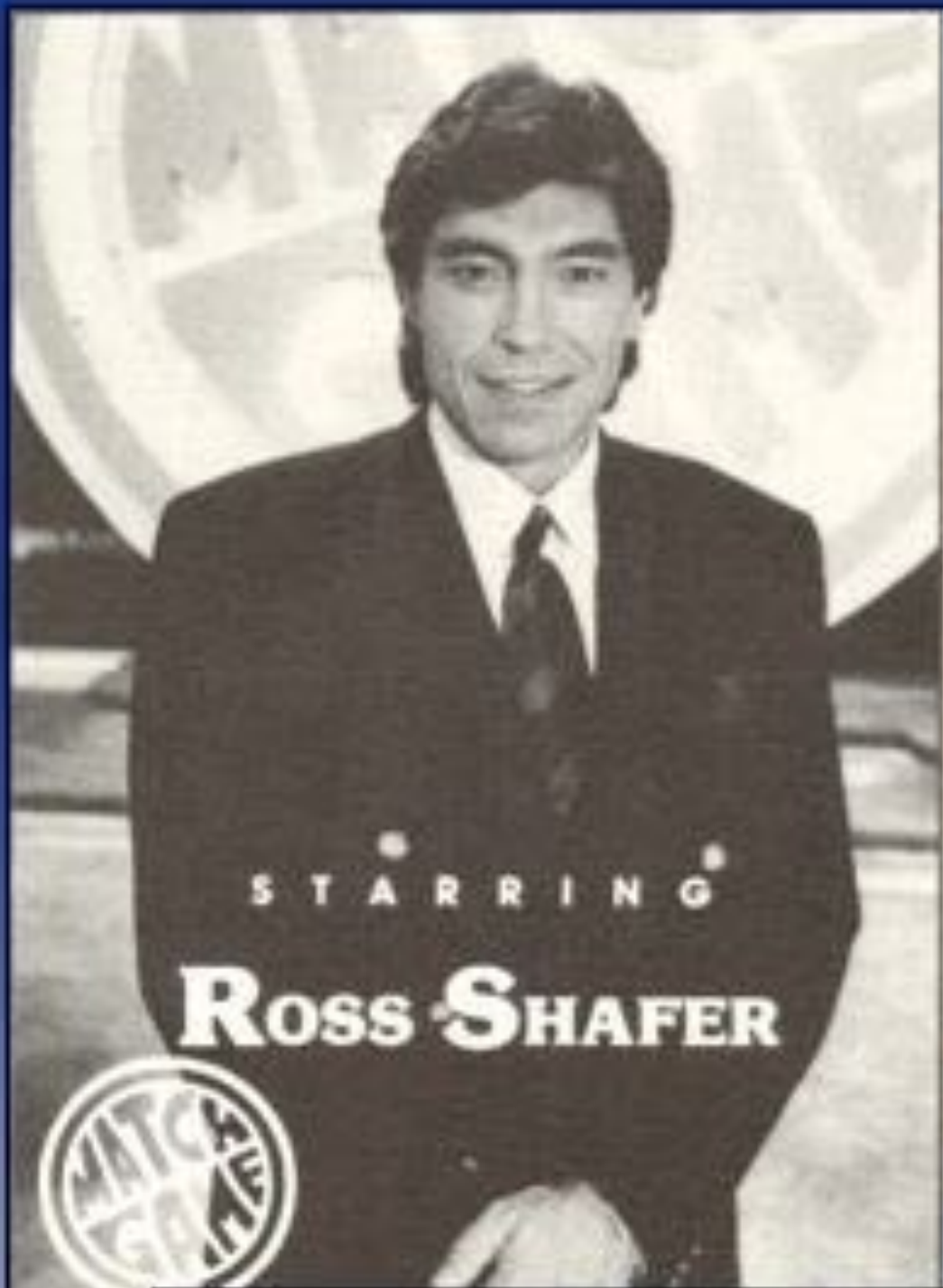


**THE
STAND UP
COMEDY
YEARS
OF ROSS SHAFER**

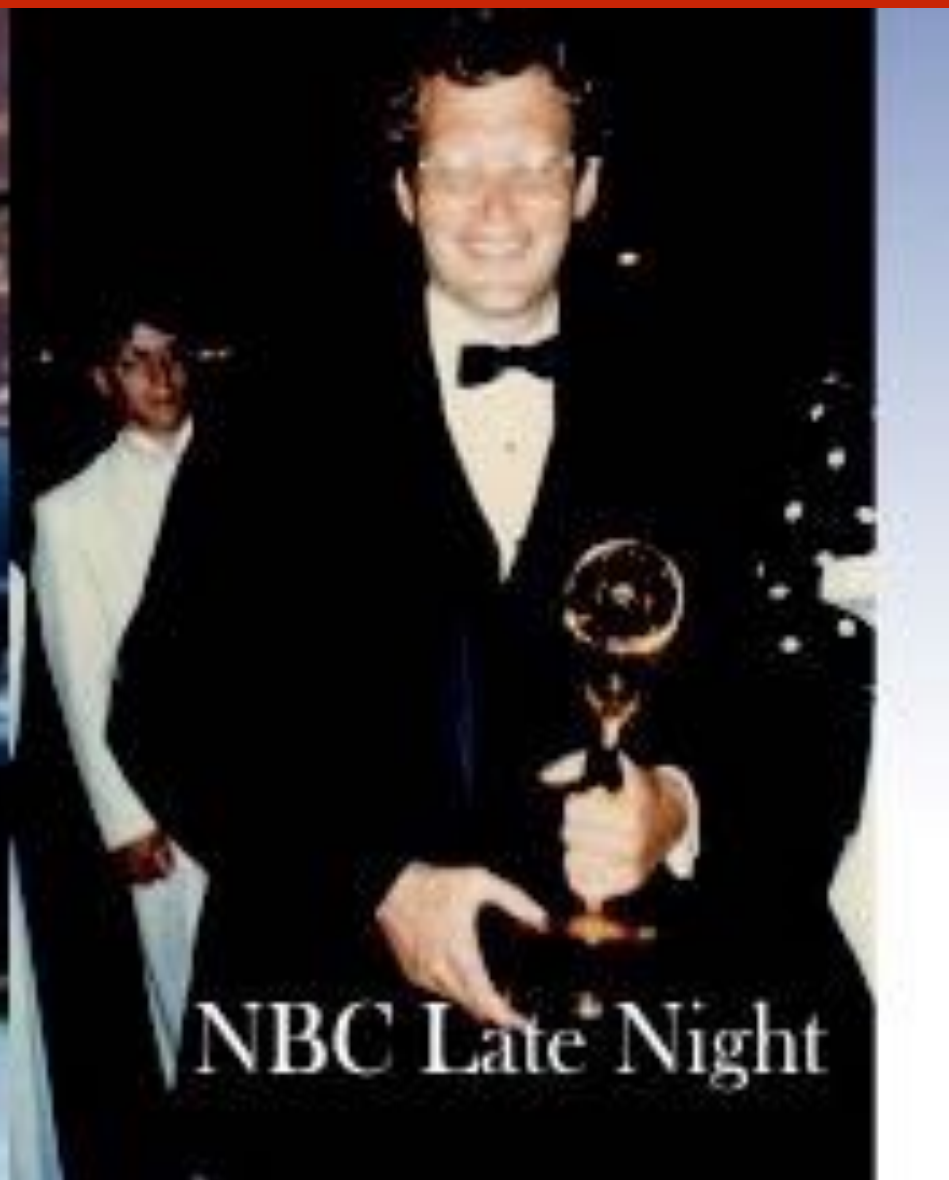
The logo features a large circular background with a vertical gradient from red at the top to yellow at the bottom. The word "Laugh" is written in a large, bold, black, stylized font with a white outline. The word "FACTORY" is written in a smaller, black, sans-serif font, with each letter contained within a white rounded rectangular box. The boxes are arranged horizontally and overlap the bottom of the "Laugh" text.

Laugh
FACTORY

®

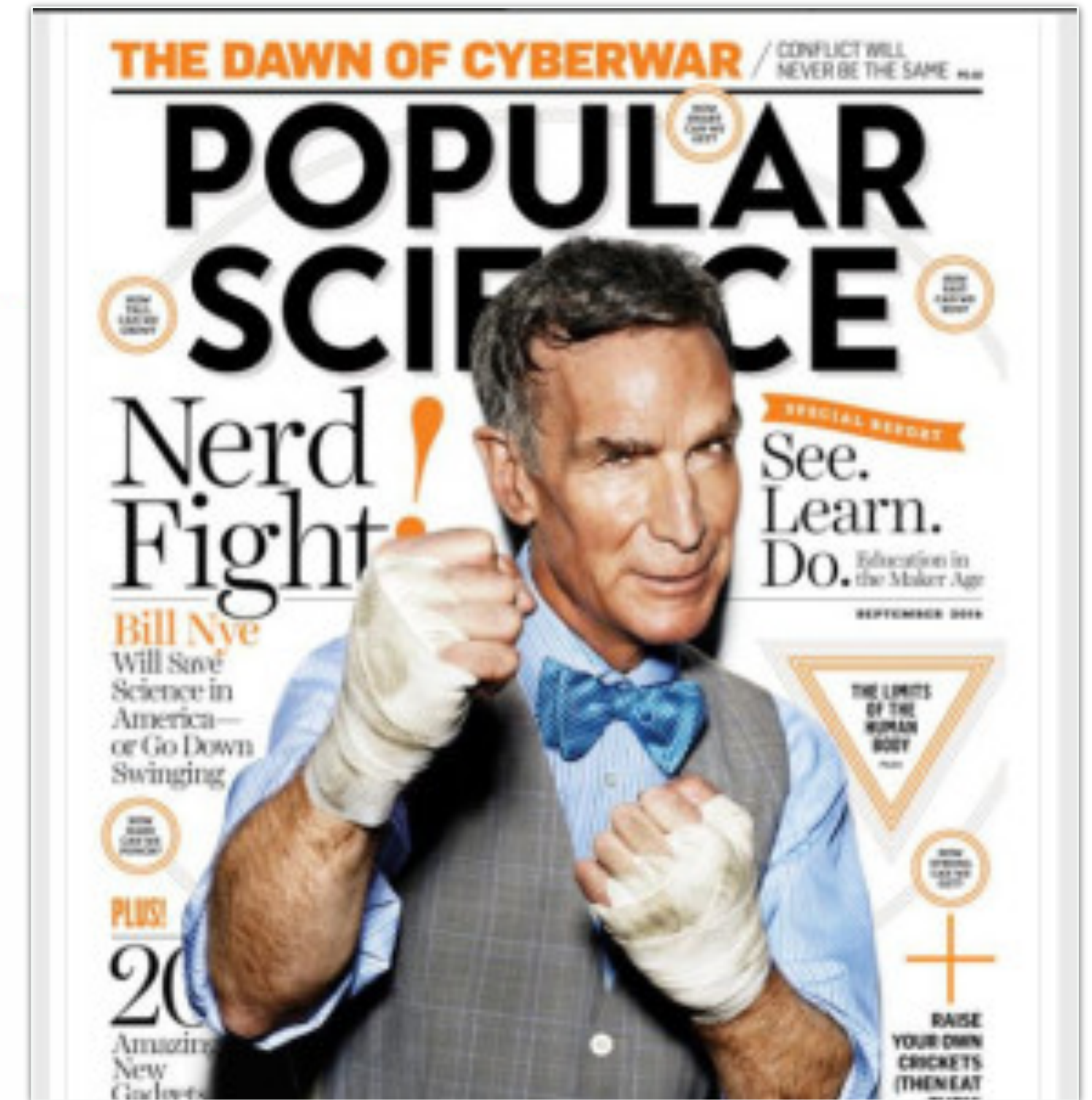
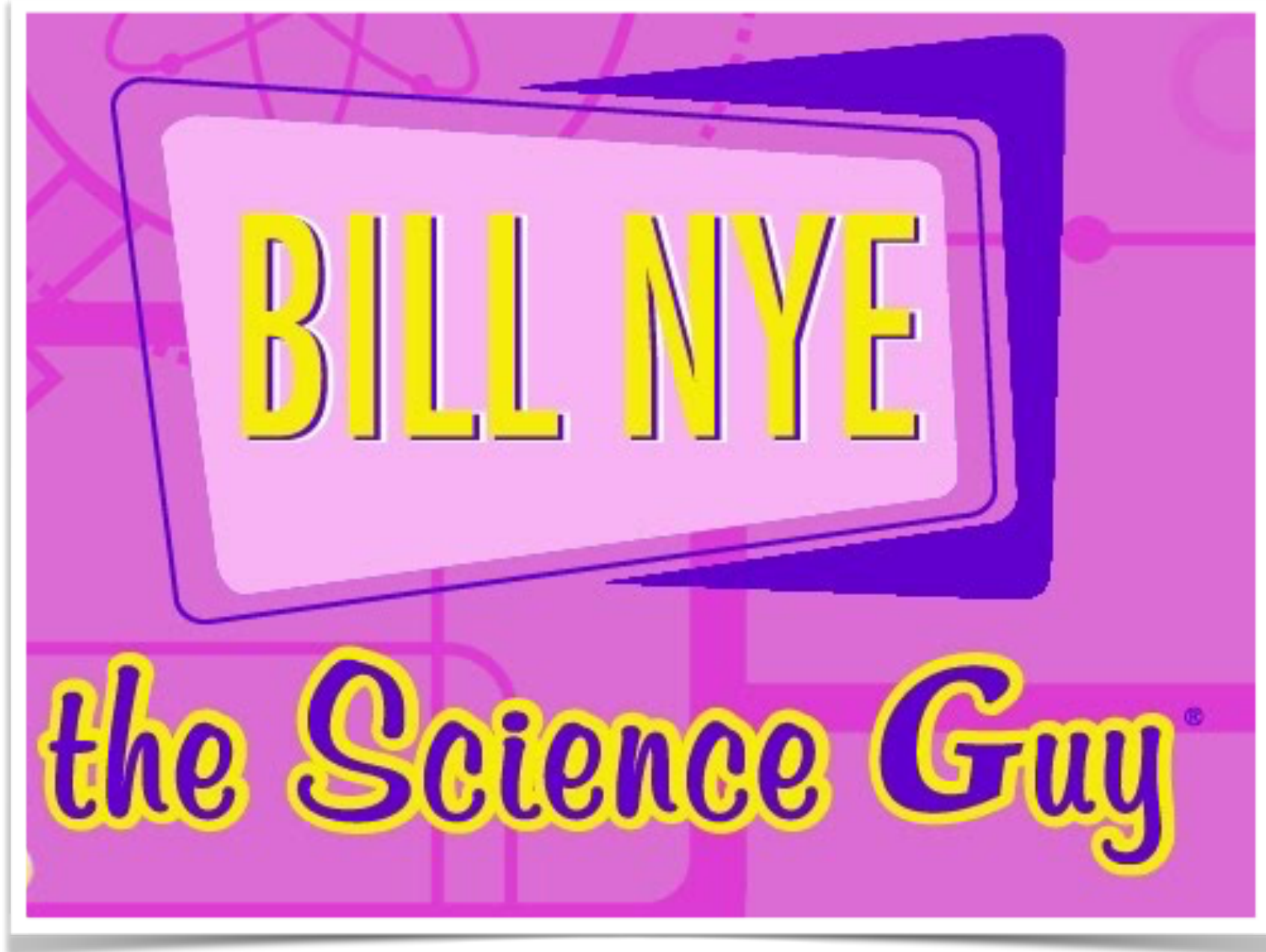


Talk & Game Host



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

**Promote Your
Superstars
Quickly**





GIVING BACK: FREE RESOURCES

ROSS SHAFER
Funniest Expert on *CHANGE*

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

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...

How to Sustain a Business for Over 15 Years? | Leadership Speaker | Ross Shafer

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

How to Stop Driving Customers Away | Leadership Speaker | Ross Shafer

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer

How Can Small Office Financial Advisors Beat The Big Guys? | Leadership Speaker | Ross...



Download (2) Free e-Books

www.RossShafer.com



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.

**Provide Ongoing
Encouragement**



**I hope to see you at
my workshop!**

**How to Make Sure
YOU are The
Provider of Choice**

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.

**How to Make Sure
YOU are The
Provider of Choice**

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 engineering aesthetic.

BE DIFFERENT.

STAND OUT.

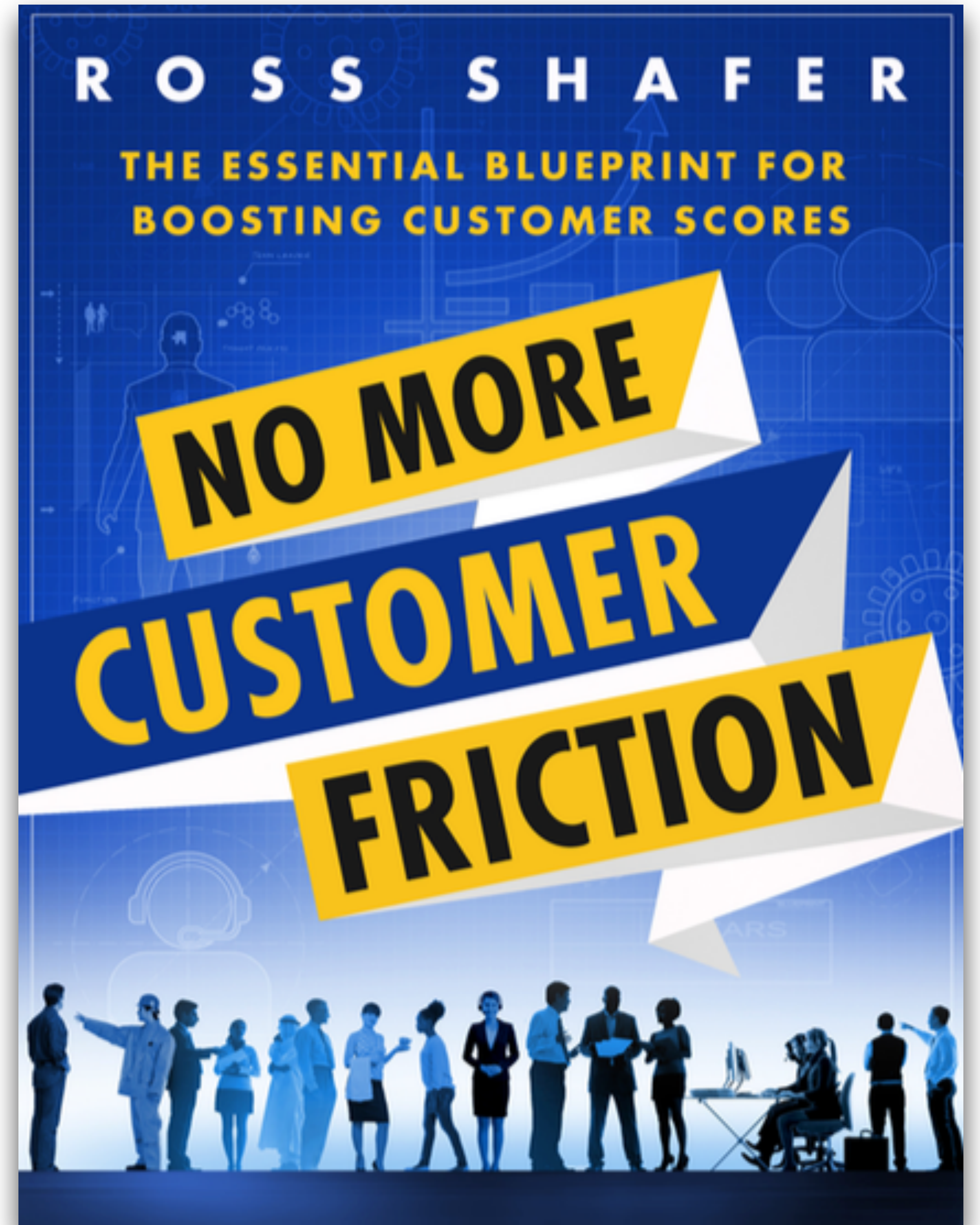
Does



vs.



Work?



comcast[®]
xfinity[™]

**10 yrs ago, near bankruptcy, customers said,
“*The toys take long to build.*”**







**Scores UP 21 points
in 90 days**

Westar Energy®





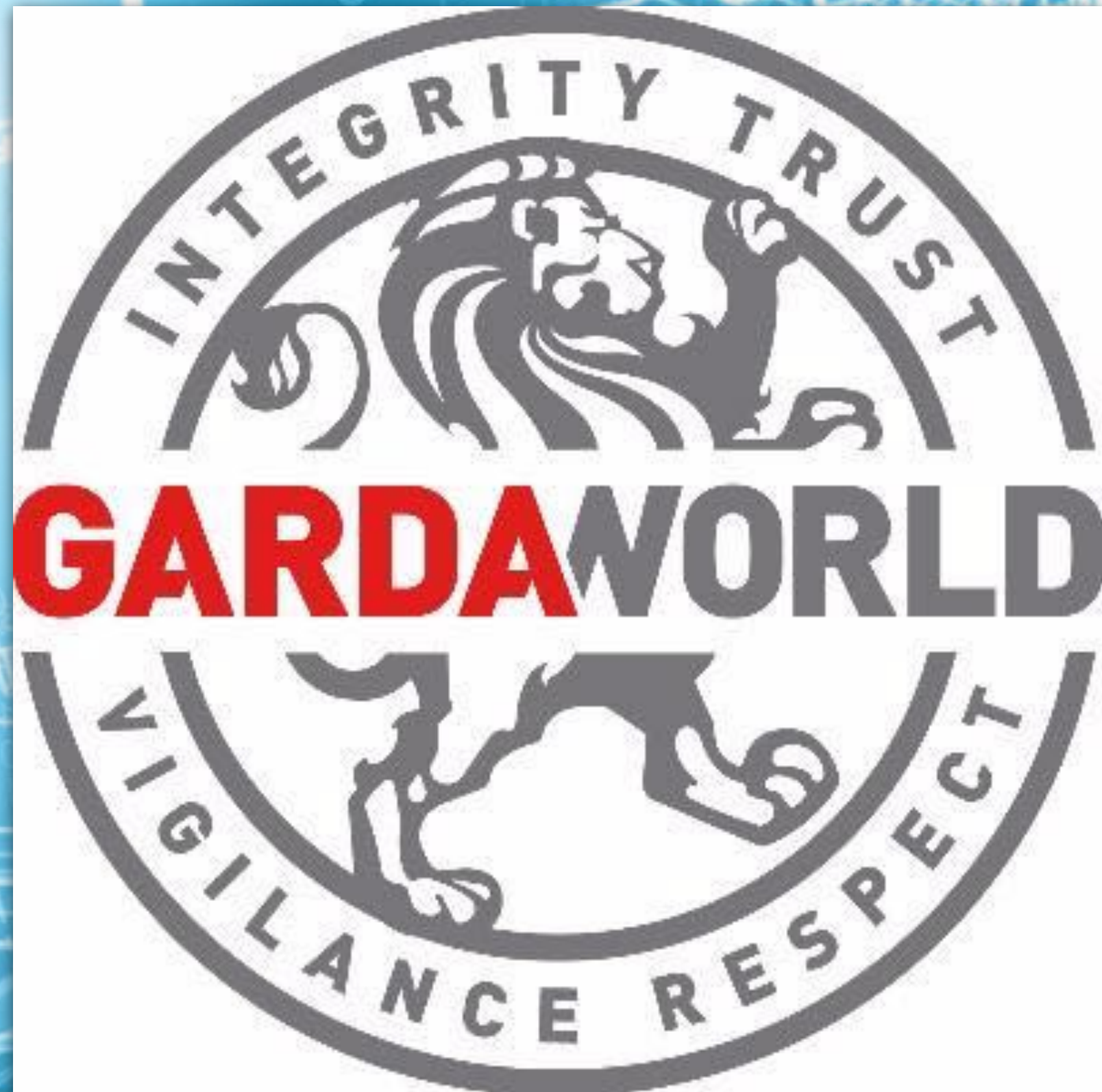
**What are the Common
Complaints You Hear?**

**How Do You
Fix Them?**

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

REHEARSE EXCELLENCE

How do you sell a commodity?



Cloud-Based ased Call Center Solutions

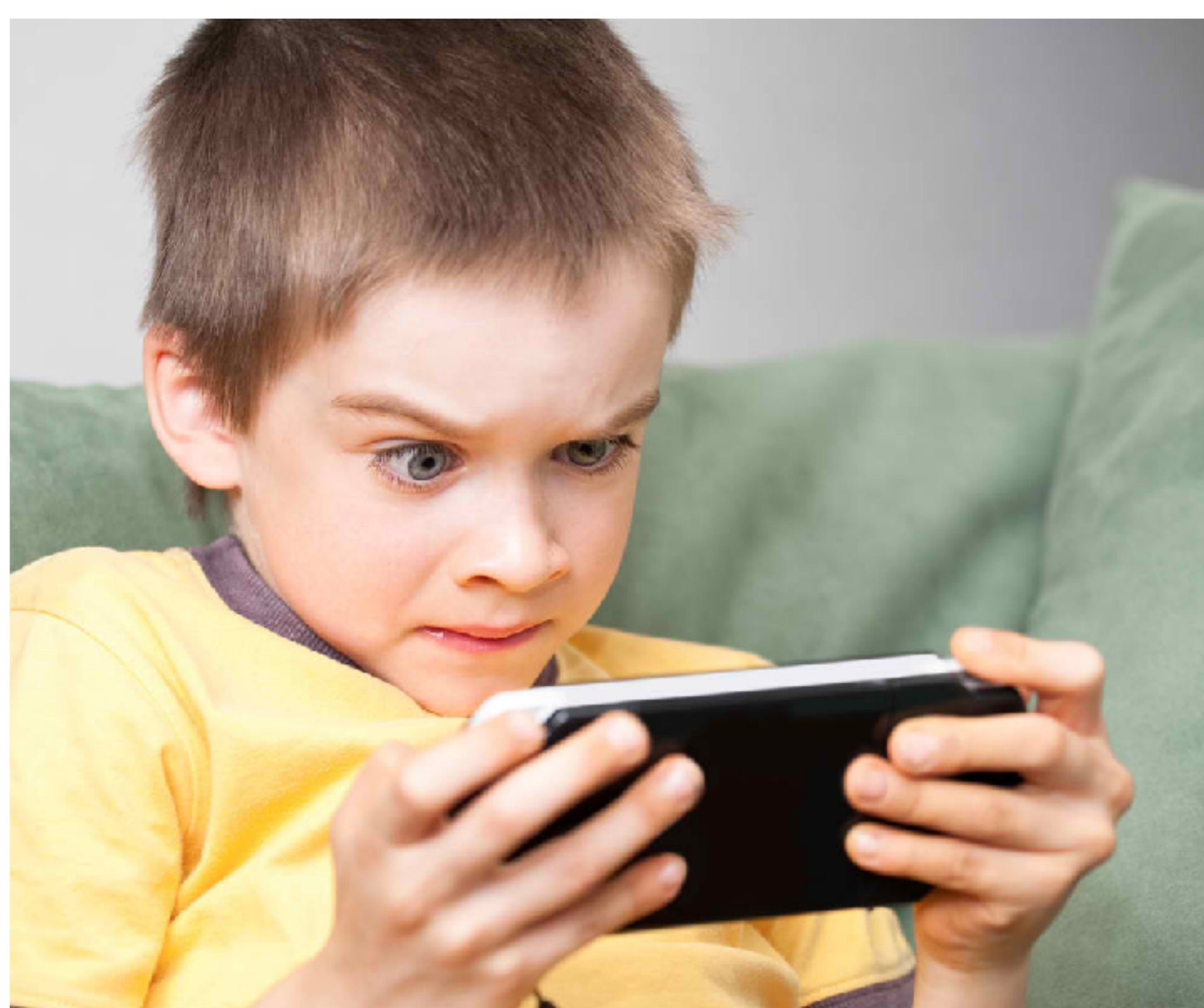


**How do You Keep
Young People
Interested, Proud
& Representing
Your Brand**

BTW: It's NOT Millennials



“LEVELING UP”



300,000 attended GamesCon just to watch other people play video



‘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)

The background features a complex pattern of light blue architectural blueprints overlaid with a grid of binary code (0s and 1s). The blueprints show various structural elements, lines, and annotations, while the binary code is scattered across the scene, creating a digital and technical atmosphere.

**‘The Grass is
Greener’
Elsewhere
...is a MYTH**

Google



Oct 22, 2019



"Google Software Engineer"

☆☆☆☆☆ Current Employee - Software Engineer

I have been working at Google full-time

Pros

Free Food, Work from home, massages

Cons

Google is evil, long ass hours



"Great place to work. I never regretted a second."

☆☆☆☆☆ Current Employee - Digital Marketing Manager in San Francisco, CA

■ Recommends ■ Positive Outlook ■ Approves of CEO

I have been working at Google full-time for more than a year

Pros

The pros vary. It is a dynamic workplace with a lot of room to grow. Google shows you how to succeed and they provide many options for growth when you do.

Cons

Long hours and hard work. They give you a lot but they expect a lot in return.

"Great place to work"

☆☆☆☆☆ Current Contractor - Video Editor in New York, NY

■ Recommends ■ Positive Outlook ■

I have been working at Google for less than a year

Pros

Take care of their contracted editors

Cons

Long hours and tight deadlines



"Great employer"

☆☆☆☆☆ Current Employee - Engineer in Mountain View, CA

Pros

Environment, projects, leadership, compensation, benefits.

Cons

Long term instability, long hours.



amazon.com



▲ Amazon's Stressed Out Culture Is Burning Out Employees (minyanville.com)

Amazon's Stressed Out Culture is Burning Out Employees

▲ hackcasual on Apr 27, 2014 [-]

Ex-amazonian here, It really depends on the team. There's 2 types of crappy places to be at Amazon: the really important legacy system, or the we need to catch up with the competition product.

- ★ In the first case, there's no opportunity for really improving things, it's usually a small team which can really hamper your advancement, and it breaks constantly. You'll work a 40 hour week, but will get paged all the time and have lots of little emergencies.
- ★ The second is sexier, and a good opportunity to move up the ladder, but you'll be working 60-80 hour weeks, loads of crunch time, and suffer due to constantly shifting management as the team explodes in growth.

Zappos!

.com

POWERED *by* SERVICE®





**Make Your Brand
More Personal So
People Want to
Work with YOU**

FUN

‘We don’t sell motorcycles. What we sell...



1,500,000 members - Sold to Unilever for \$1 billion



**She'll tell you
size doesn't matter.
She's lying.**



Super Star[®] with cheese



It's gonna get messy.



**EAT
LIKE
YOU
MEAN
IT[®]**



FREE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLS

**What Could You do to
Make Your Company
More FUN?**



**Great Ideas are
Hiding in
Plain Sight**

34% growth
for the past six
years.





Fairmont Mayakoba - Cancun, MX
“Where Our Brand is You”



ROSE 31

90ml 3 FL. OZ.

conditioner/
apres shampooing

For:
Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

shower gel/
gel douche

For:
Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

body lotion/
lotion pour le corps

For:
Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York

WESTIN[®]

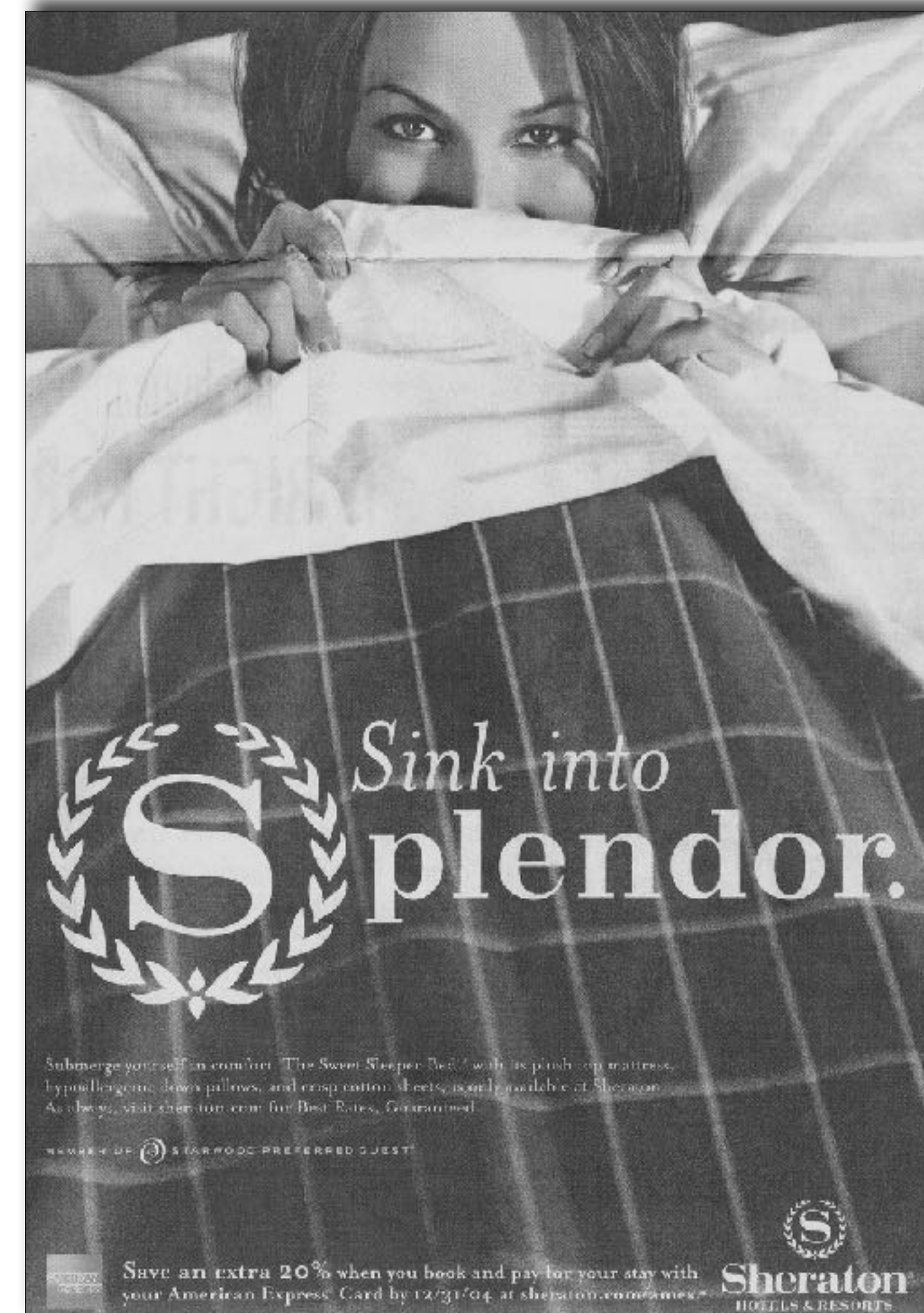
HOTELS & RESORTS



The Hyatt Grand Bed



Sheraton's Sweet Slumber Bed



S Sink into Splendor.

Submerge yourself in comfort. The Sweet Slumber Bed™ with its plush, top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit sheraton.com for Best Rates, Guaranteed.

MEMBER OF STARWOOD PREFERRED GUEST™

Save an extra 20% when you book and pay for your stay with your American Express® Card by 12/31/04 at sheraton.com/amex

Sheraton
HOTELS & RESORTS

Marriott's Revive Collection

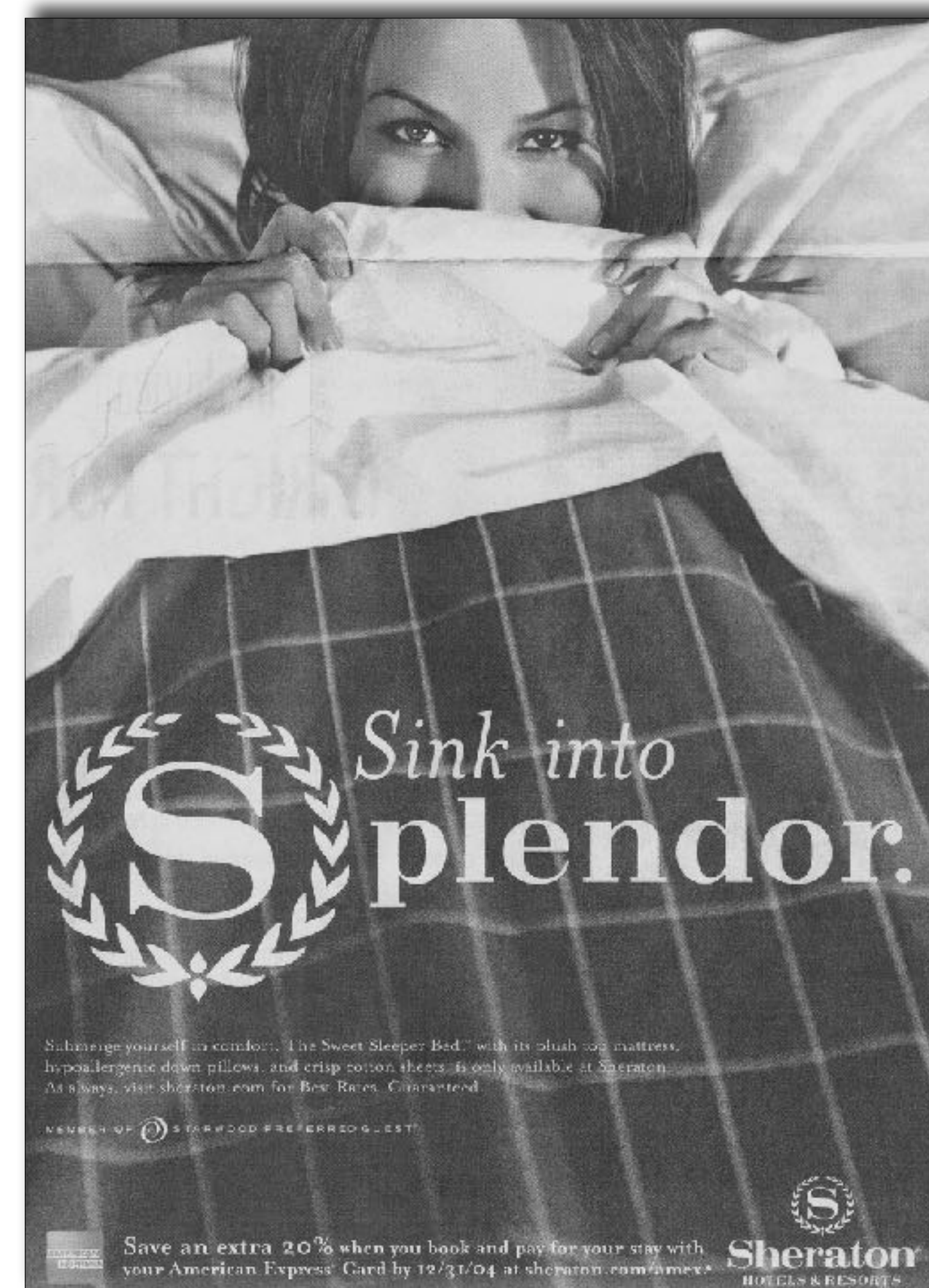
BECAUSE A GOOD MORNING
ISN'T ALWAYS ENOUGH

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.



Sheraton's Sweet Slumber Bed



S Sink into
plendor.

Surrender yourself to comfort. The Sweet Sleeper Bed™ with its plush 100 mattress, hypoallergenic down pillows, and crisp cotton sheets. It's only available at Sheraton. As always, visit sheraton.com for Best Rates. Guaranteed.

MEMBER OF STARWOOD PREFERRED GUEST

Save an extra 20% when you book and pay for your stay with your American Express® Card by 12/31/04 at sheraton.com/amex

Sheraton
HOTELS & RESORTS



RAMADA[®]
W O R L D W I D E

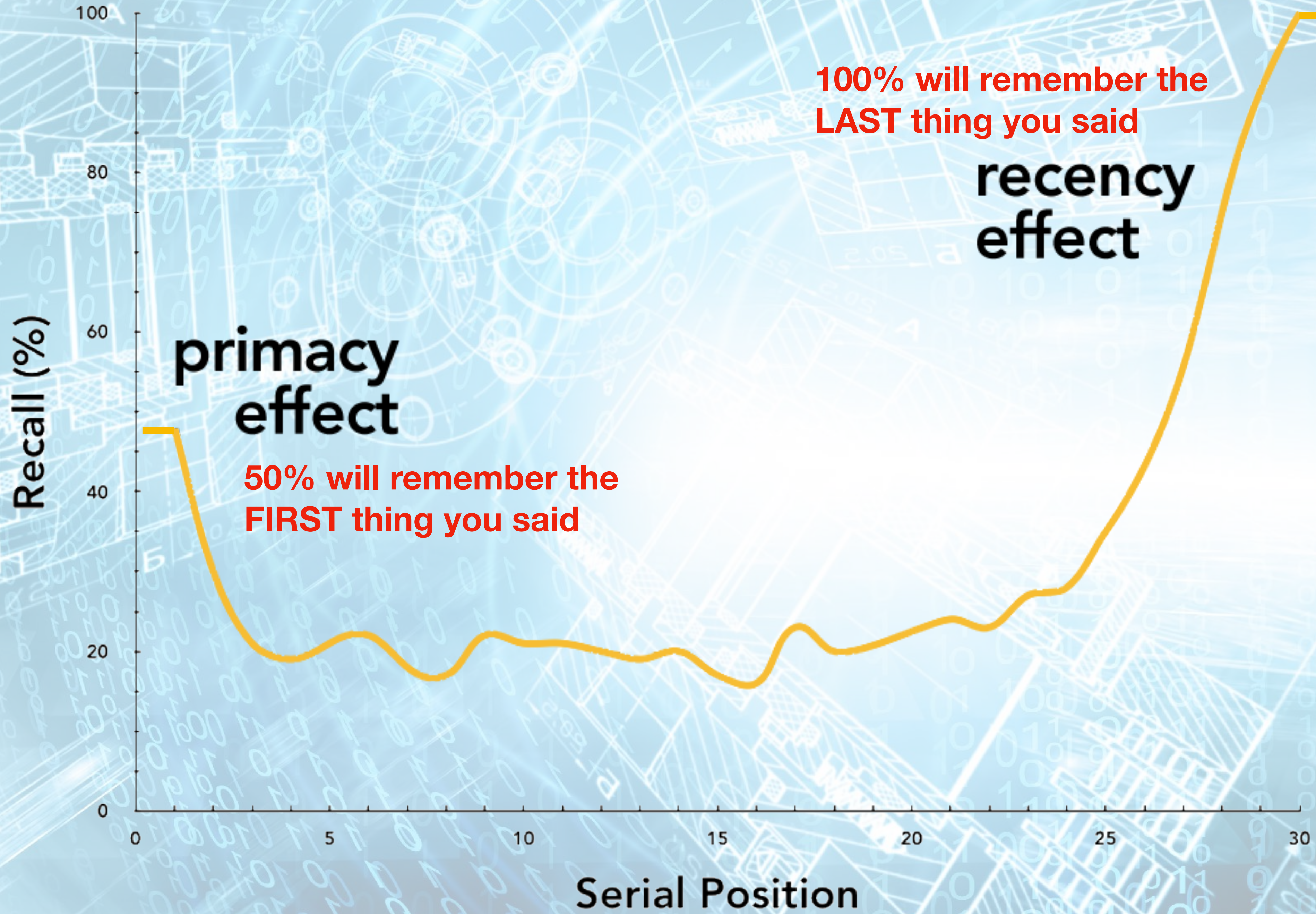


**What Good Ideas Can you
Share with Us?**

The background is a vibrant blue gradient. It features a complex overlay of white technical drawings, including architectural floor plans, mechanical cross-sections, and various geometric shapes like circles and rectangles. Interspersed among these drawings are strings of white binary code (0s and 1s) and some faint, illegible text, suggesting a digital or engineering theme.

**Last Impressions
Matter Most.**

FINAL MOMENT



**primacy
effect**

**50% will remember the
FIRST thing you said**

**100% will remember the
LAST thing you said**

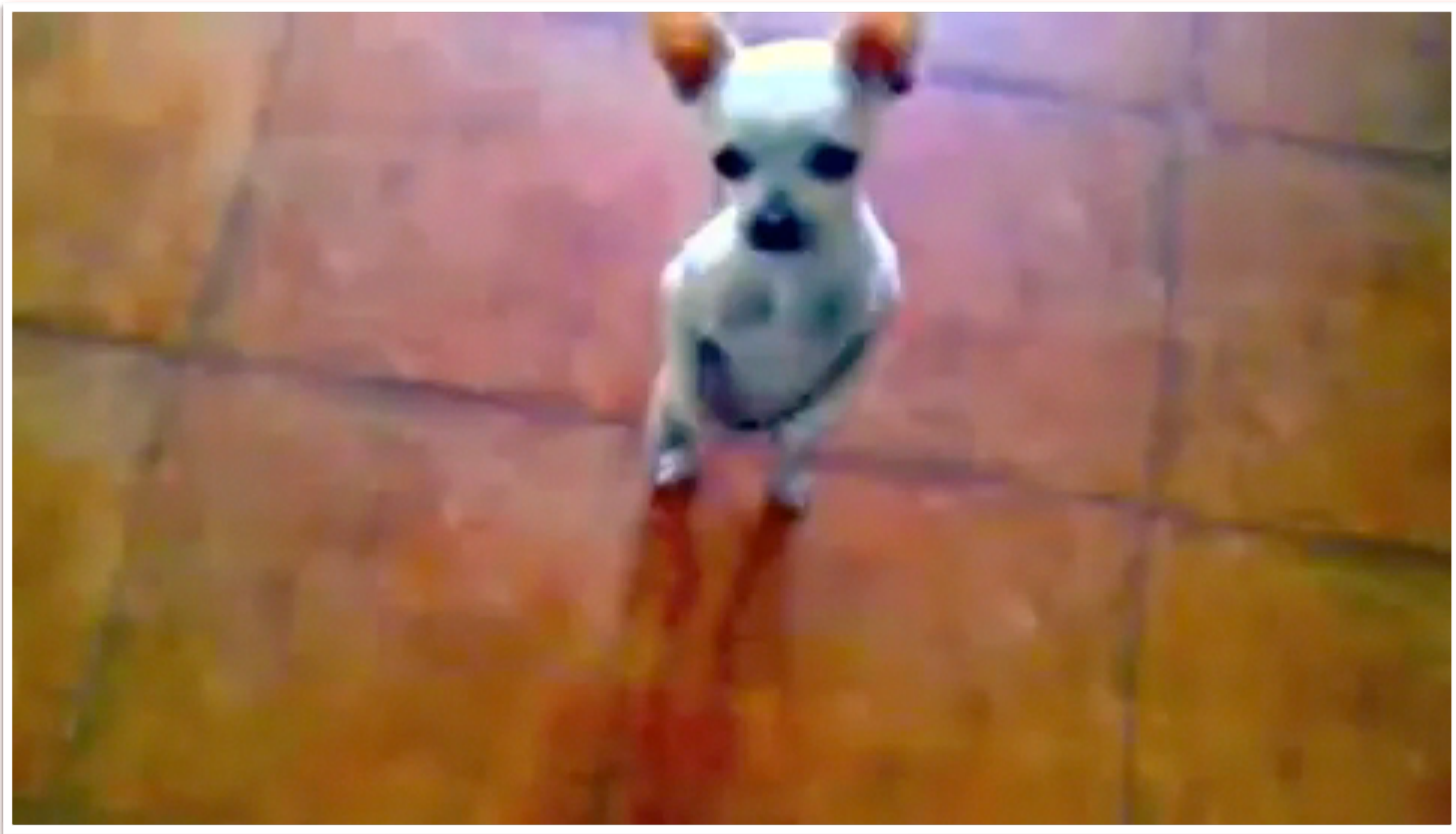
**recency
effect**

Serial Position

Recall (%)



The “Kicker Story”



Which is why
we must be
careful re:
Customer/
Client
Evaluations



If you would like to be contacted by [redacted] regarding your comments, please include the following information:

Name _____
Street _____ Apt.# _____
City _____
State _____ Province _____
Country _____ Zip _____
Telephone # _____
Email _____
Dates of Stay: From _____ To _____
Room No.: _____

Please rate your satisfaction with each of the following:

	▼ VERY SATISFIED ▼ SOMEWHAT SATISFIED ▼ NEUTRAL ▼ SOMEWHAT DISSATISFIED ▼ VERY DISSATISFIED
Overall satisfaction with this experience	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a warm and sincere greeting upon arrival	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff greeting you by name	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff remembering you as a regular guest	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Timeliness of check-in	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving the room you expected	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Ability of the staff to anticipate your needs	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the guest room	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the guest room furnishings	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the hotel	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the hotel furnishings	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Quality of the food	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a fond farewell when you checked out	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

	▼ VERY LIKELY ▼ SOMEWHAT LIKELY ▼ NEUTRAL ▼ SOMEWHAT UNLIKELY ▼ VERY UNLIKELY
How likely are you to recommend this [redacted] to friends or associates..	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
If you travel back to the area, how likely are you to return to this [redacted]	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Did you experience any problems during your stay?

Yes No

If you reported any problems, how satisfied are you with the resolution.....

	▼ VERY SATISFIED ▼ SOMEWHAT SATISFIED ▼ NEUTRAL ▼ SOMEWHAT DISSATISFIED ▼ VERY DISSATISFIED
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Comments:

Please suggest any service, product or amenity you would like added, or please let us know which exceptional ladies and gentlemen have made your stay more memorable.

Hotel Code: 0037

6-66350 (06/04)

**Please rate your satisfaction
with each of the following:**

Overall satisfaction with this
experience

Receiving a warm and sincere
greeting upon arrival

Staff greeting you by name

Staff remembering you as a
regular guest

▼ VERY SATISFIED

▼ SOMEWHAT SATISFIED

▼ NEUTRAL

▼ SOMEWHAT DISSATISFIED

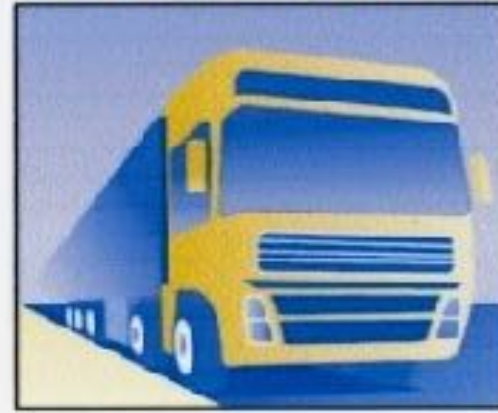
▼ VERY DISSATISFIED

Don't make people think too hard
about YOU.



**Allow People to Use
THEIR OWN WORDS.**

THE CALLAHAN TRUCKING COMPANY NON-SURVEY




Please check the face that best describes how we treated you.



How did you feel after doing business with us?



A close-up portrait of a middle-aged man with dark, wavy hair, smiling broadly. He is wearing a dark suit jacket over a light blue and white striped collared shirt. The background is a plain, light blue color.

If You Want a
Custom
Program for YOUR
Team...Contact:

Andria@RossShafer.com

520-668-5932

ROSSSHAFFER