

NEXT LEVEL  
EXCELLENCE



by  
Ross  
Shaffer



**15-yr old**

**Ross Shafer**

**Blackfoot Nation**

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer  
1927-2001



# Follow the Tracks of the Herd

**I was Driven to**  
**ACCELERATE**  
**my Chance at**  
**Wealth**



Ross Shafer  
Age 22



# COOK-LIKE- A-STUD

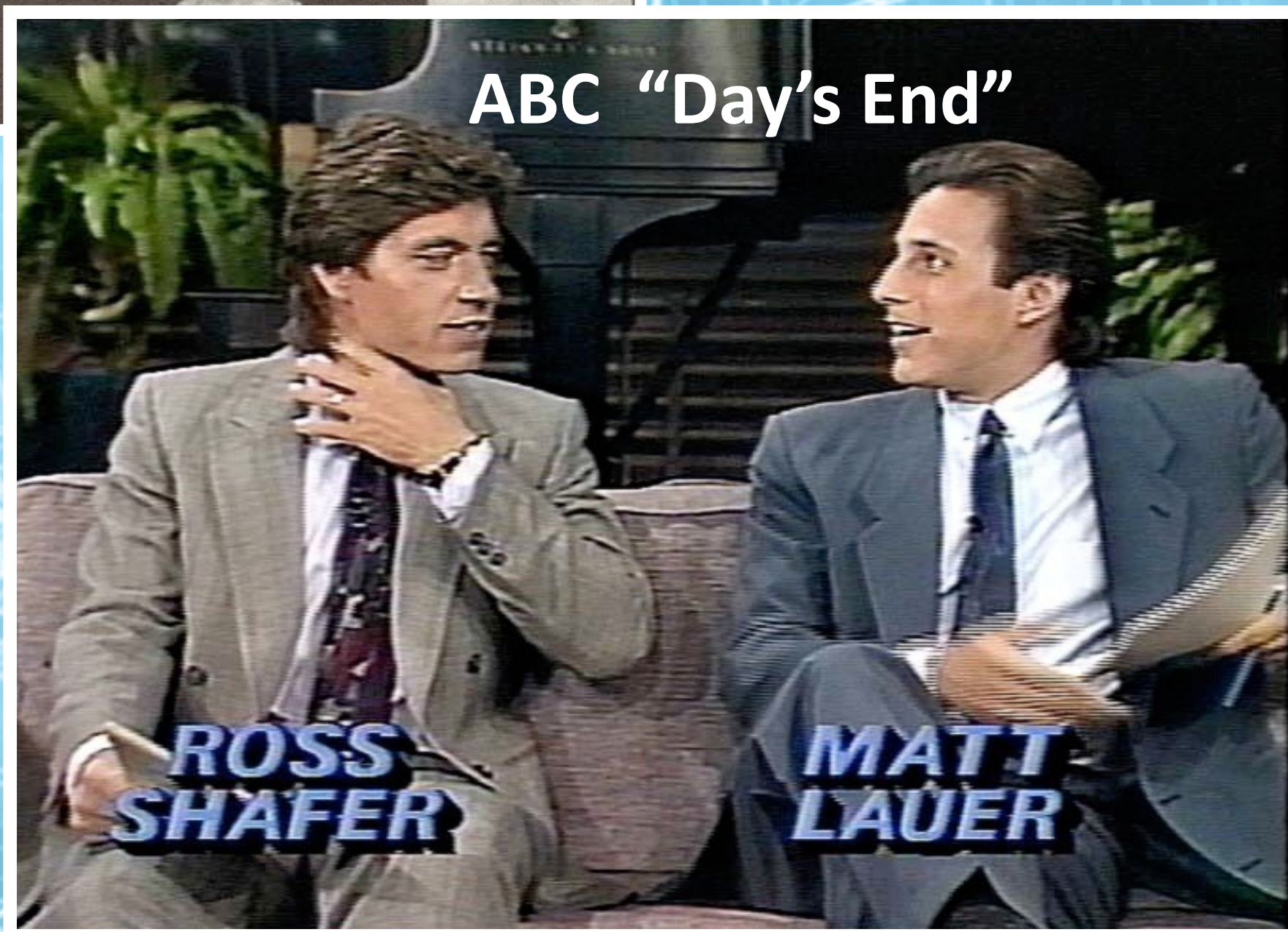
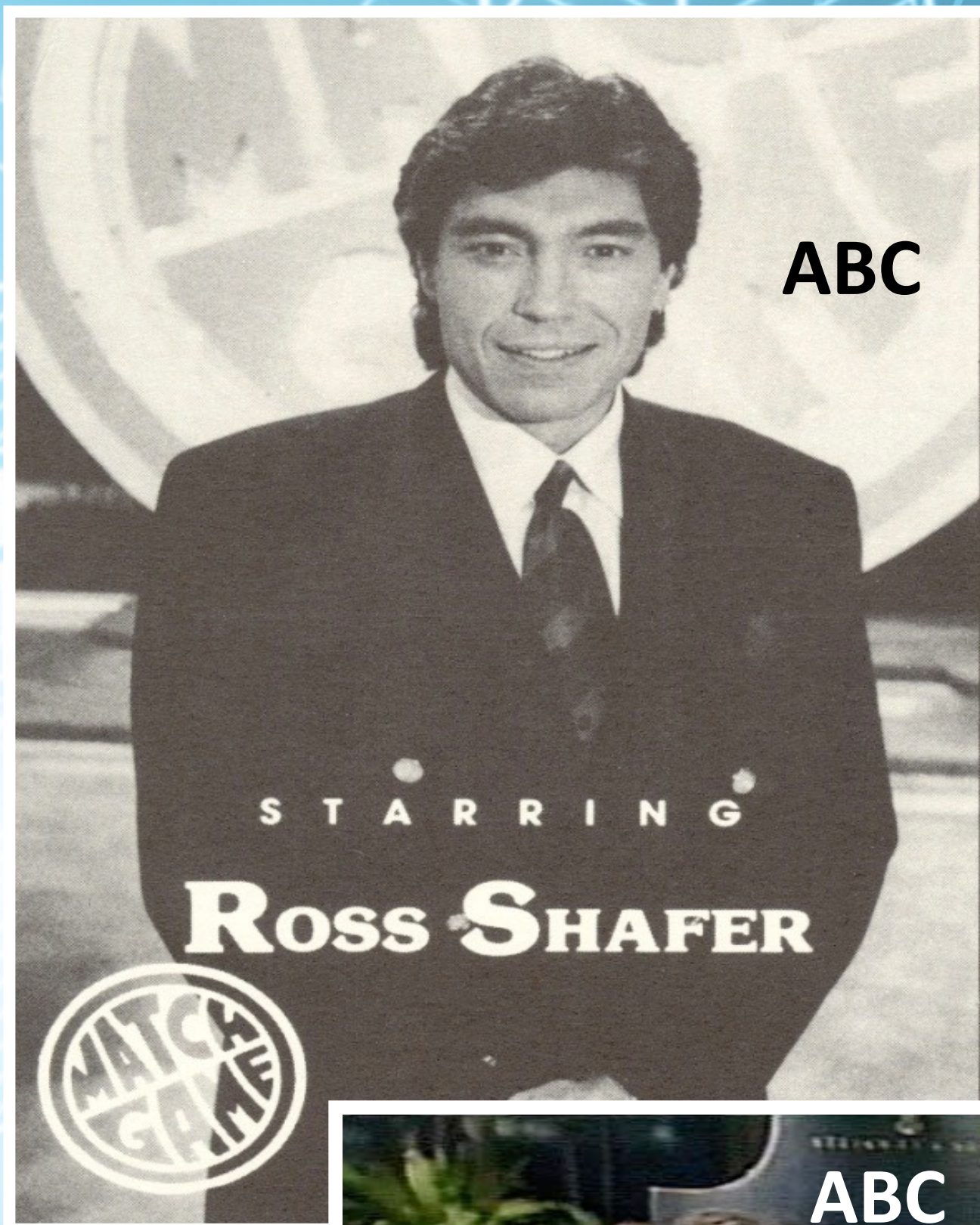
\* 38 lip smackin' meals men can prepare  
in the garage ... using their own tools!

Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## Ross Shafer





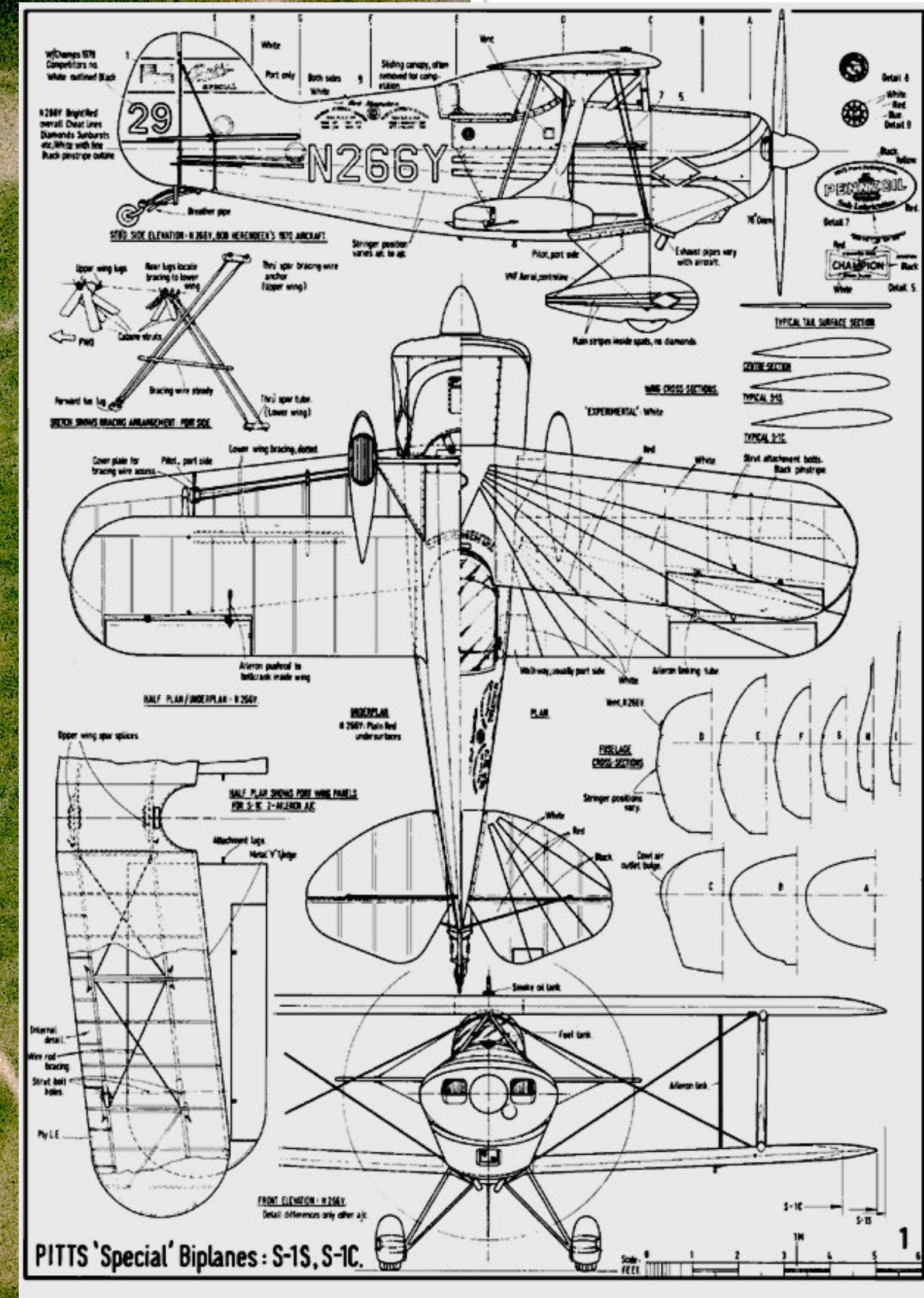
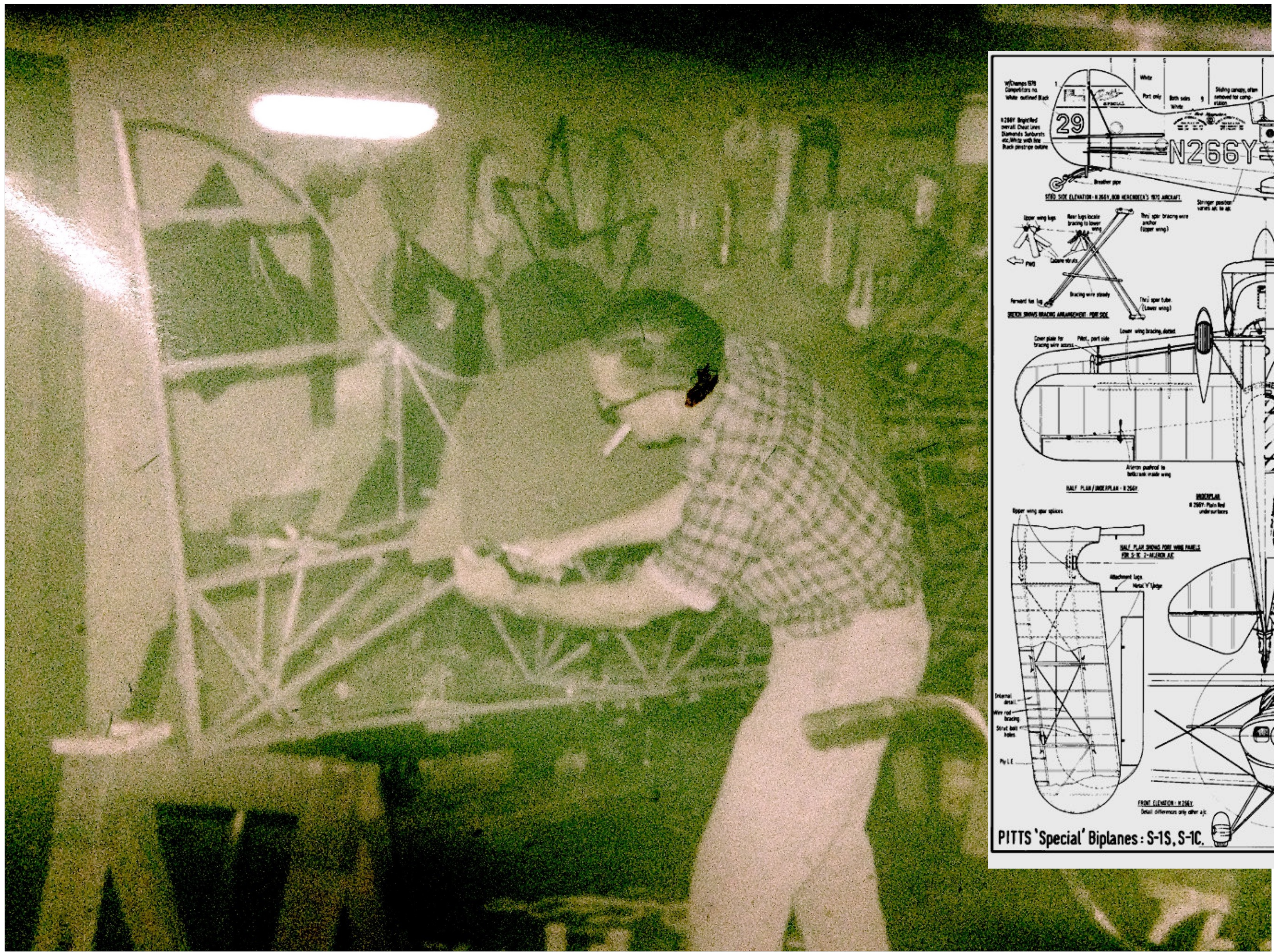




**WIN WITH WHAT  
YOU HAVE...**

**+**

**(A THIRST FOR  
EXCELLENCE)**





Maiden flight - May 1971



**“You can build anything if you  
have a proven blueprint.”**

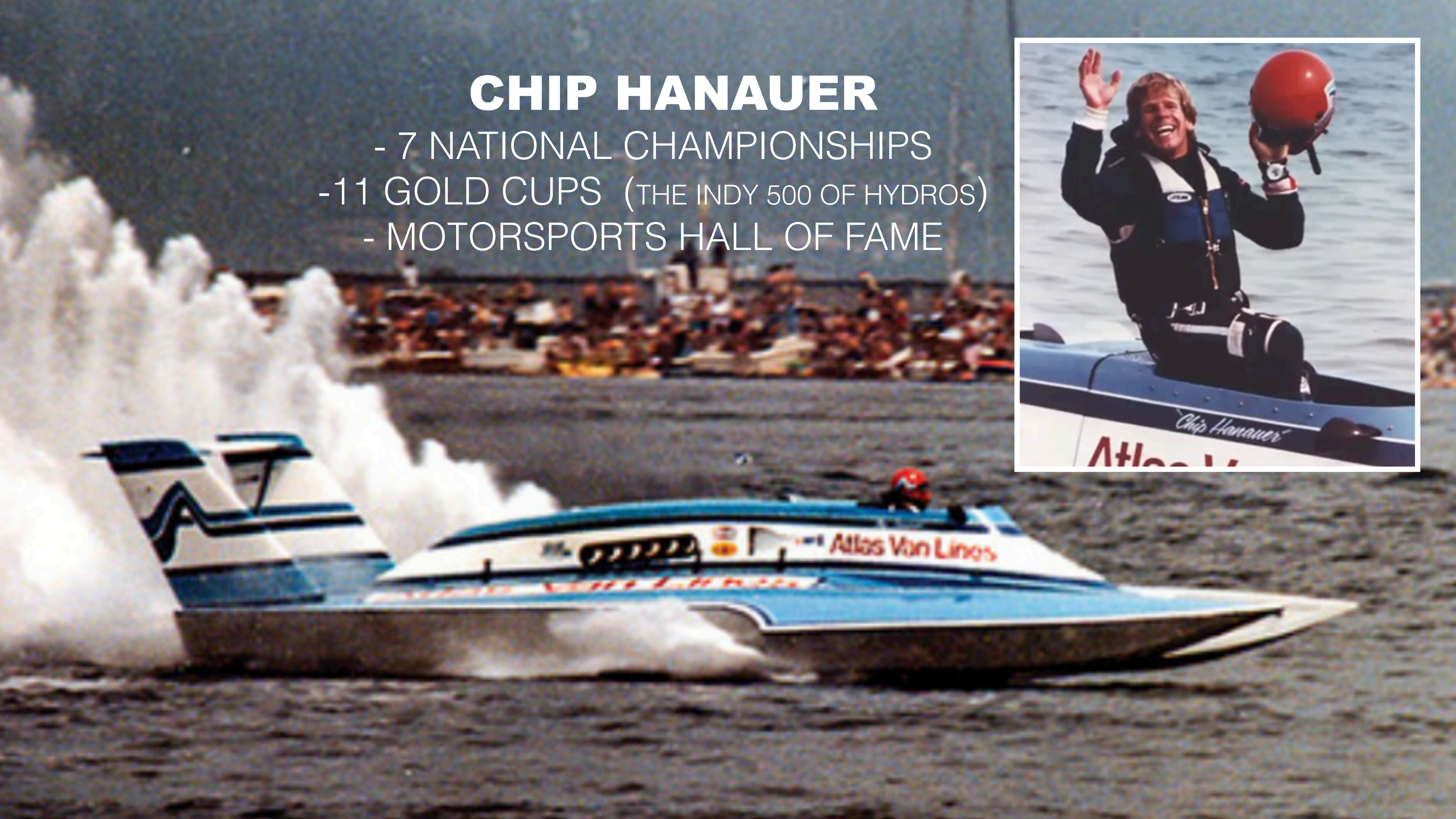
**Chuck Shafer**





# CHIP HANAUER

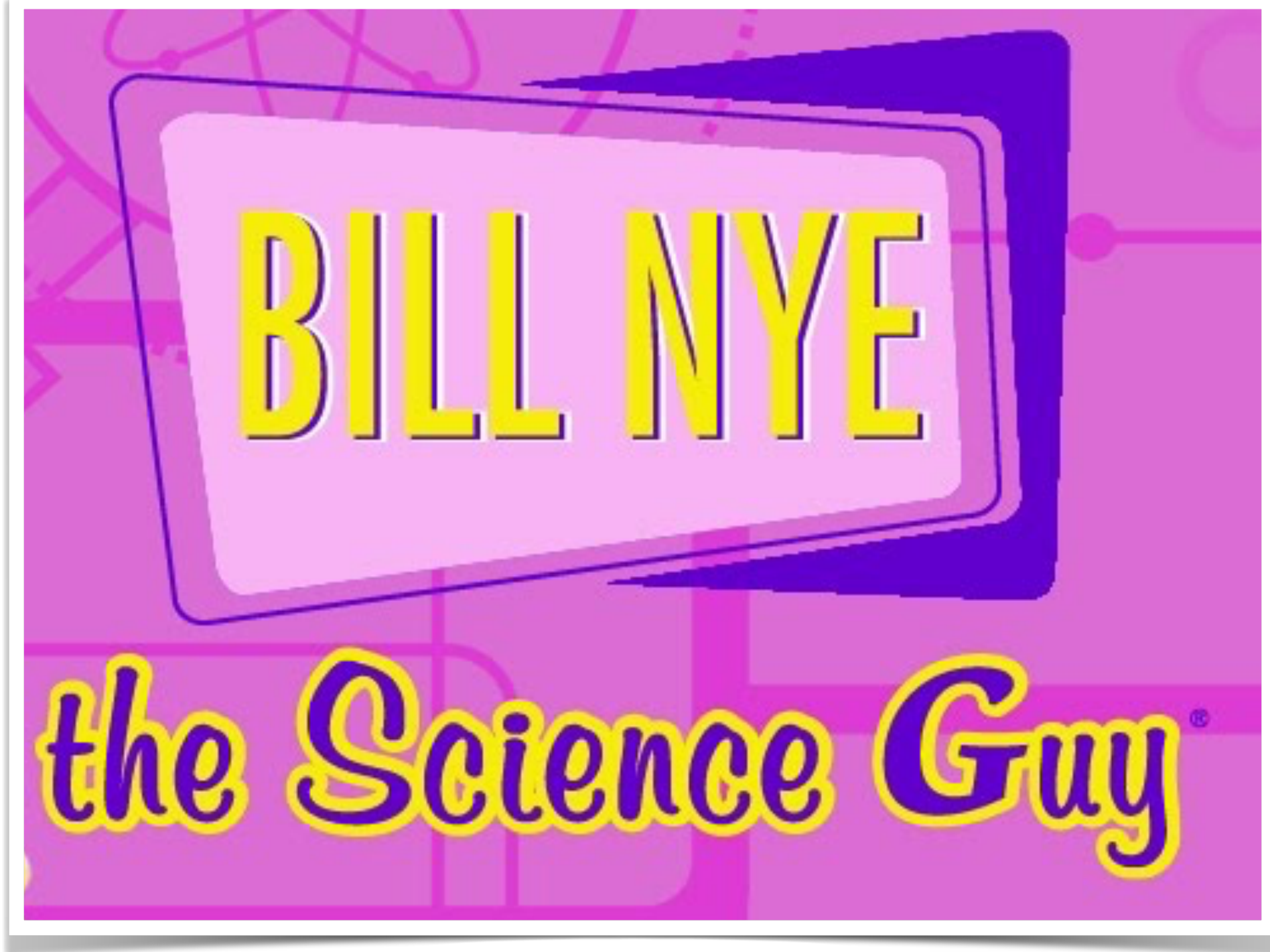
- 7 NATIONAL CHAMPIONSHIPS
- 11 GOLD CUPS (THE INDY 500 OF HYDROS)
- MOTORSPORTS HALL OF FAME



# 1,127 Free Throws in a Row









The background features a light blue gradient with white technical drawings, including architectural cross-sections and mechanical parts. Overlaid on these are various binary code elements such as '01010101' and '10101010' in different orientations and sizes, creating a digital and technical atmosphere.

**HOW TO**  
**Continuously**  
**Innovate**  
**in an On-Demand**  
**Economy**

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

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LARAMAR

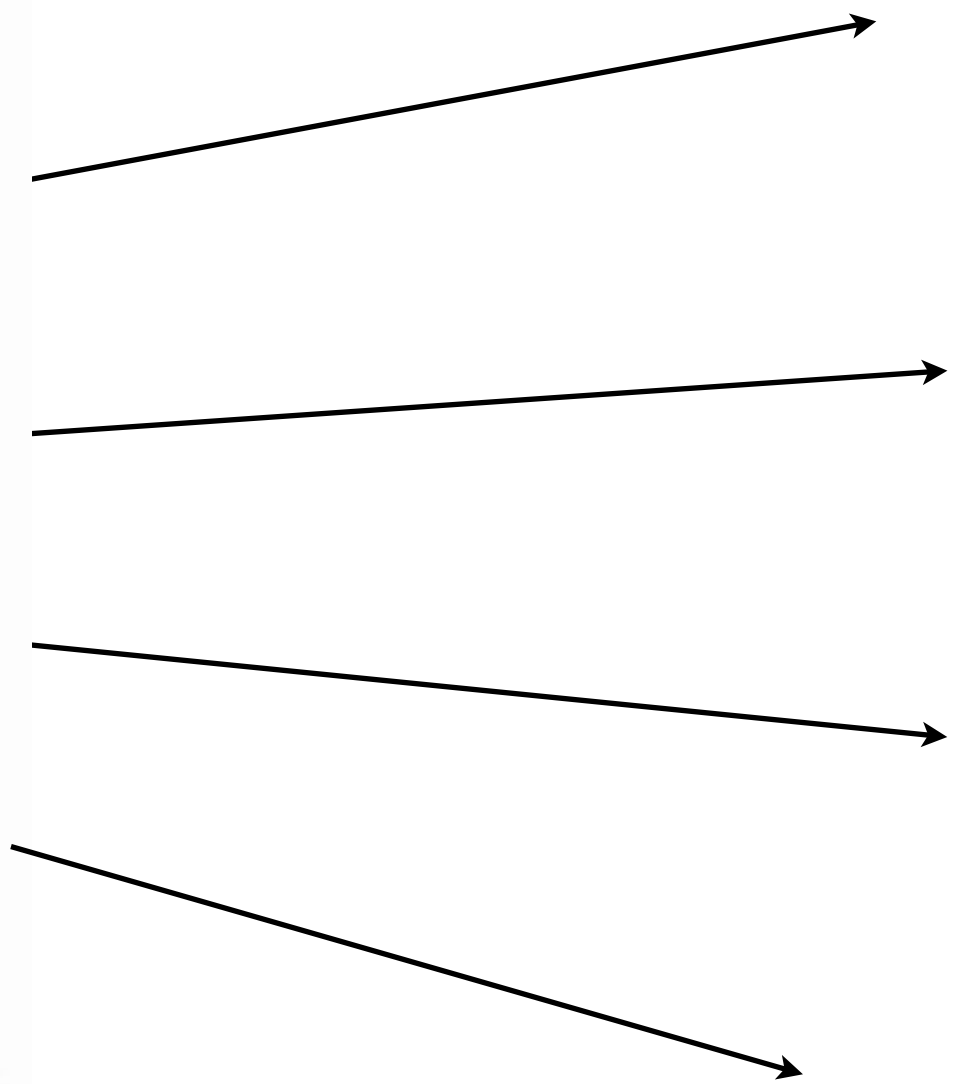
55,000 UNITS



# The “Empty Bag” Issue







The background features a complex pattern of light blue technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings is a stream of binary code (0s and 1s) in a slightly darker blue, creating a digital and technical atmosphere.

# **Telling Better Stories Galvanizes Excellence**



# GRAND HYATT





# Sheraton

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**S** Sink into  
splendor.

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

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**Sheraton**  
HOTELS & RESORTS

# 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.

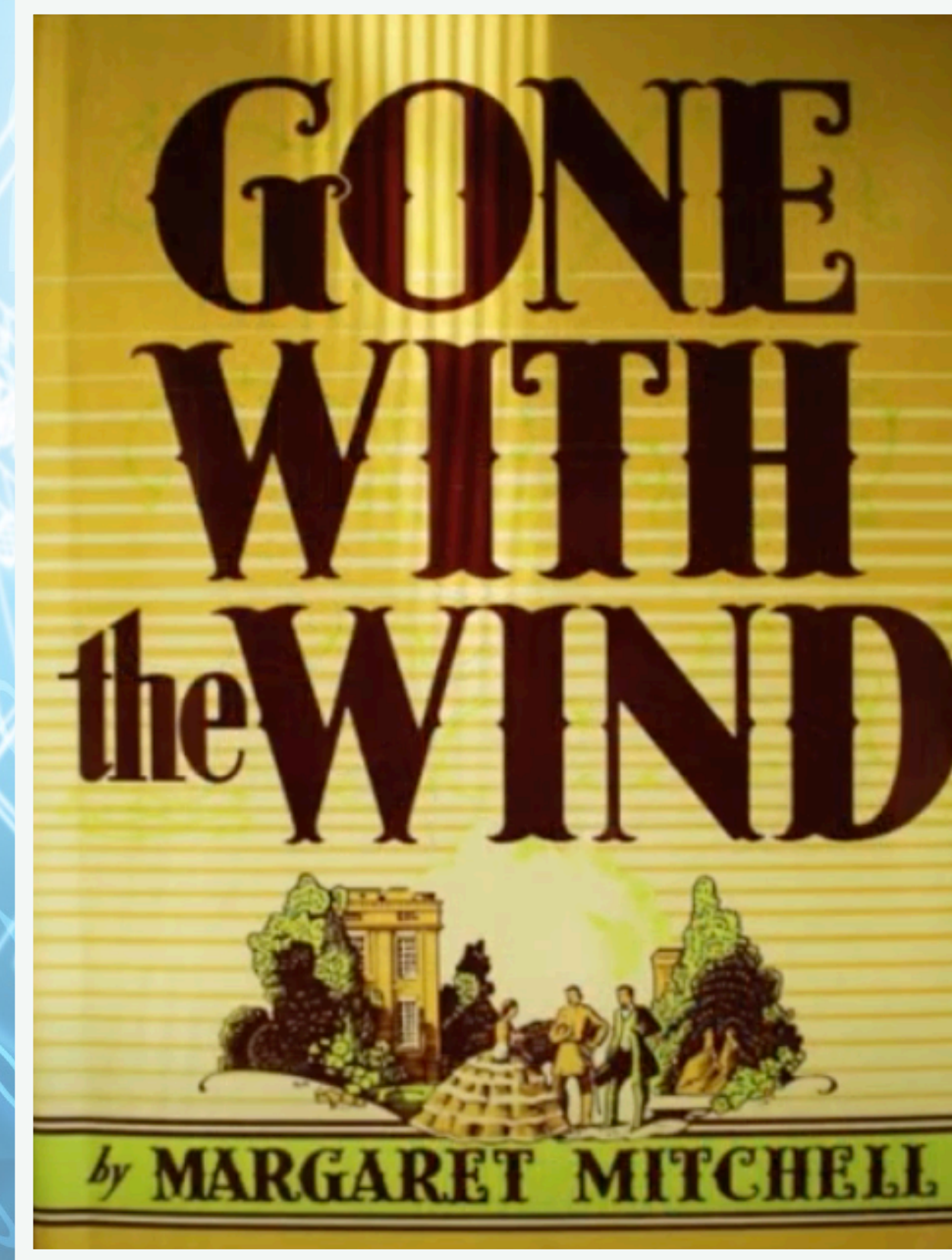
You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.



*“We promise  
our plumbers  
will show up on  
time and smell  
good.”*



# Is Your “Story” Not Selling?





# Shop Class





# MANUFACTURING



**Excellence:**  
**Change How Your**  
**Customers**  
**Experience YOU**

**Excellence is NOT**



**Eliminate the**



**Moments**

# Pau Wau (aka Pow Wow)



# 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.**”





**Raised Scores 21 points  
in 90 days**

**Westar Energy®**



**(5)**  **Moments**

**Won't Fix (1)**





# TOYOTA

## OF PUYALLUP



*customer first.*



Freshly baked Otis-Spunkmeyer cookies.

The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various mechanical parts, including gears, shafts, and housing components, rendered in white and light blue lines. Interspersed among the technical lines are vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-driven context. The overall aesthetic is clean, technical, and modern.

# **Form Bulletproof Relationships**





**How Do You  
Reward  
Excellence  
w/ Younger Team  
Members?**

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



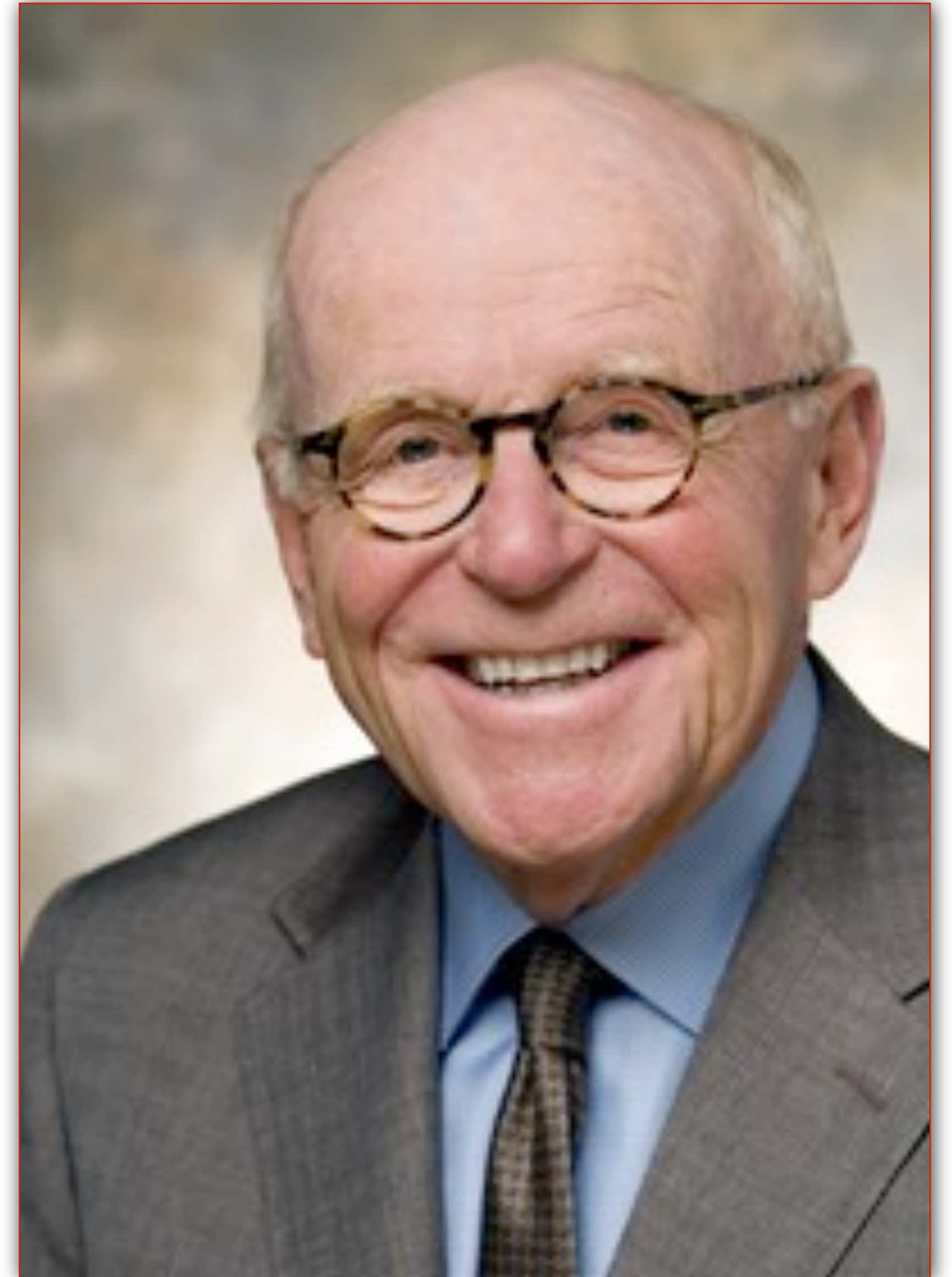






**Who Do You  
PROMOTE?**

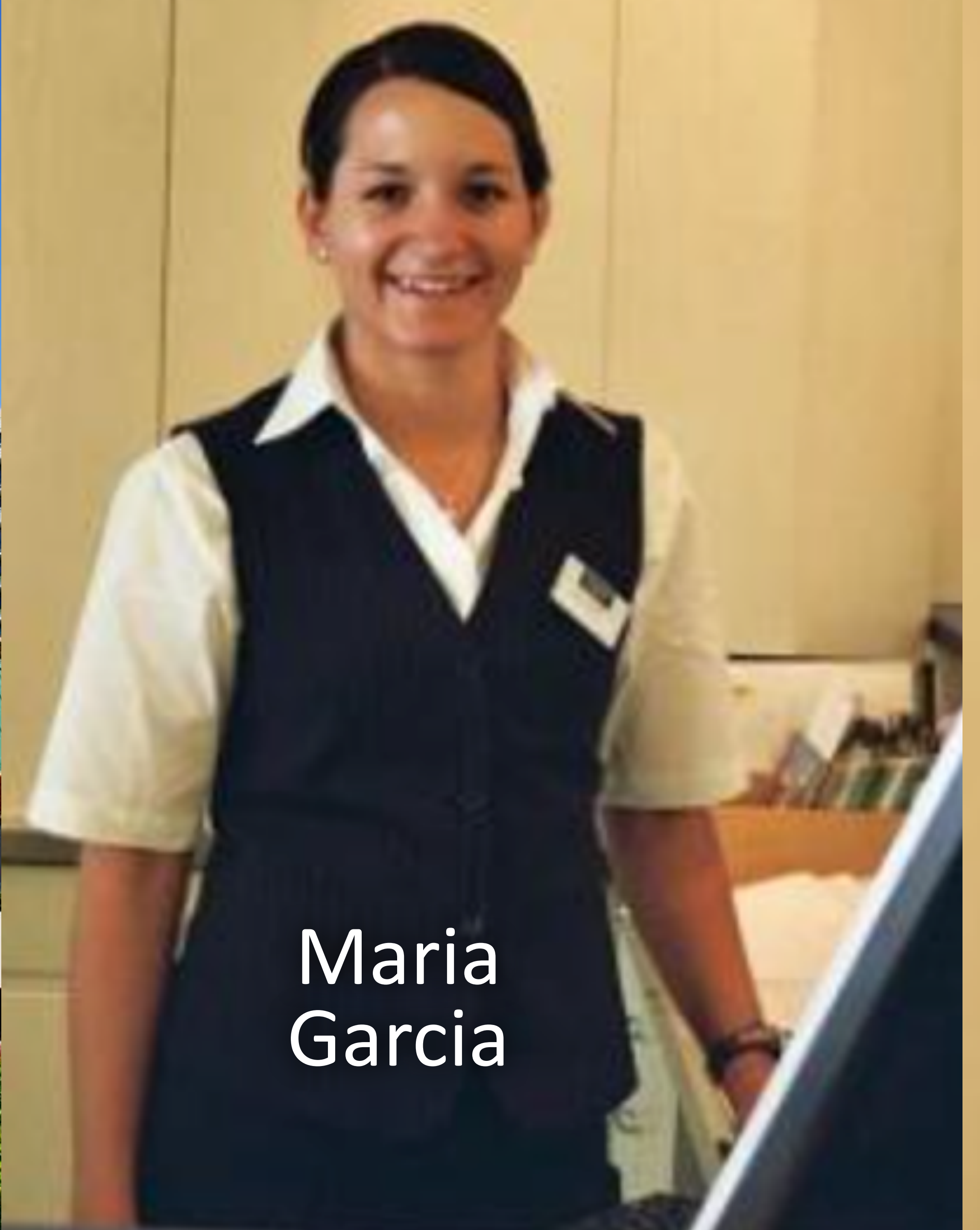
**“We don’t  
train people.  
We leave that  
up to their  
parents.”**



# “QUICK WINS”



**LEVELING  
UP!**



Maria  
Garcia

**OK, ANY  
QUESTIONS?**

**WANT TO  
CHALLENGE?**

# FREE RESOURCES

You



**ROSS SHAFER**  
Funniest Expert on *CHANGE*

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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...

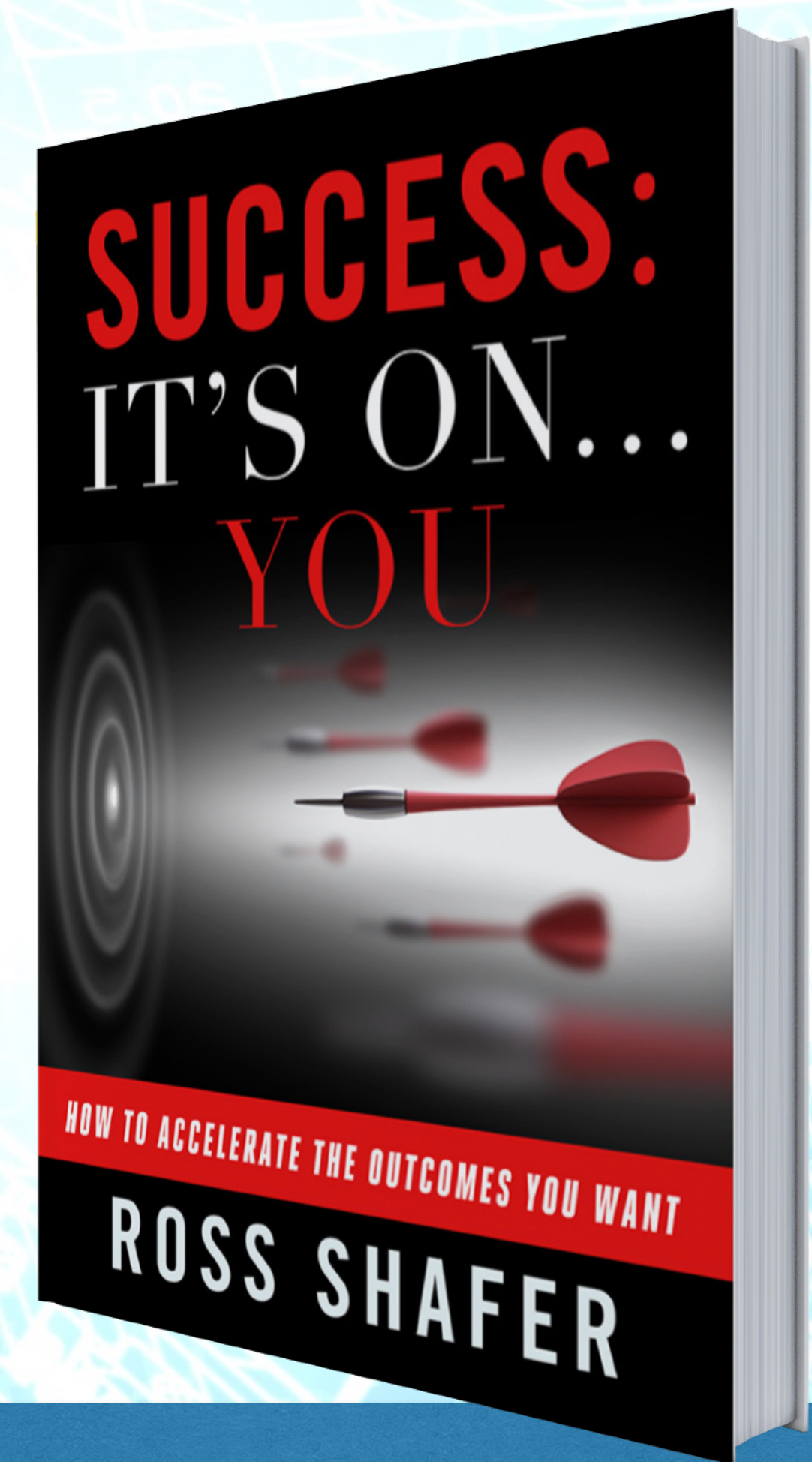
**Why is the Lifespan of a Company only 15 Years?** | Leadership Speaker | Ross Shafer  
by Ross Shafer  
1 week ago • 31 views  
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...

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**Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer  
by Ross Shafer  
3 weeks ago • 68 views  
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...

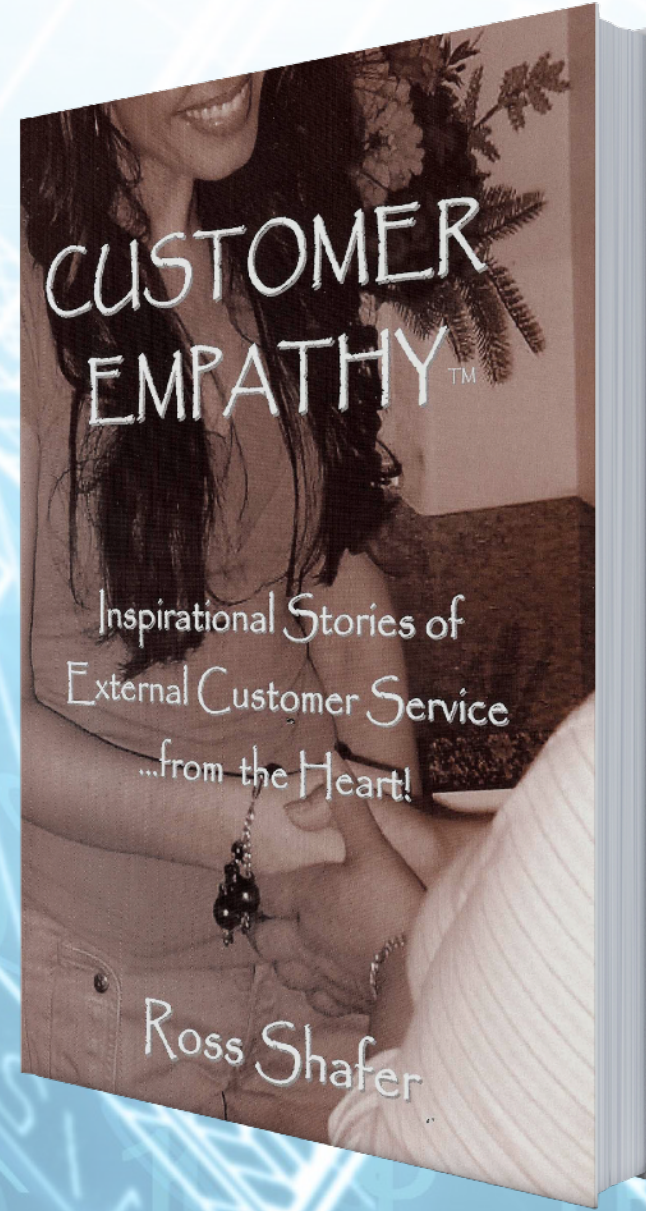
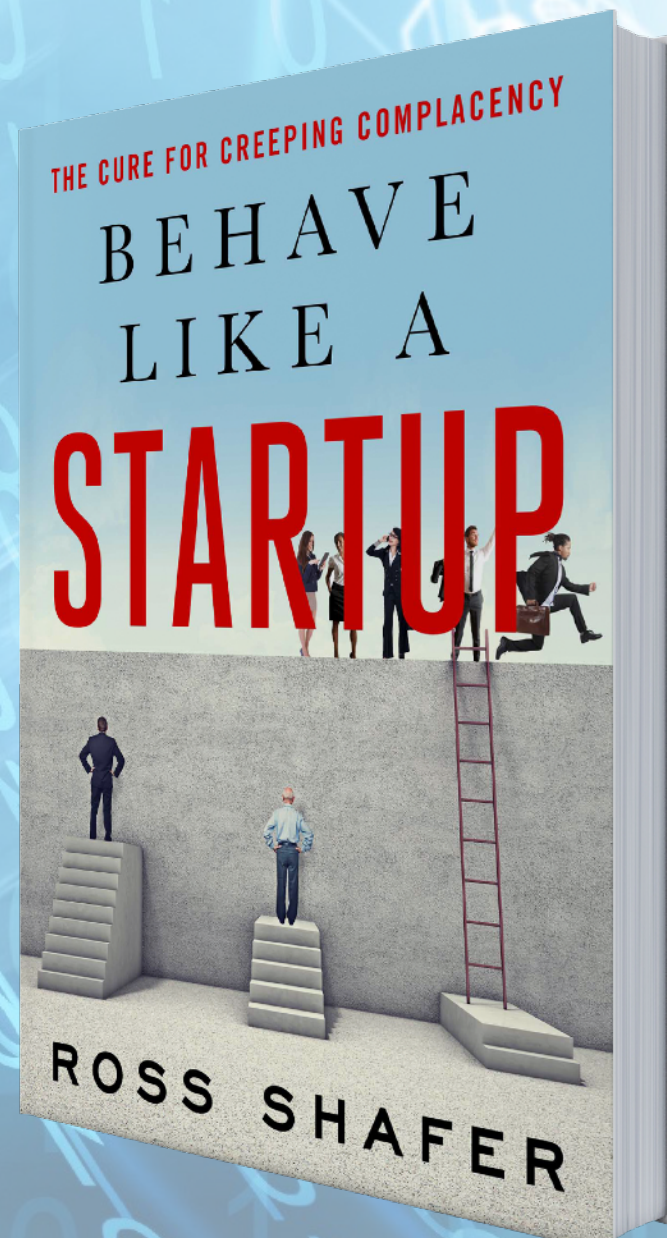
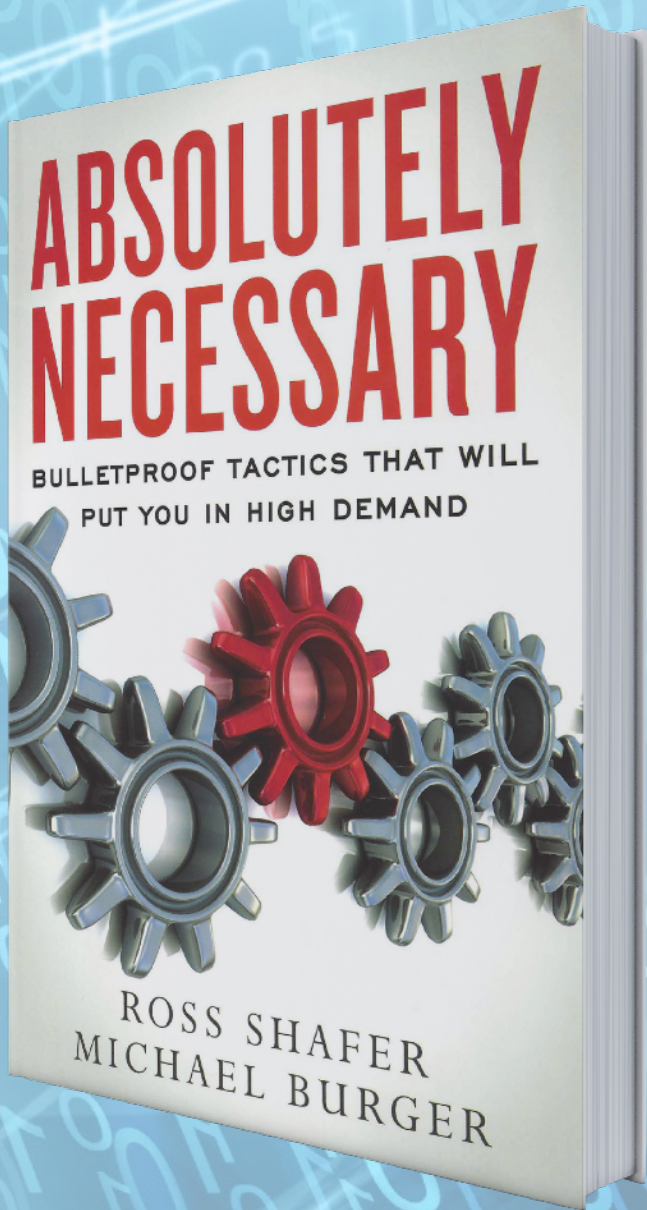
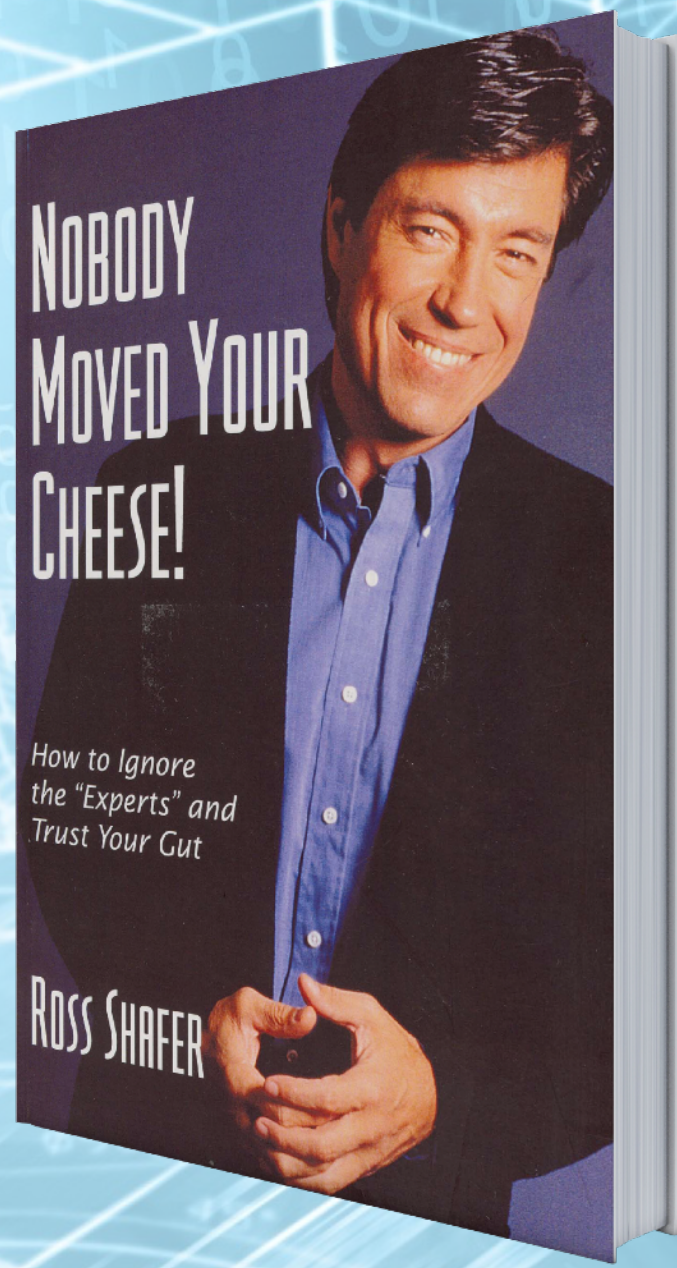
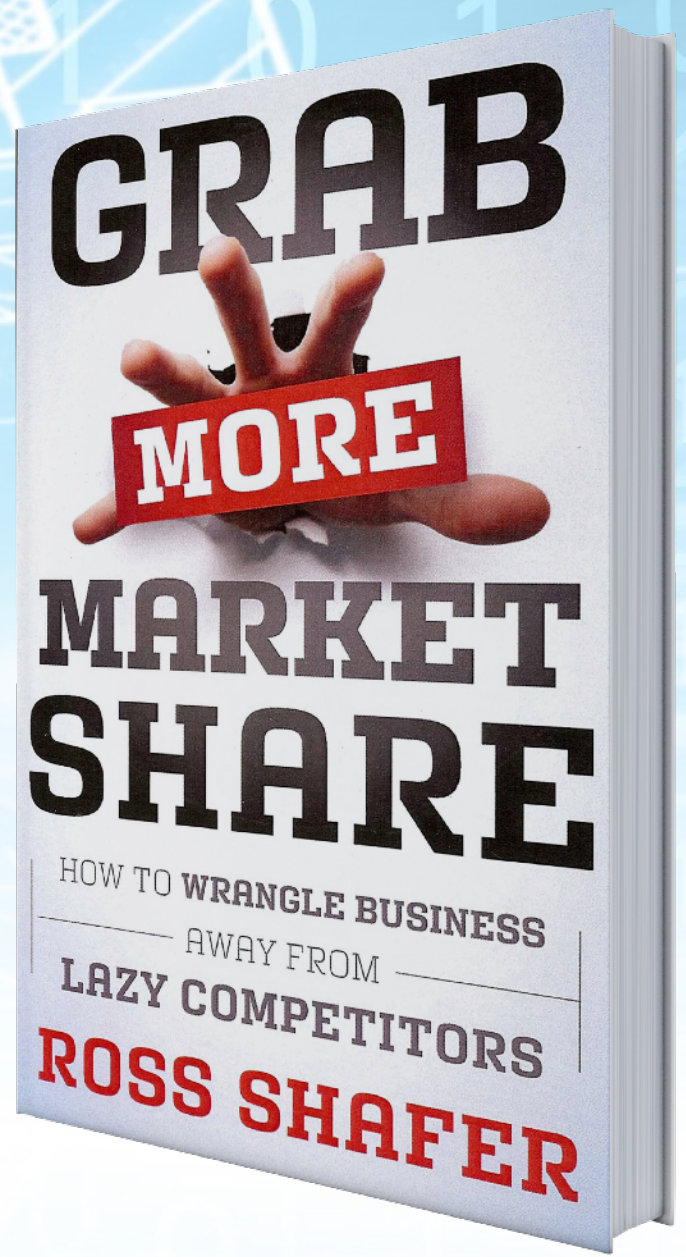
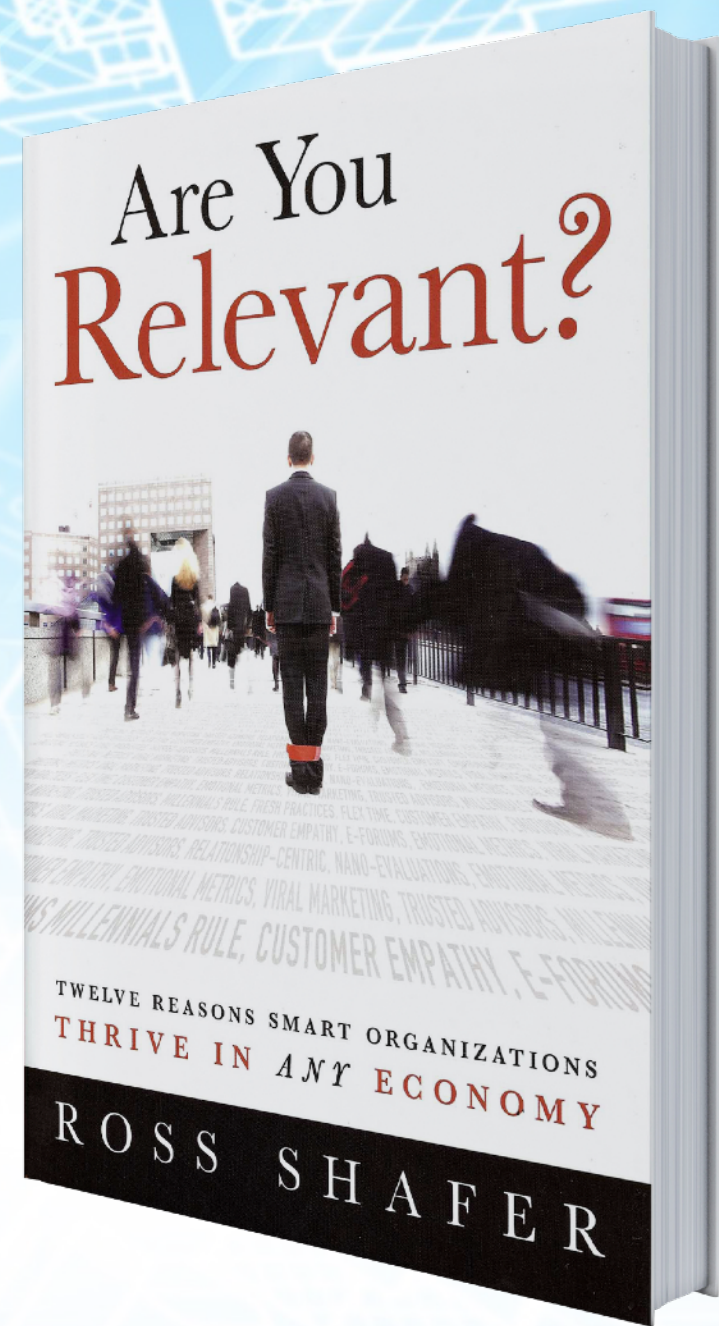
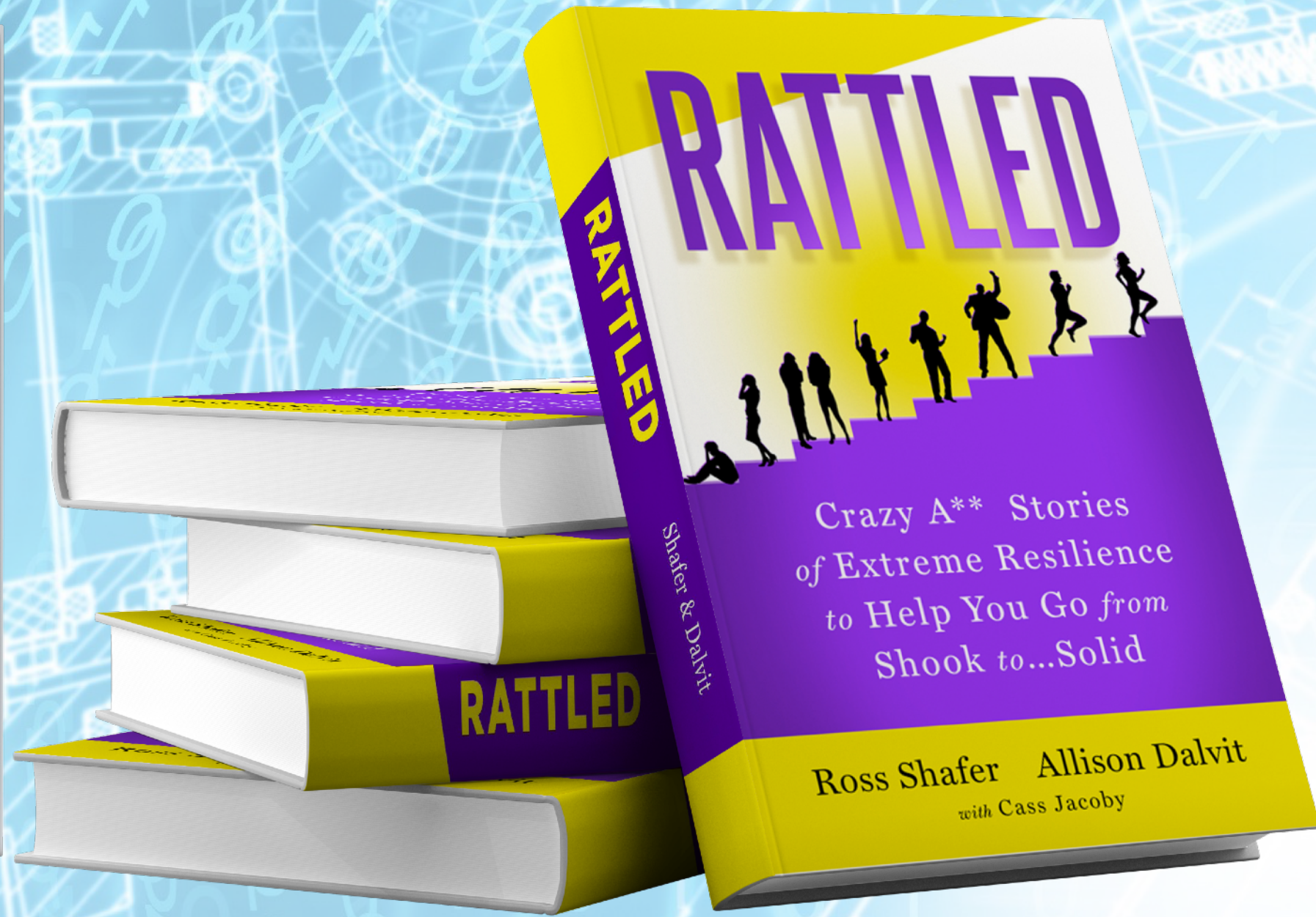
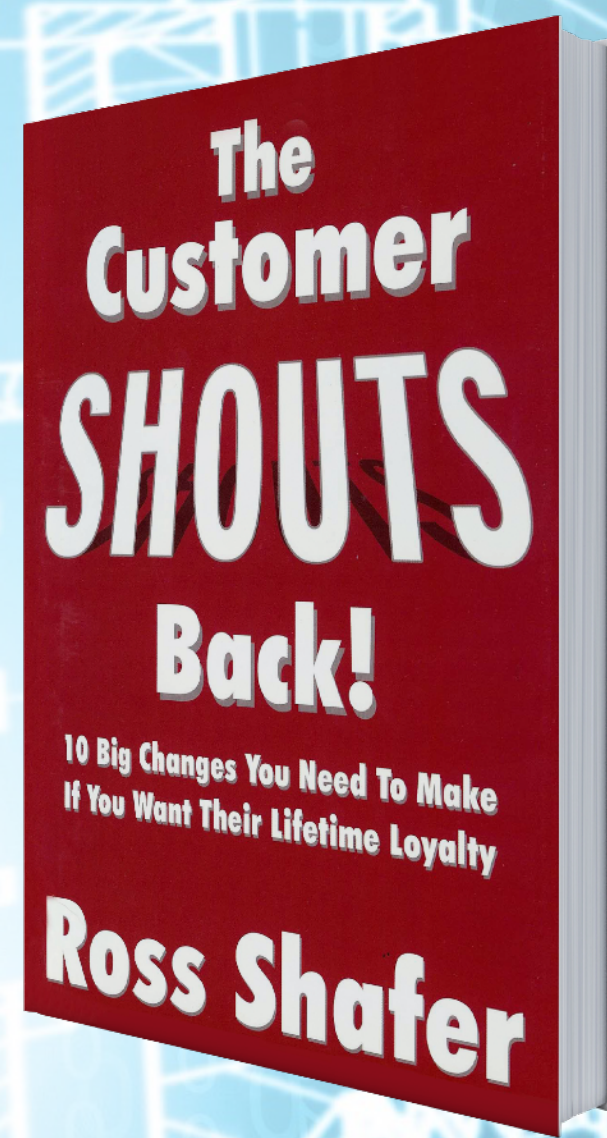
**How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer  
by Ross Shafer  
1 month ago • 85 views  
Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatab...

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by Ross Shafer  
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This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...



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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. Overlaid on this are numerous binary digits (0s and 1s) in a lighter blue color, scattered across the scene. The overall aesthetic is that of a digital or engineering environment.

**OBSESSIVELY**  
**ENCOURAGE**  
**OTHERS**



**WANT TO CONTACT  
ROSS?**

**AllisonDalvit@Gmail.com**

**(303) 588-3739**