



Ross
Shafer

**If you would like me to visit
your company...**

**Contact Ross:
(520) 704-9745**

Andria@RossShafer.com

HOW TO STAY RELEVANT IN 2020

by Ross Shafer

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.

**I'm Not Anthony
Robbins**



15-yr old
Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



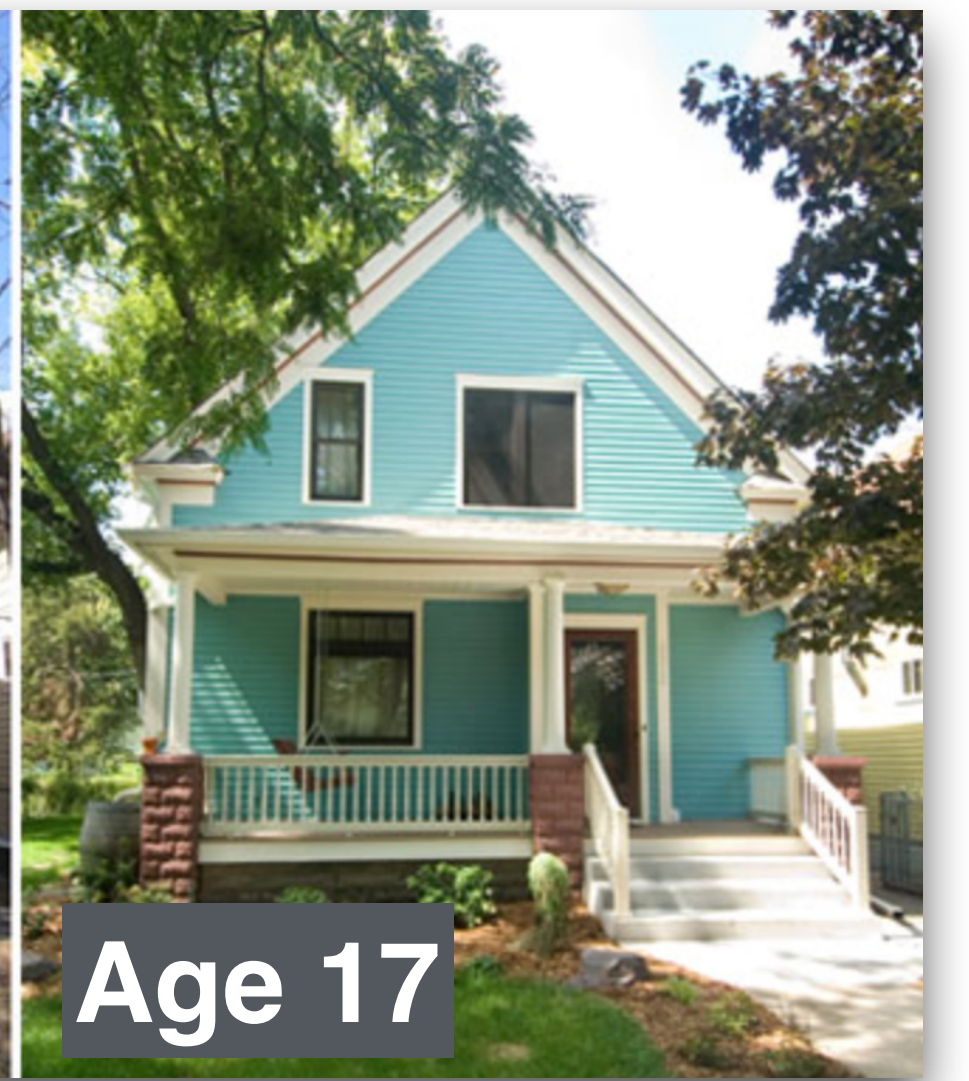
Follow the Tracks of the Herd



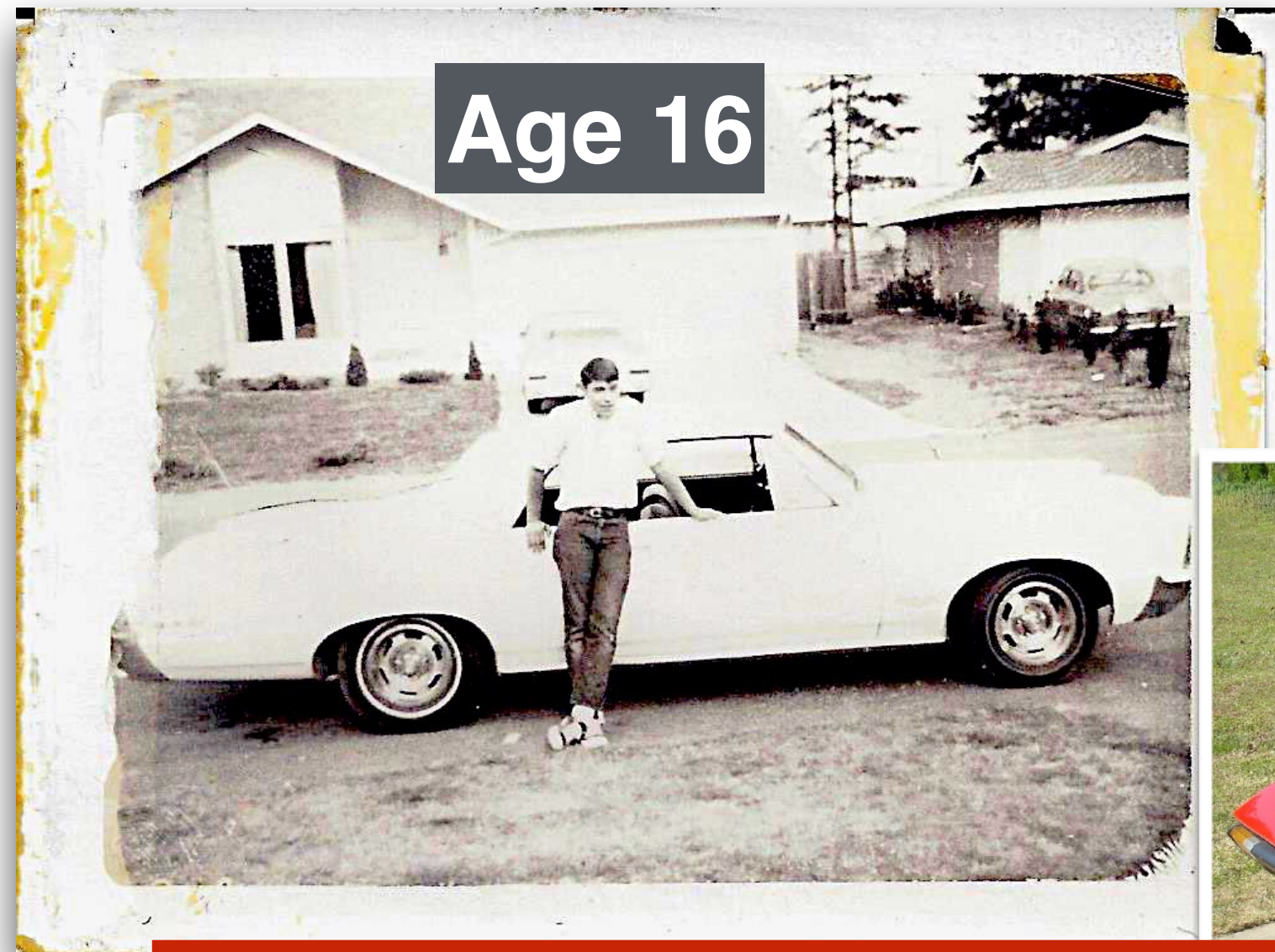
Age 13



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

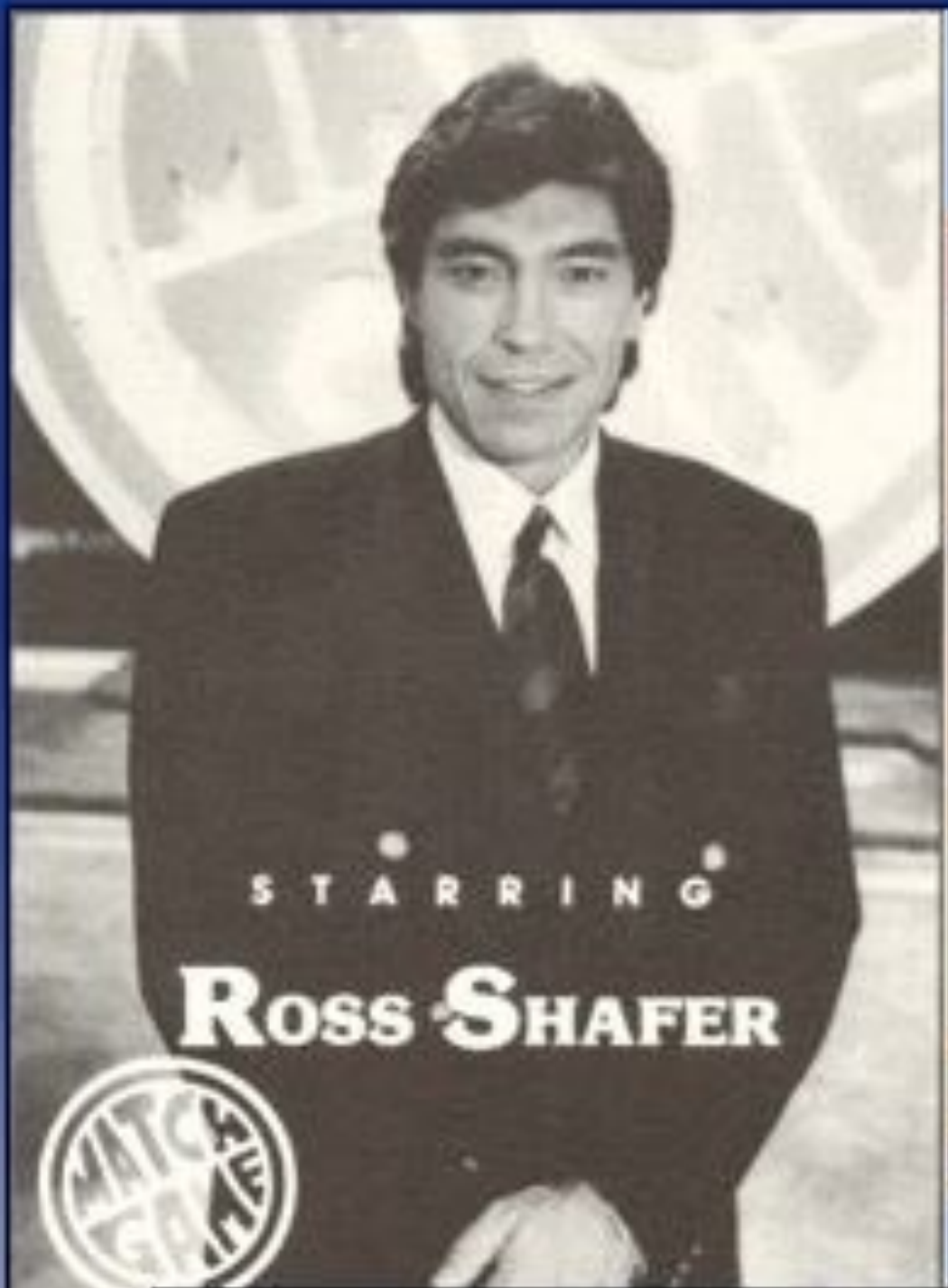
SHAFER
PROJECTION TELEVISION

TV & Film Production

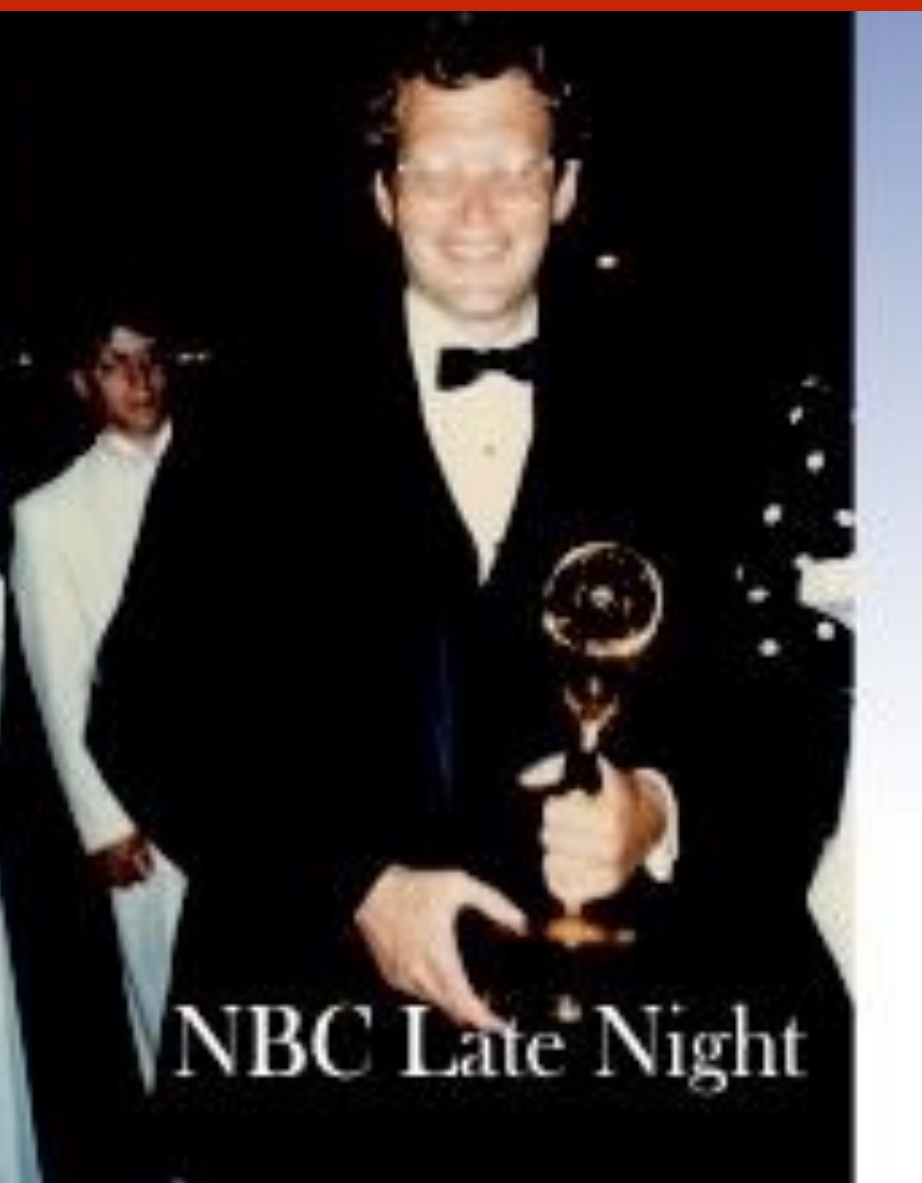


THE ICE CREAM SHOP





Talk & Game Host



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RELEVANT RULE
**You Don't Have to
be Perfect**

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

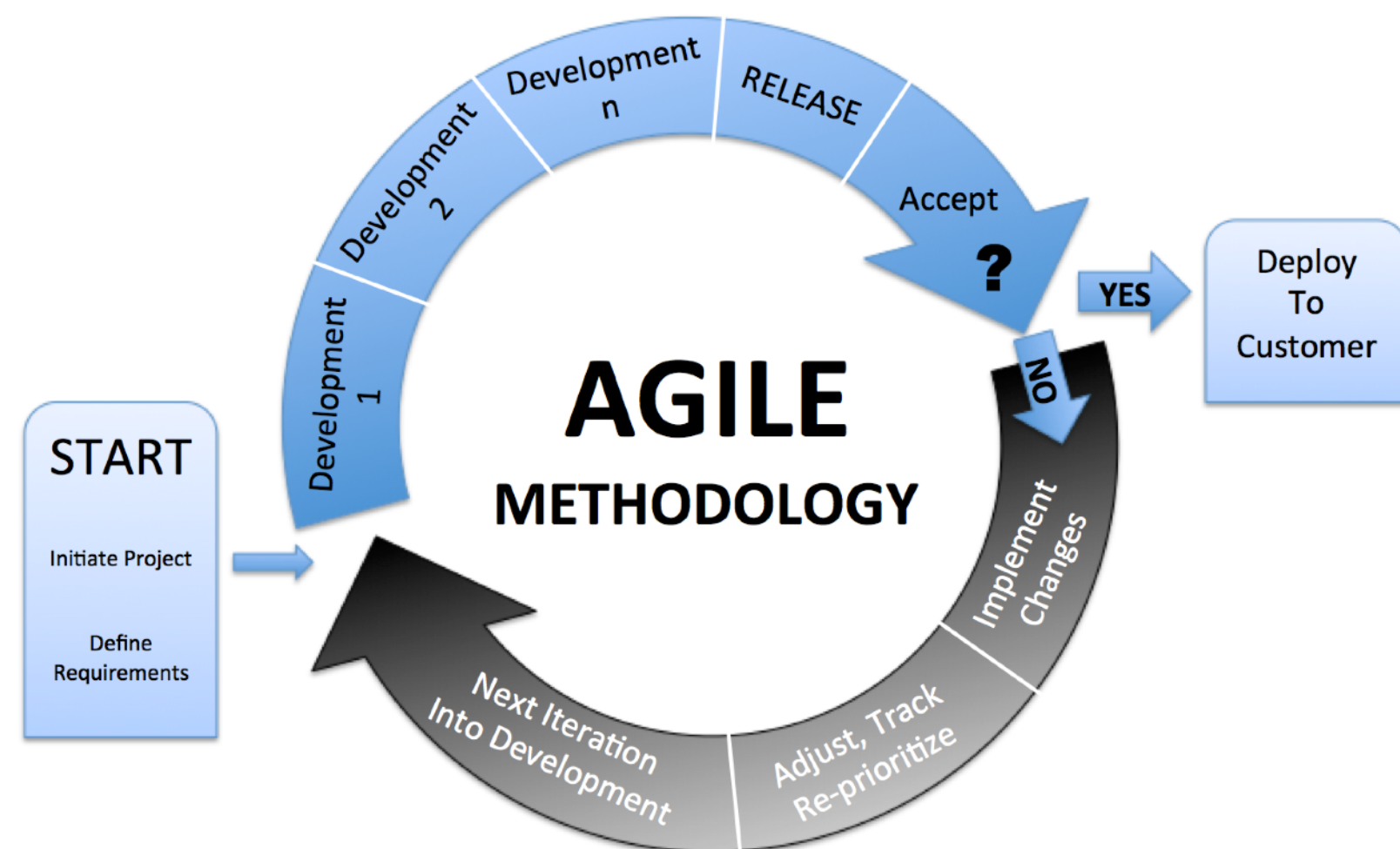
Ross Shafer







Ryan Shafer



3.4%

WHERE DO WE FIND PEOPLE?

Local Workforce Development

Indian Reservations

Focus on The Family

Kroc Centers

Homeless Outreach

PRISON MINISTRIES

American Job Centers

Corporate Partners

Church Sponsored

Sectoral Job Training

SCALE

**What Skills Can You
Teach That Will
Always be
in Demand?**



Squawk Box
Channel 746



AWK
00 100

6:06

THE OPPORTUNITY GAP

WORKFORCE FIXES

CNBC

8:05A

GOLD (DEC) 1.1

1.1

SILVER (DEC) 7.3

7.3

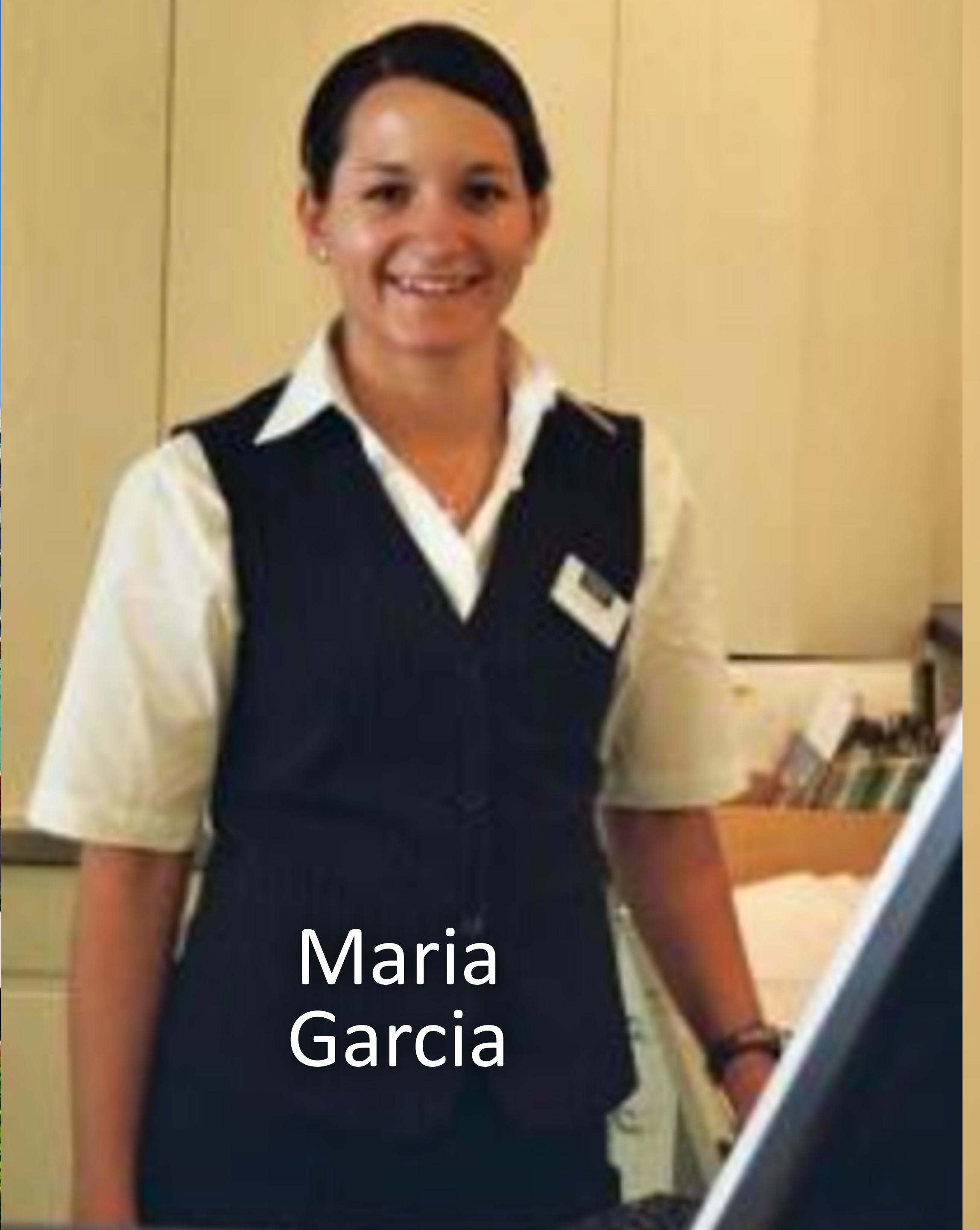


What is RELEVANT to Google, Apple, & Amazon?

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RELVANT RULE

**Teach People How
to Tell Their Story**



Maria
Garcia

RELEVANT RULE:

**Teach People How
to be an Endless
Source of Ideas**

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](#)

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GRAND HYATT







Sheraton


HOTELS & RESORTS

Sink into
plendor.

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 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

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.





LARAMAR

55,000 UNITS



RELEVANT RULE

**‘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/>

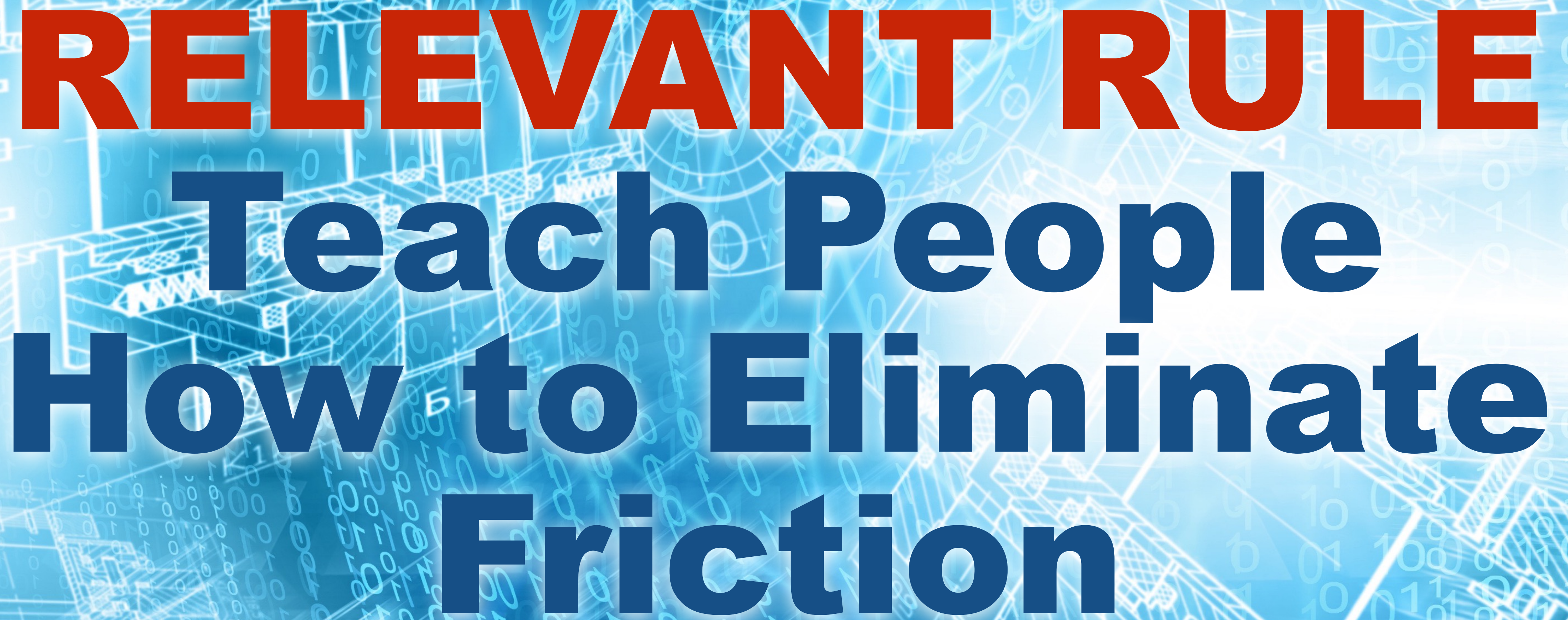
(Deloitte University)

<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 is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are numerous binary digits (0s and 1s) in a light blue color, scattered across the image. The overall aesthetic is that of a digital or engineering environment.

RELEVANT RULE
Teach People
How to Eliminate
Friction

Comcast
xfinity

amazon

hulu

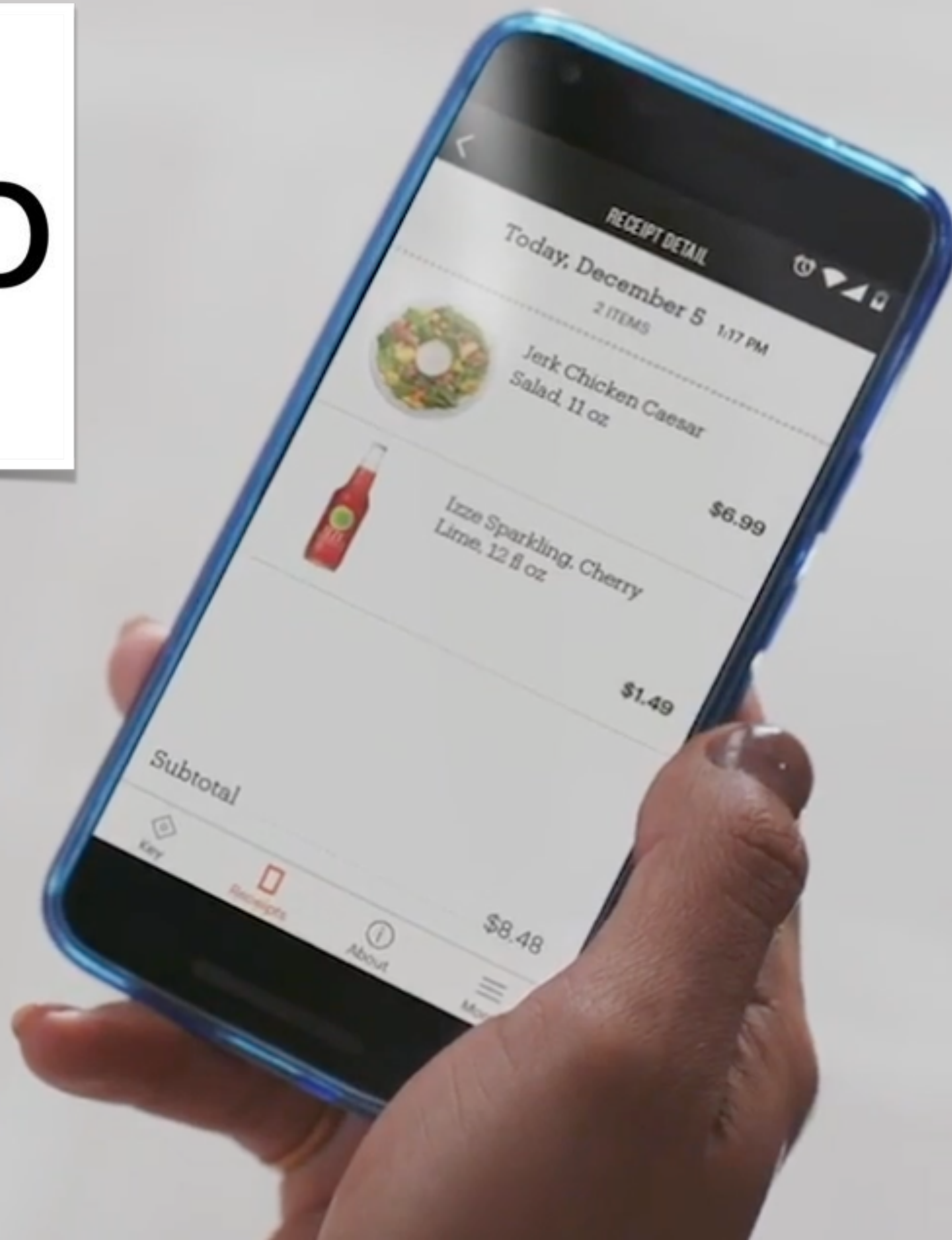
NETFLIX

Google



amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

RELEVANT RULE

Don't Over-Focus on...



CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

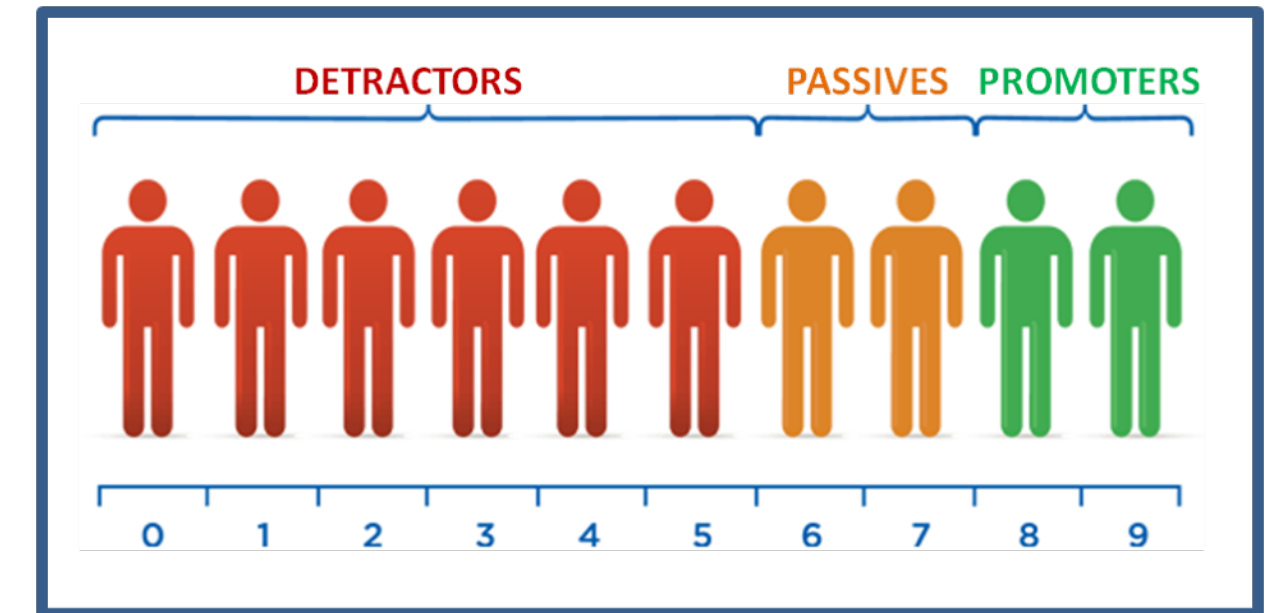
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)



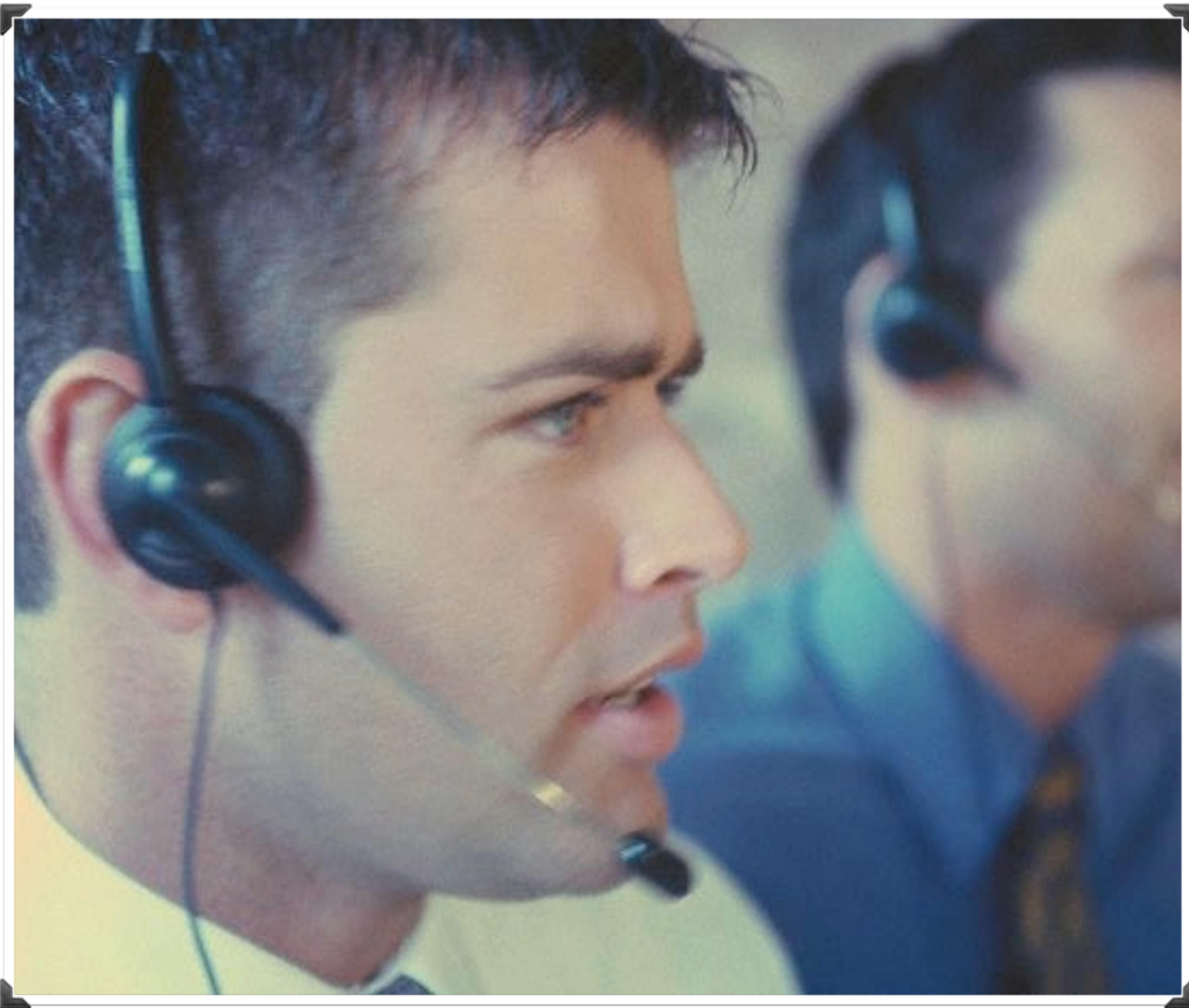
“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

INSTEAD...

Eliminate the



Moments



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



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.



**What is the Most Dangerous
Threat to Finding Great People?**

BTW: It's NOT Millennials






facebook



You Tube



Linked in

 **snapchat**

FOMO



🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne
Ph.D.

Fulfillment at Any Age



Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

[f SHARE](#) [🐦 TWEET](#) [✉ EMAIL](#) [🔗 MORE](#)

That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,

RELEVANT RULE

**Be Intentionally
Curious about
Other People**



Be Personally & Professionally CURIOUS

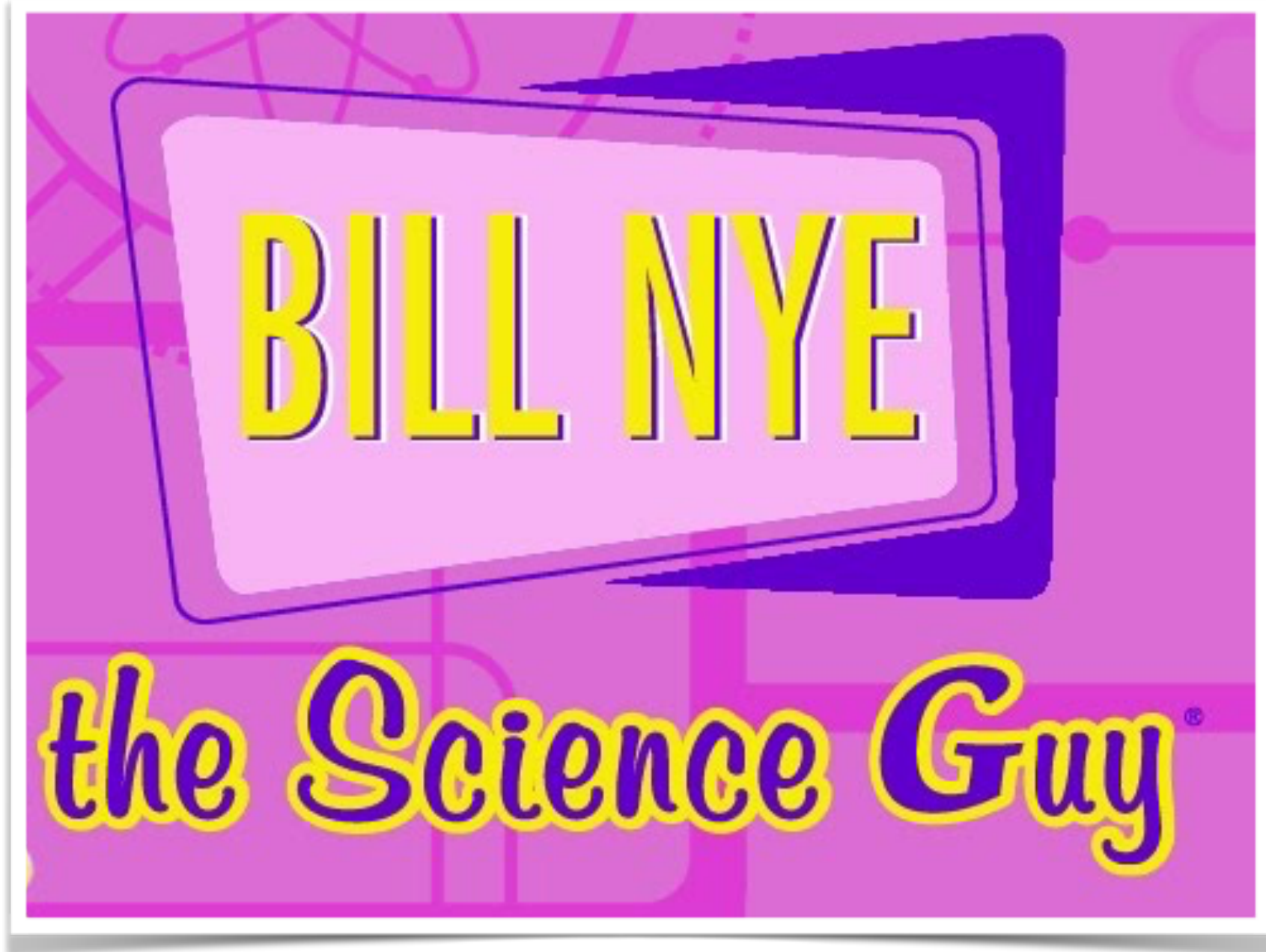


“73% of managers are discouraged by the communication skills of college-age students.”



RELEVANT RULE

**Superstars Are
Always Promoted**





GIVING BACK: FREE RESOURCES

You



ROSS SHAFER
Funniest Expert on *CHANGE*

Visit Ross Shafer's Website

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

Relevant Leaders Club Download All

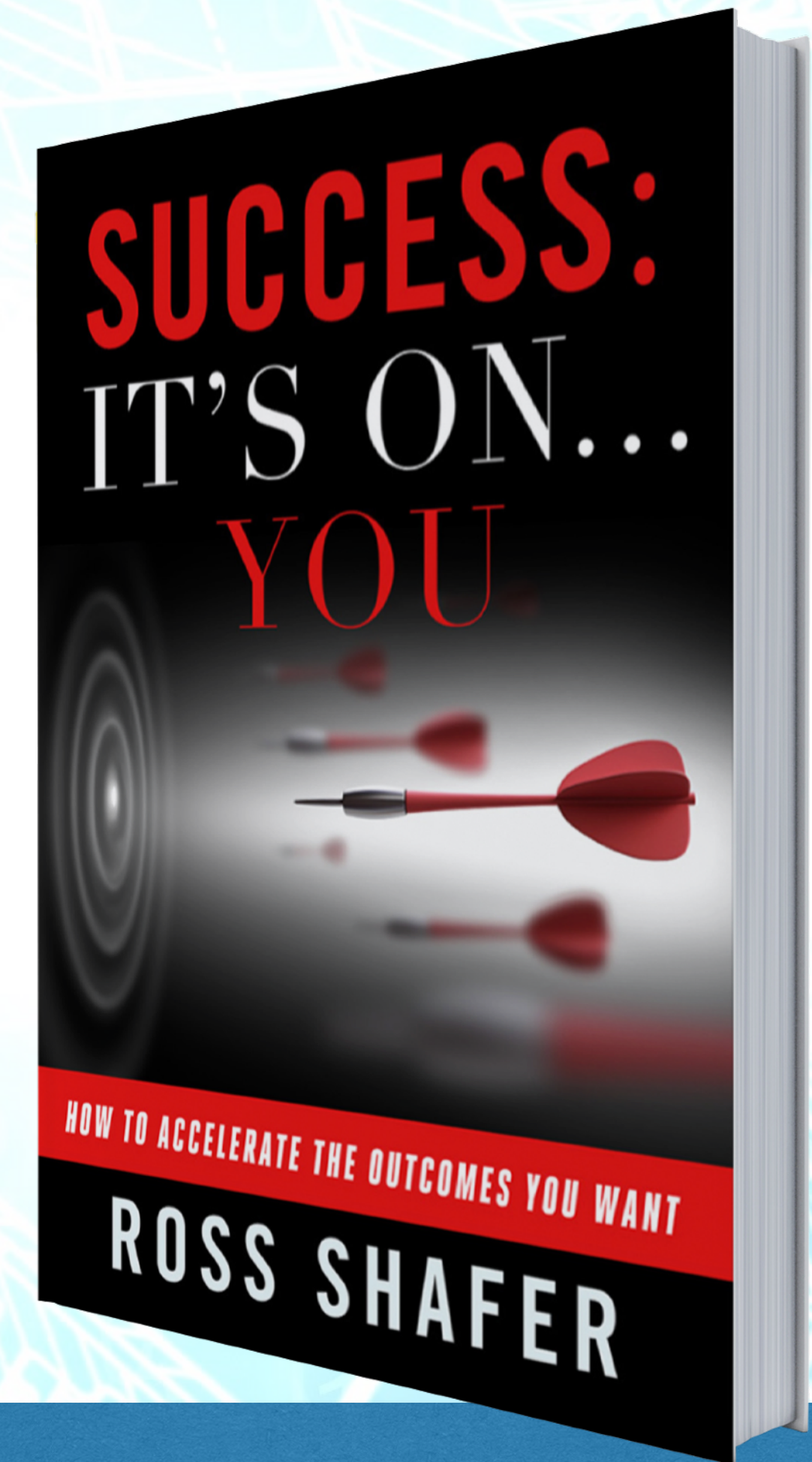
The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

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



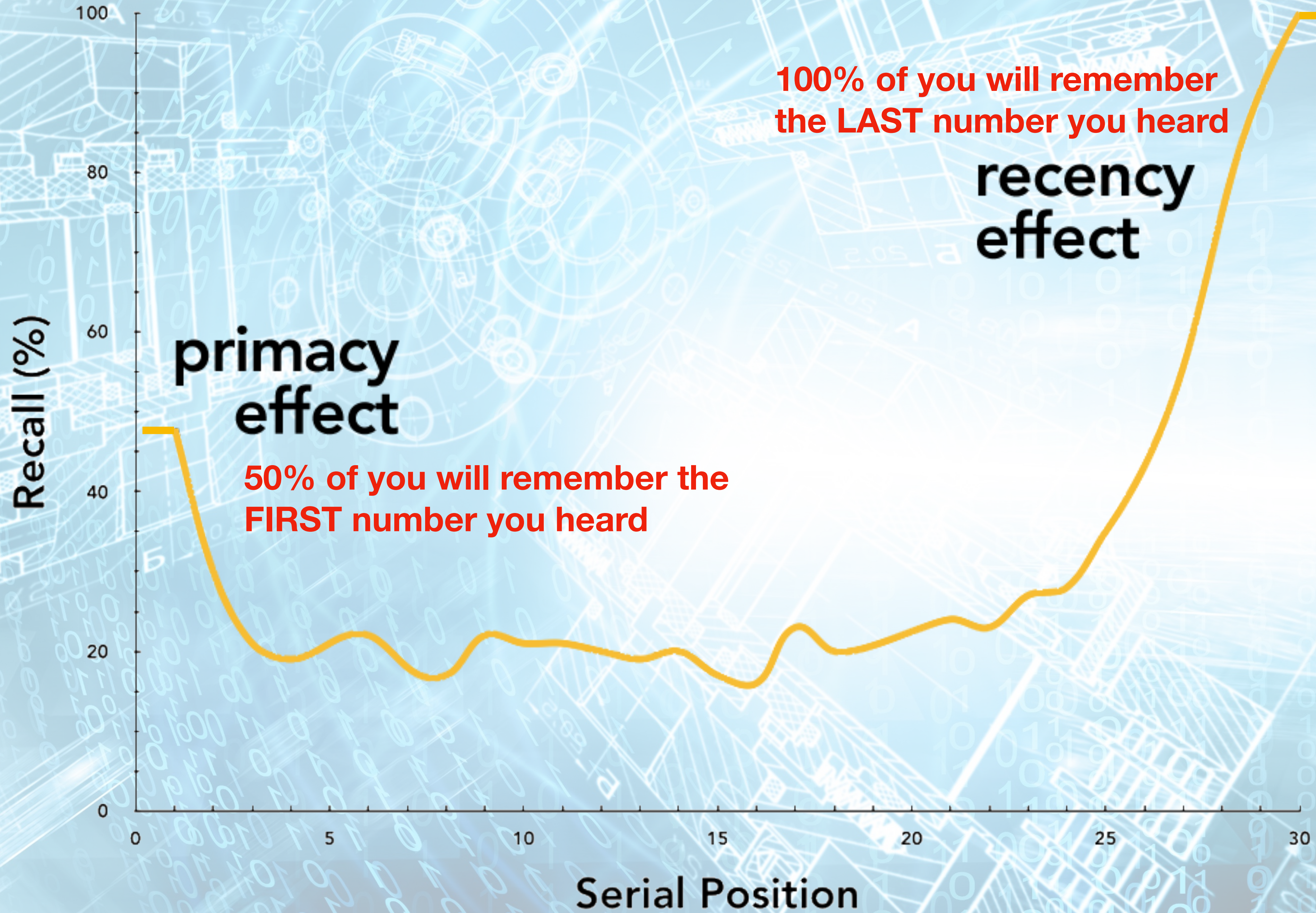
Download (2) Free e-Books

www.RossShafer.com

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RELEVANT RULE

**The Final Moment
Matters Most**



Recall (%)

primacy effect

50% of you will remember the FIRST number you heard

100% of you will remember the LAST number you heard

recency effect

Serial Position



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"/> |

How likely are you to recommend this [redacted] to friends or associates..

If you travel back to the area, how likely are you to return to this [redacted]

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 6-6635C (06/04)

**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"/> |

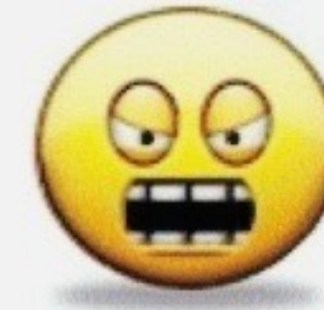
Don't make people think too hard
about YOU.



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?



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



SYLVAN
LEARNING CENTER®

YOUR NAME kerry

HOW OLD ARE YOU? 5

WHO IS YOUR BEST FRIEND? sophie CAT

WHAT DOES YOUR BEST FRIEND SAY OR DO THAT YOU LIKE?

SHE PUTS HER
BUTT IN THE AIR
WHEN SHE WANTS
A NEW BOY FRIEND

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RELEVANT RULE

**Provide Ongoing
Encouragement**



Ross
Shafer

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your company...**

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