

If you would like Ross to
create a custom program for
your organization...

CONTACT:

andrea@NoMoreBoringMeetings.com

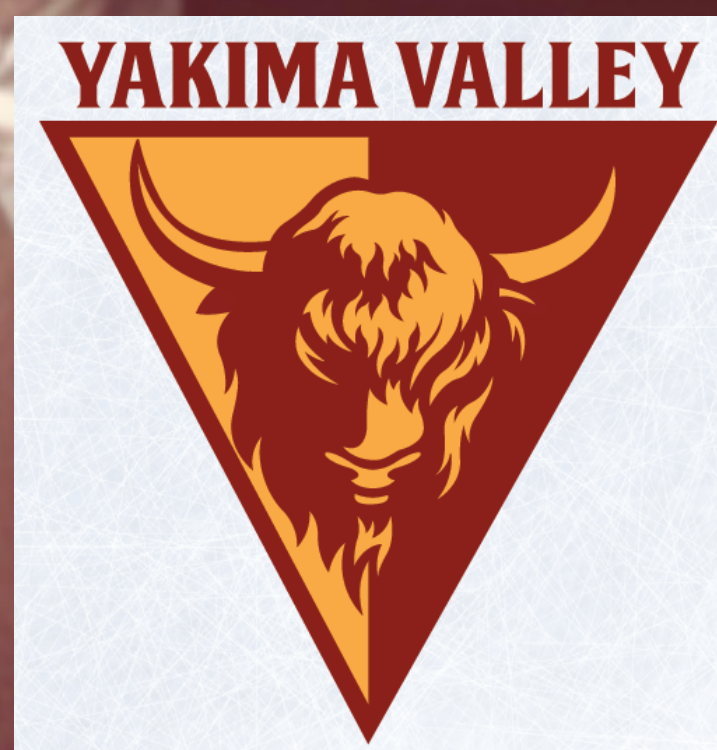
206-783-MEET

ROSS SHAFER

Relevant Leaders 'Behave Like Startups'

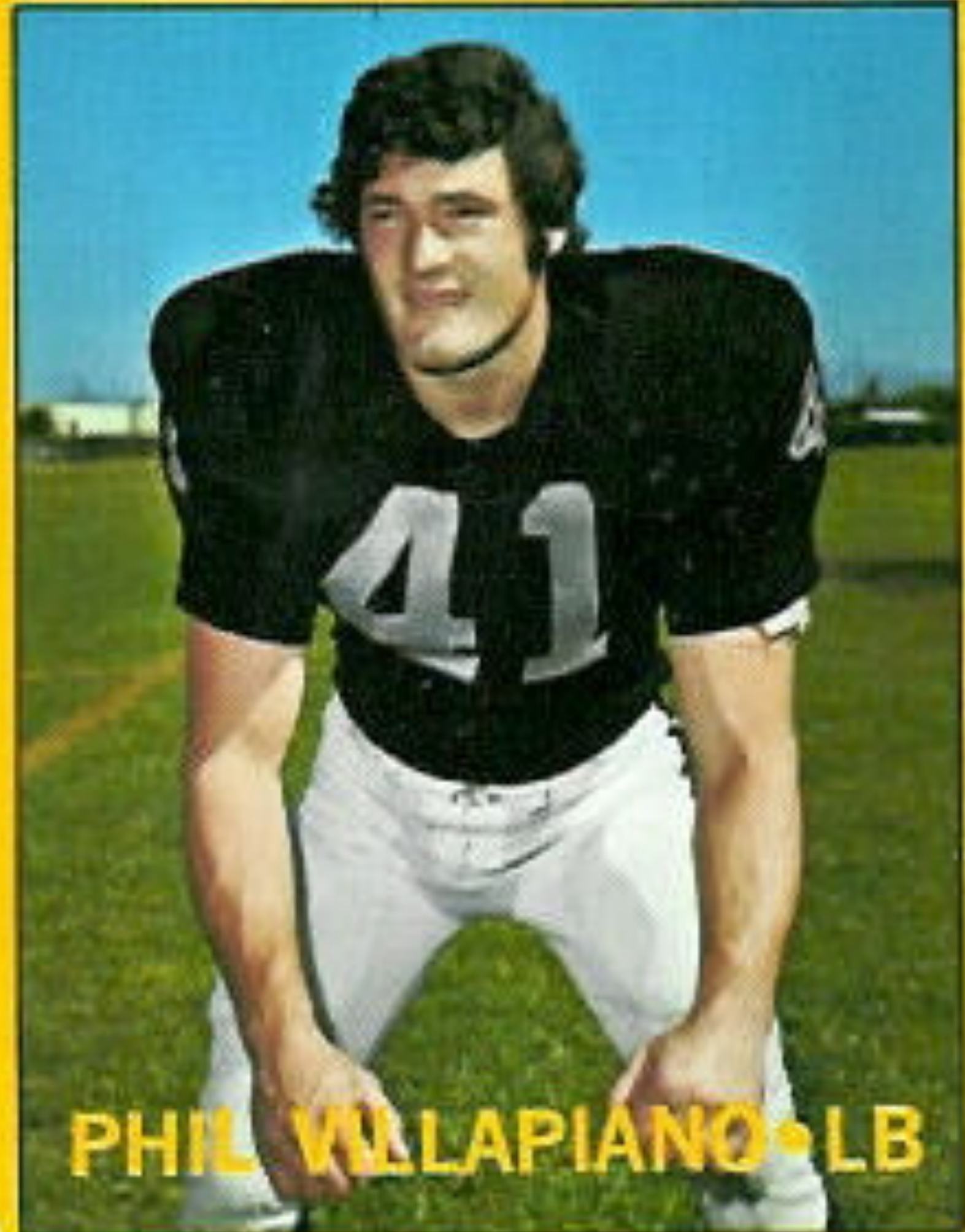


 Yakima Valley Community College

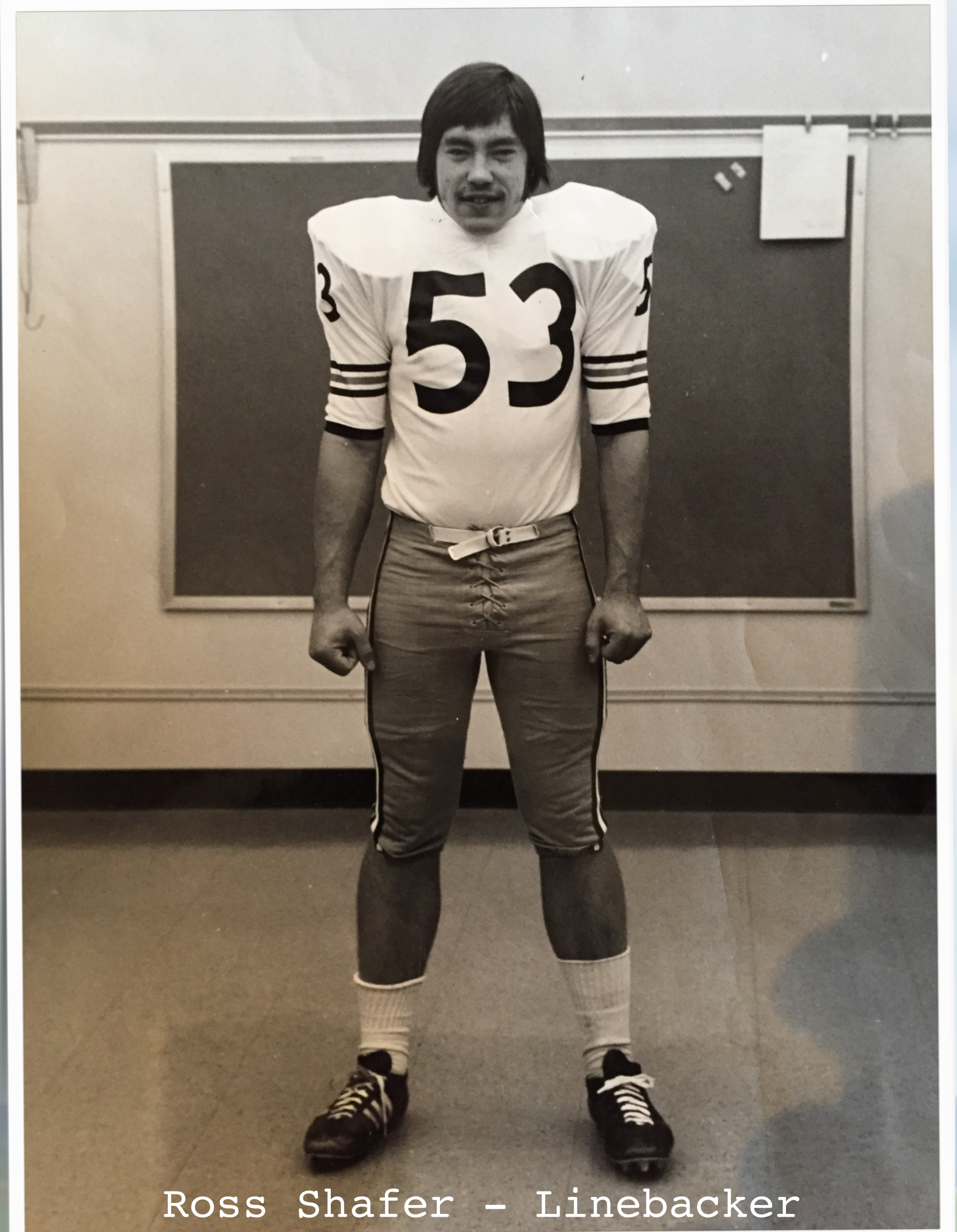


Picture Day

RAIDERS



PHIL WILLAPIANO • LB

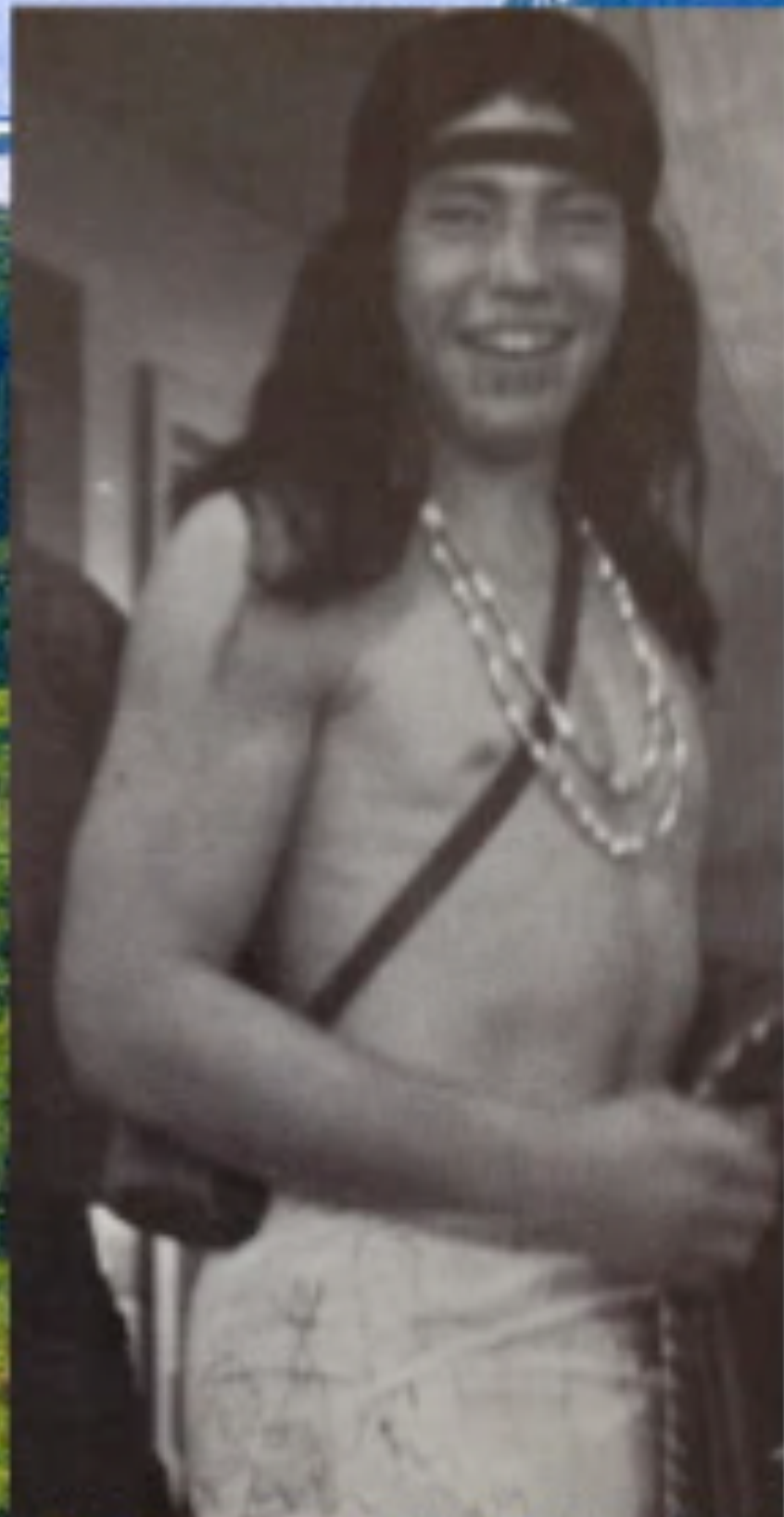


Ross Shafer - Linebacker

What I'm NOT...



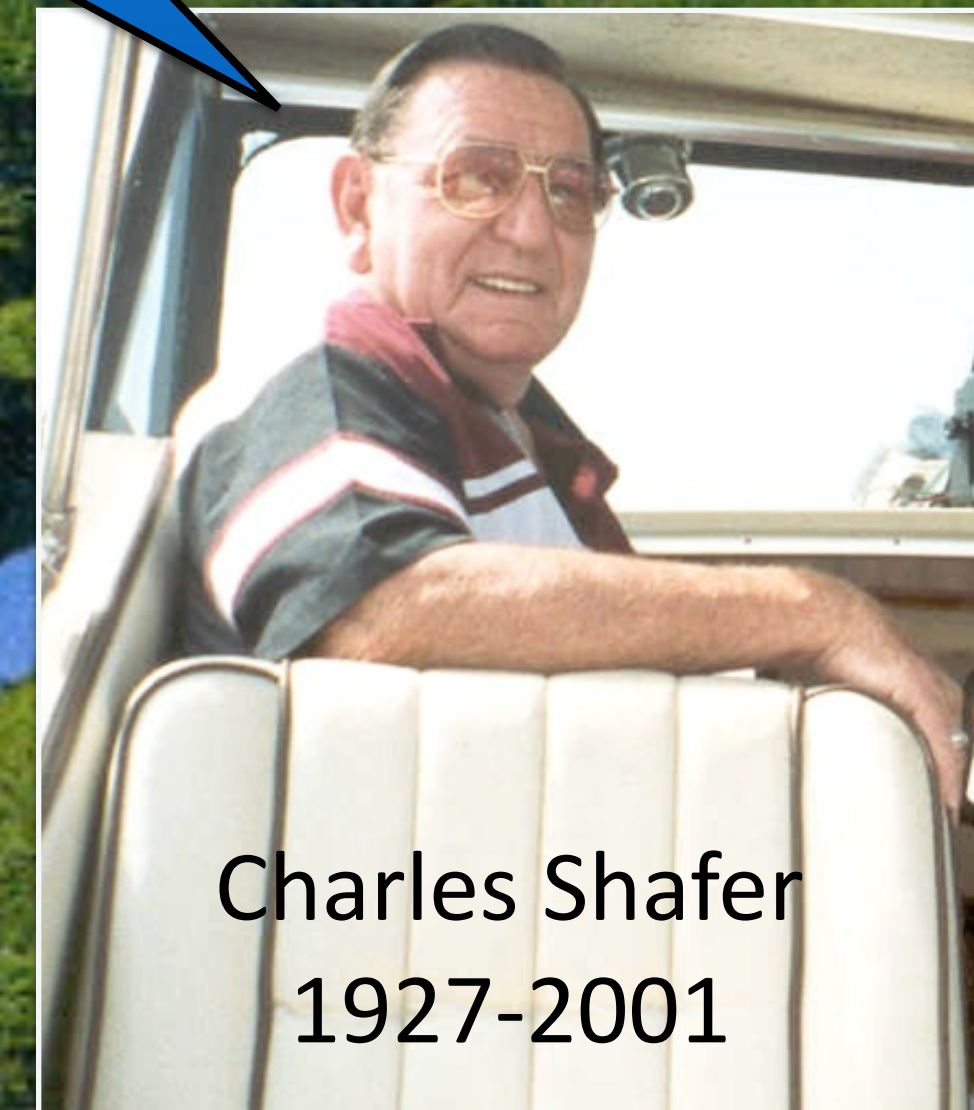
“Make friends with
people... *and profit
margins.*”



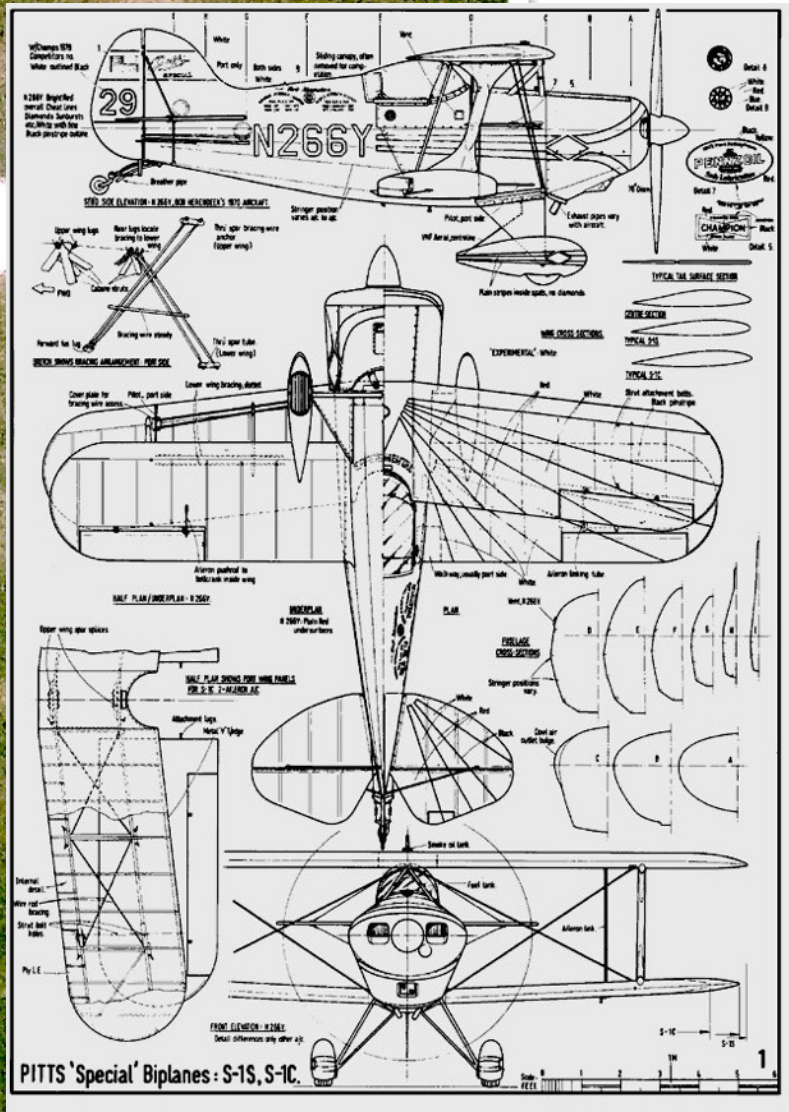
Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001



Chuck Shafer - Pitts Special Bi-Plane
*“You can create anything when you
have a blueprint.”*



Maiden flight - May 1971

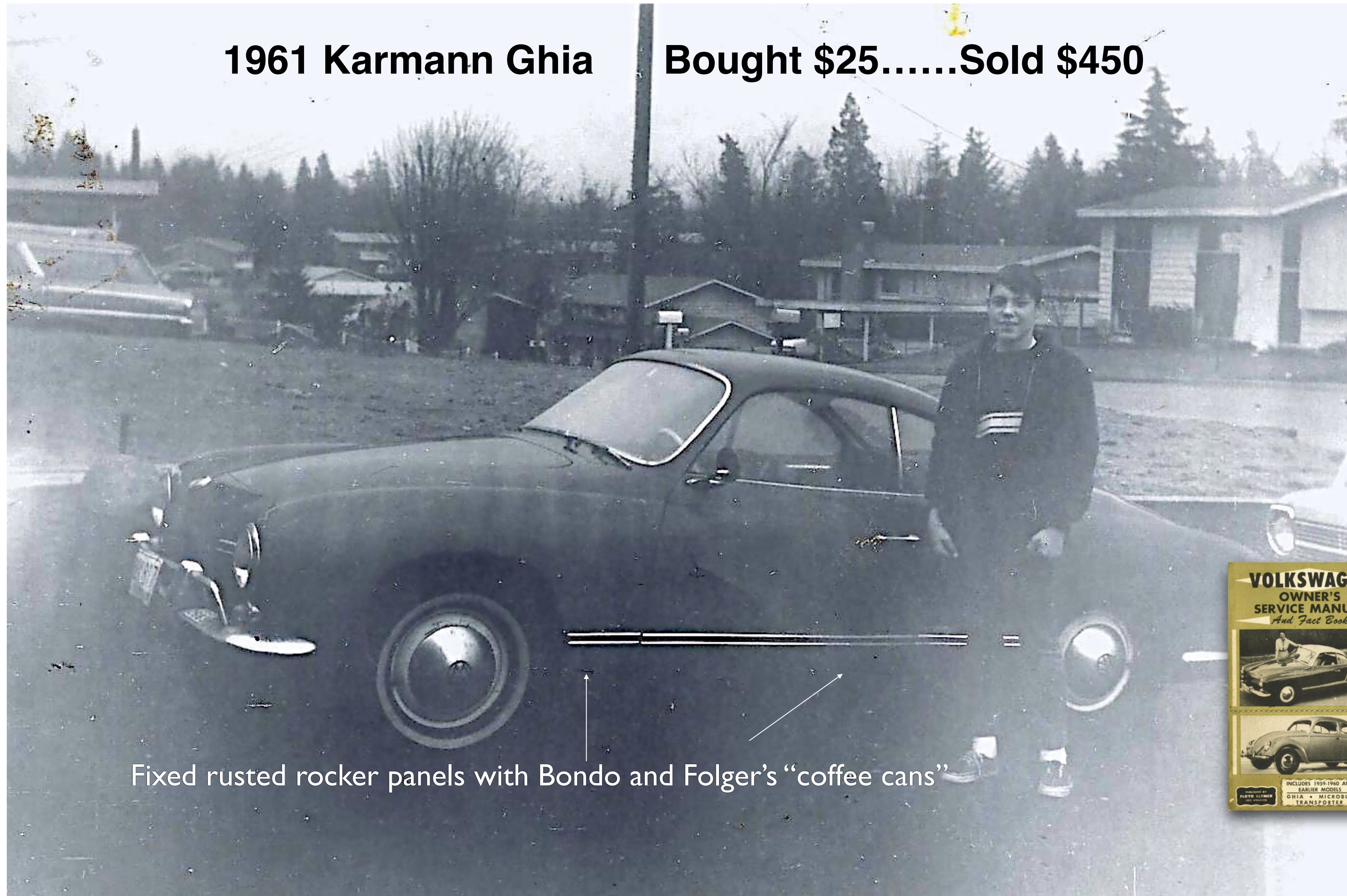


**“The words ‘timid’ and ‘desire’ don’t belong
in the same sentence.”**

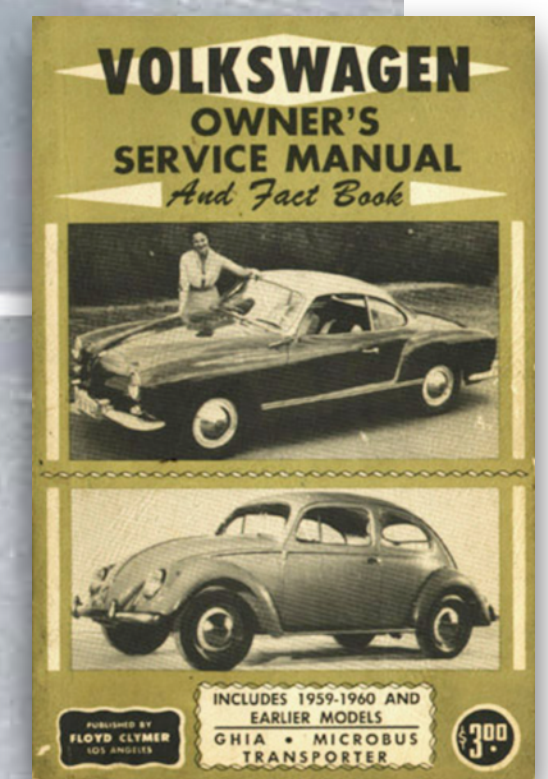


1961 Karmann Ghia

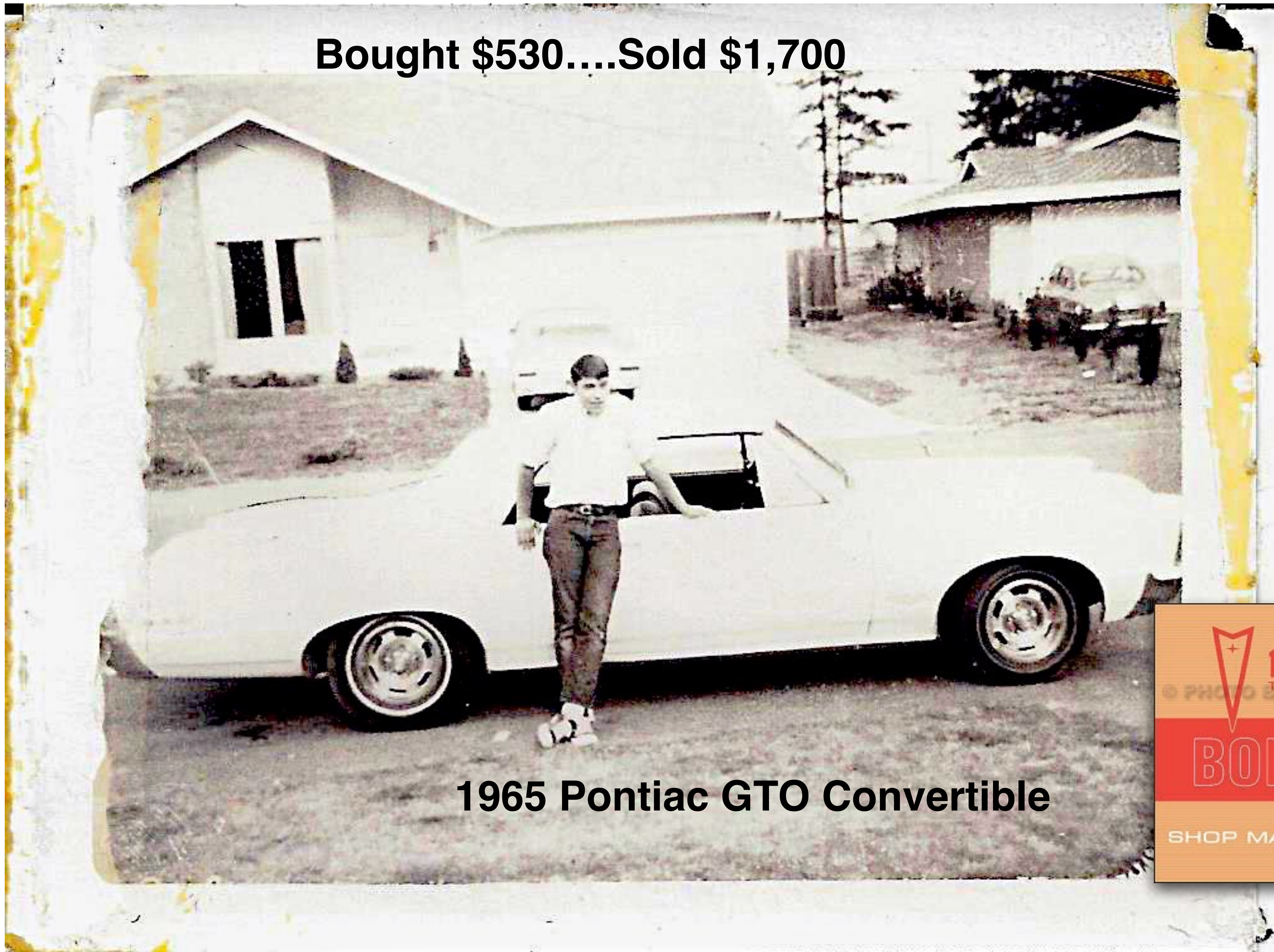
Bought \$25.....Sold \$450




Fixed rusted rocker panels with Bondo and Folger's "coffee cans"



Bought \$530....Sold \$1,700



1965 Pontiac GTO Convertible



© PHOTO BY PHOTON

1965
TEMPEST
GTO

BODY

SHOP MANUAL

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500



purchased for \$4,800



sold 18 mos. later for \$17,500



bought \$178,000



sold \$360,750



University of
Puget Sound



UNITED STATES BANKRUPTCY COURT Western District of Washington

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





Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Restaurants/Food Service



Retail Clothing

Photography & Product Marketing



Building Industry

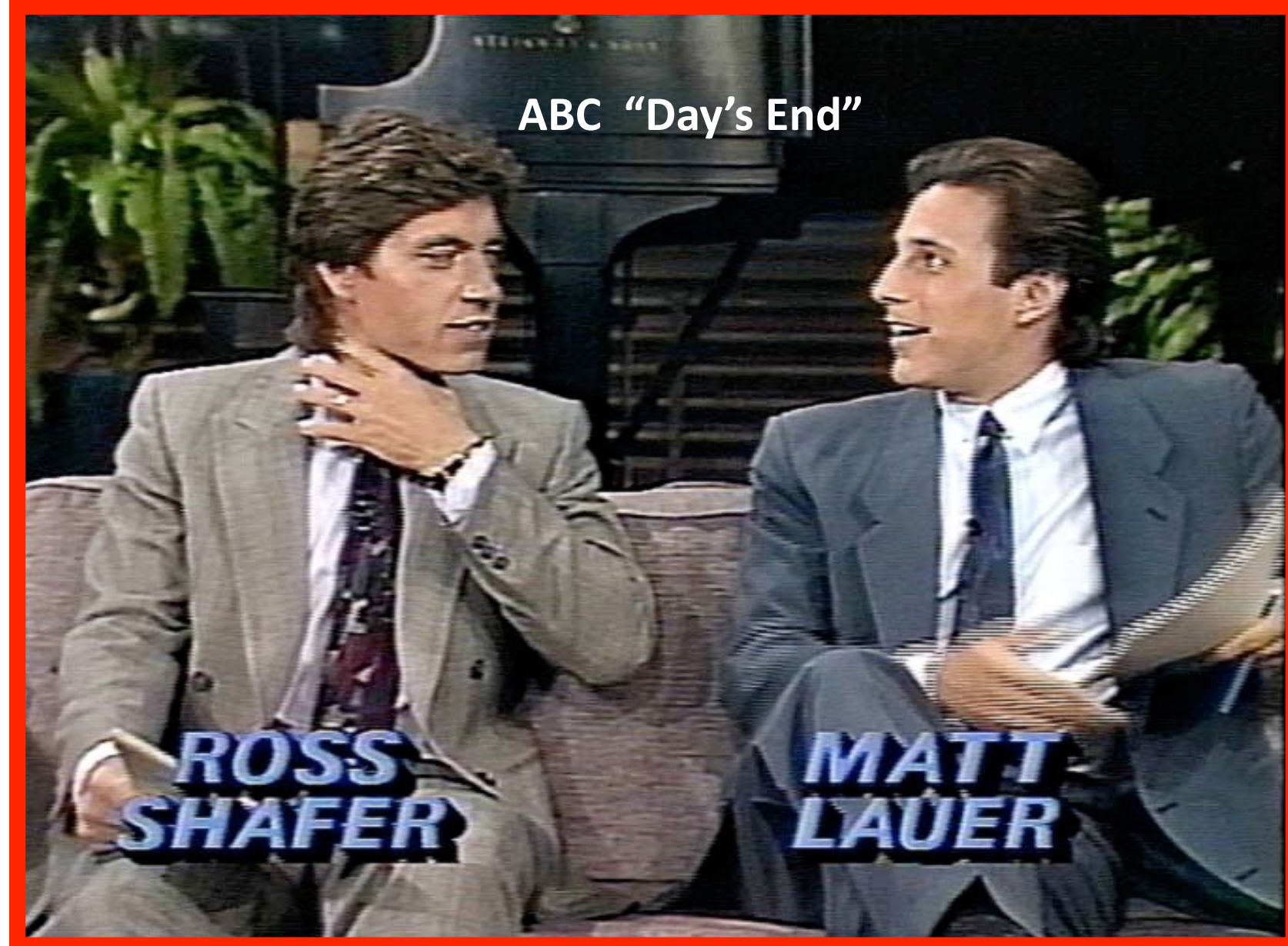
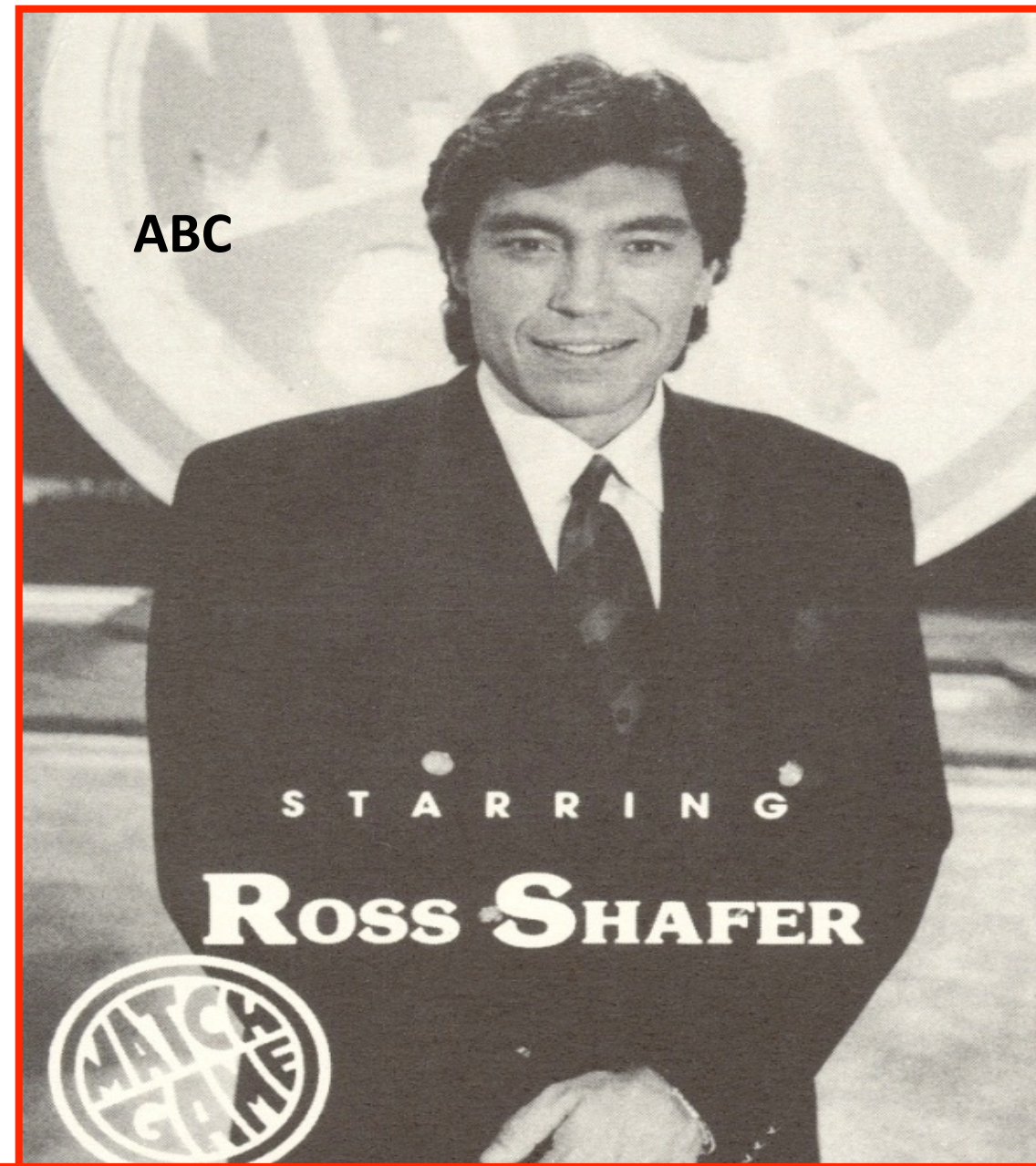


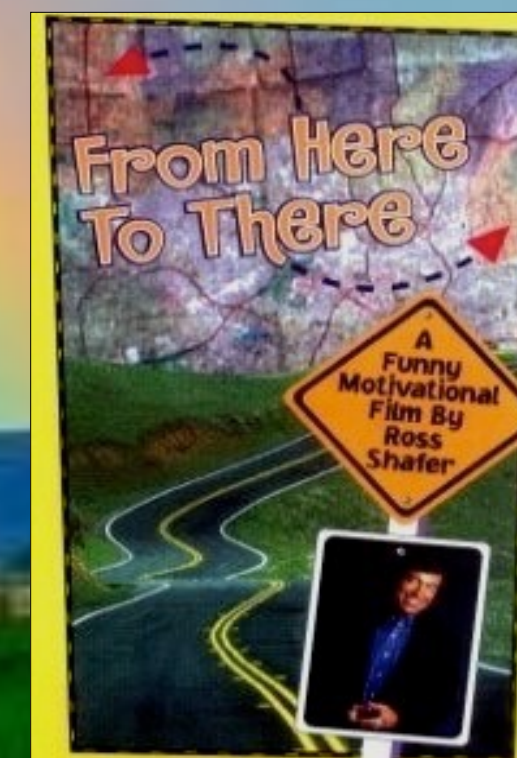
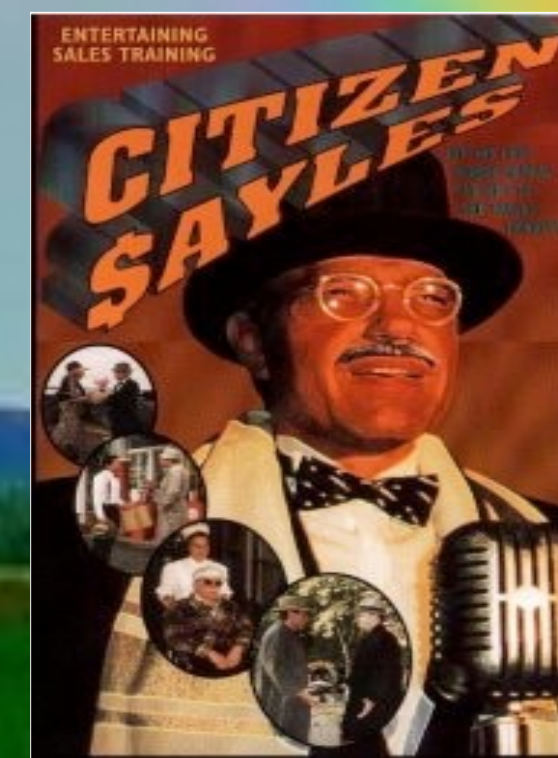
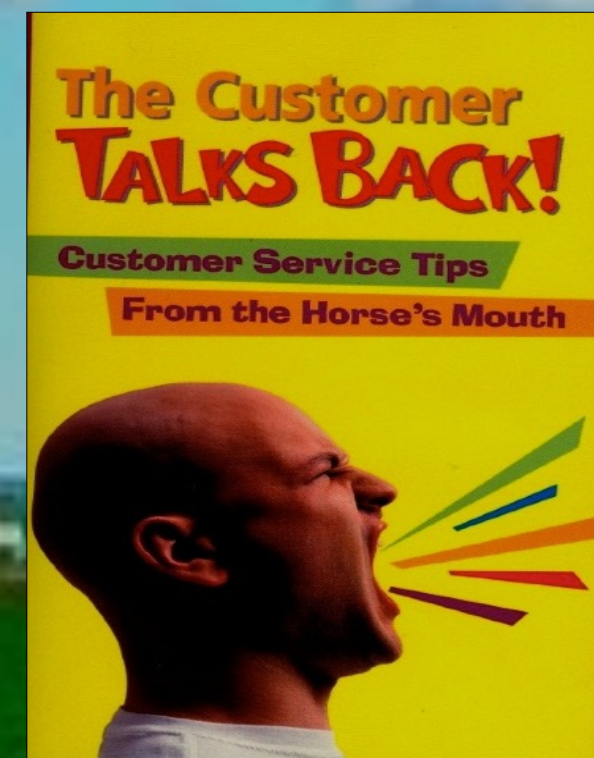
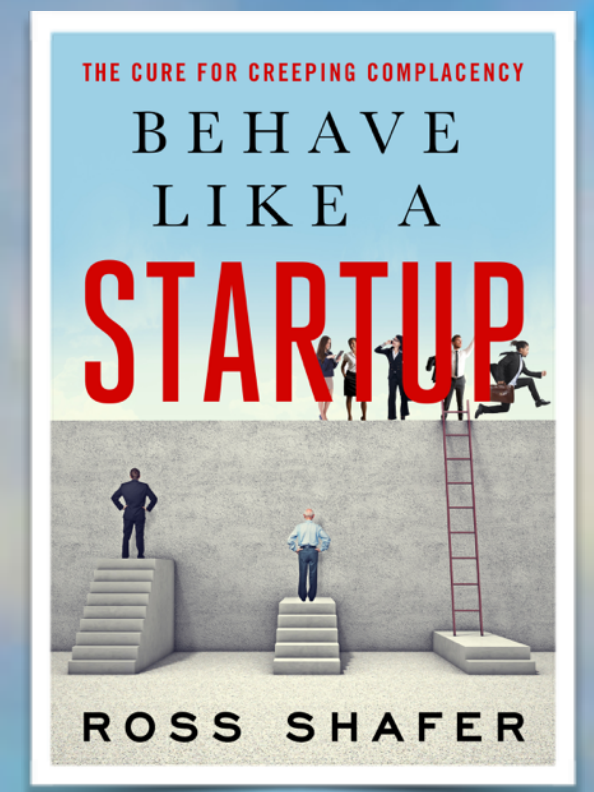
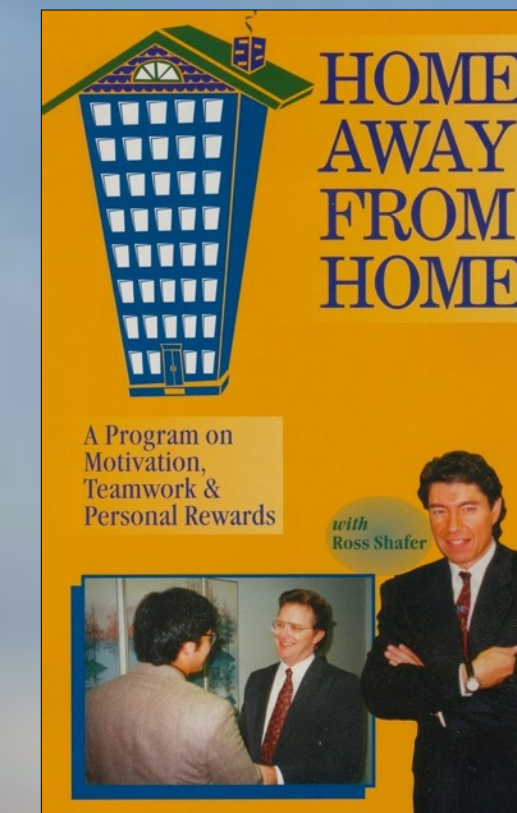
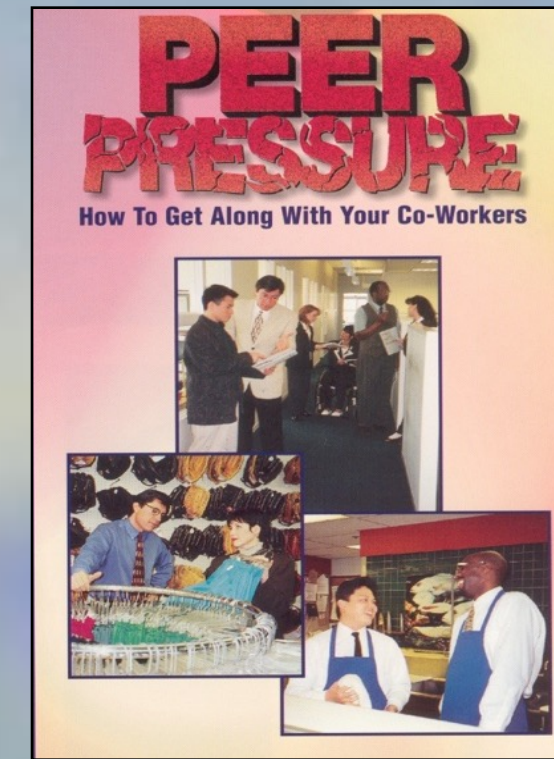
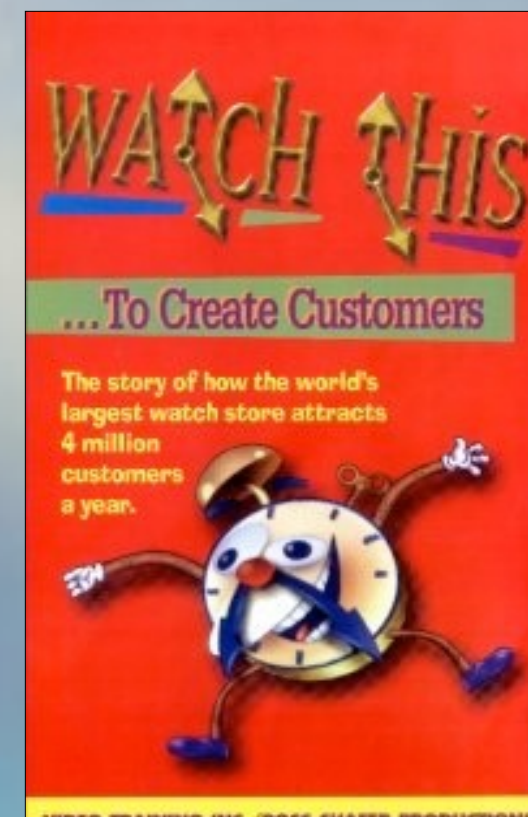
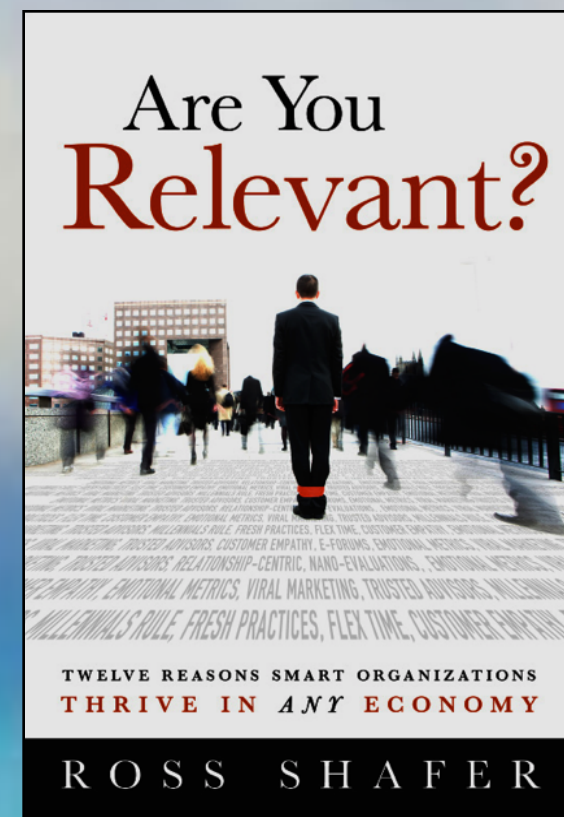
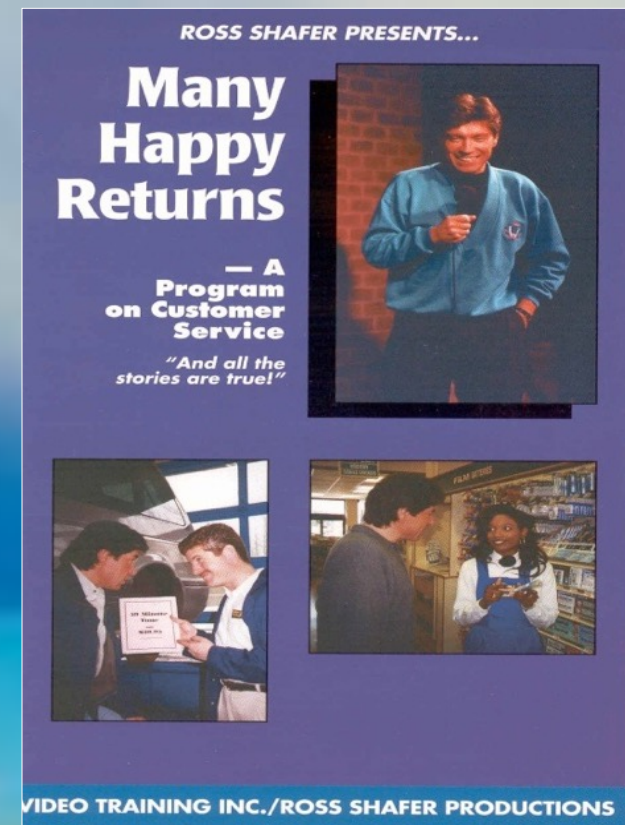
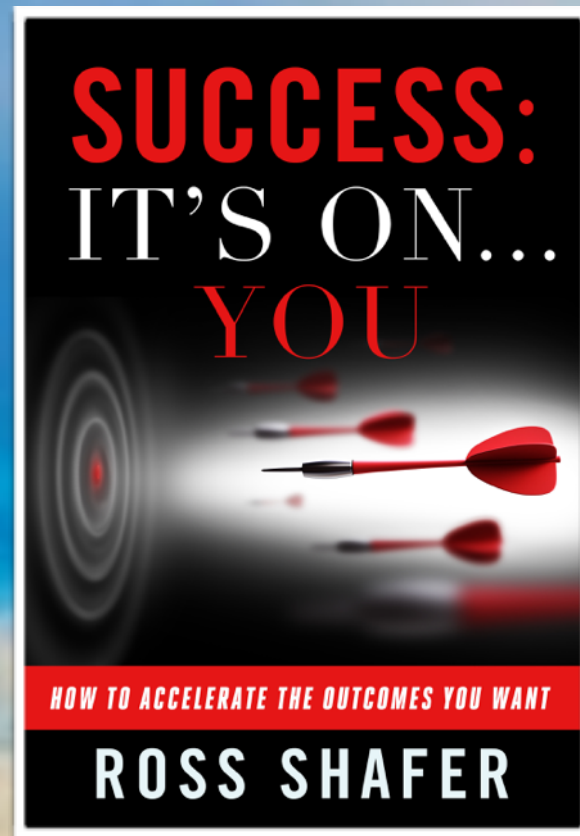
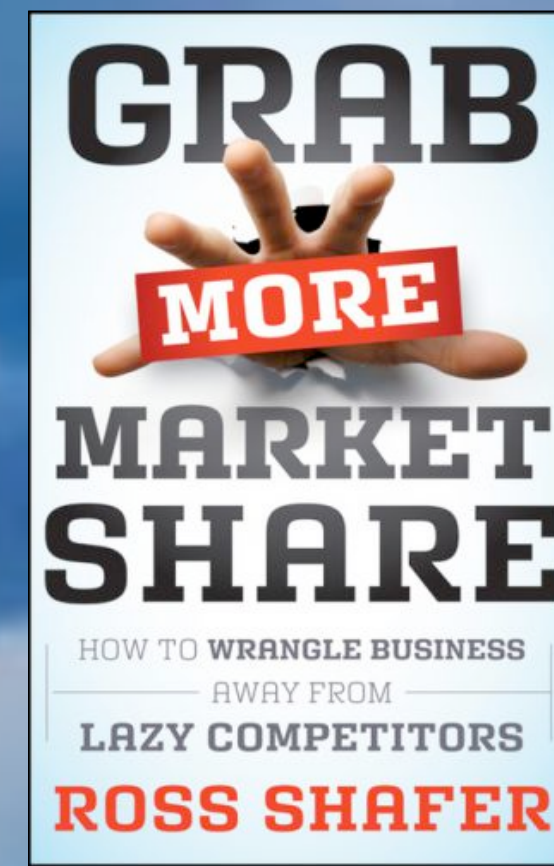
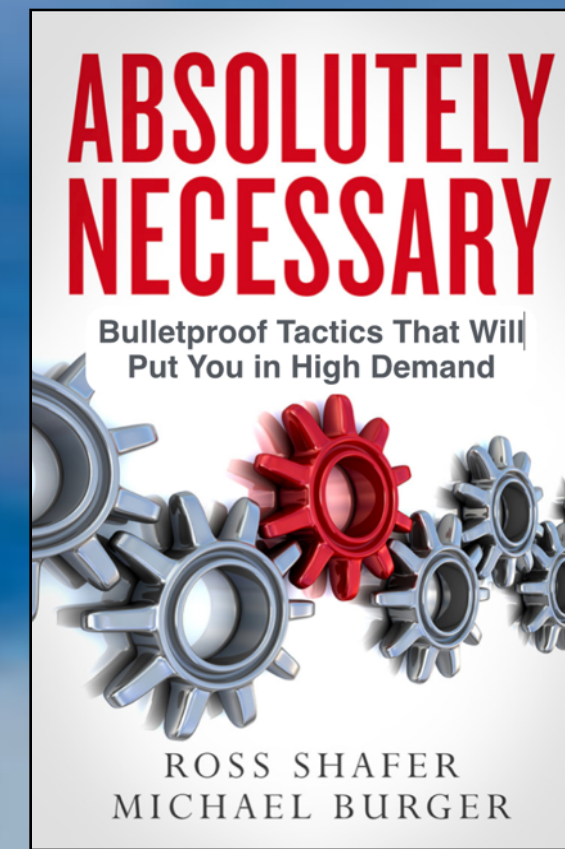
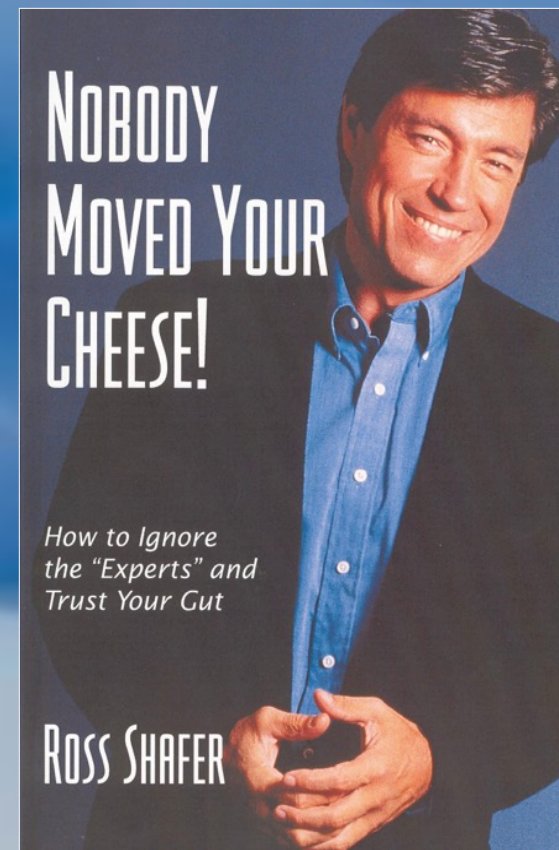
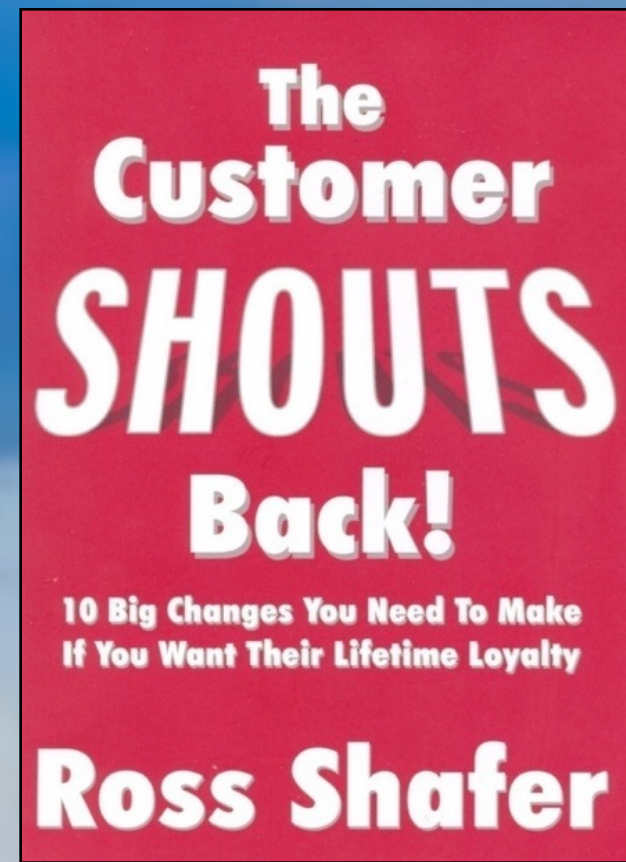
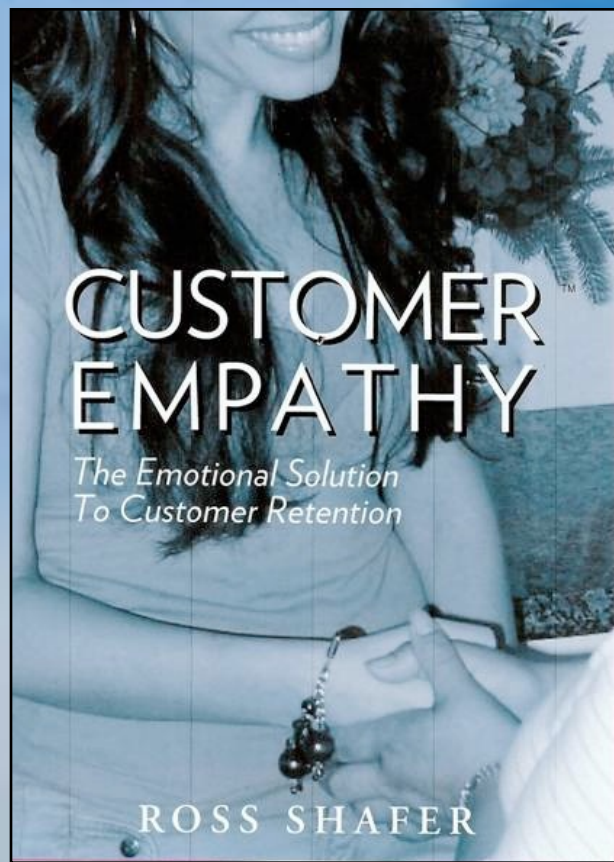
Manufacturing

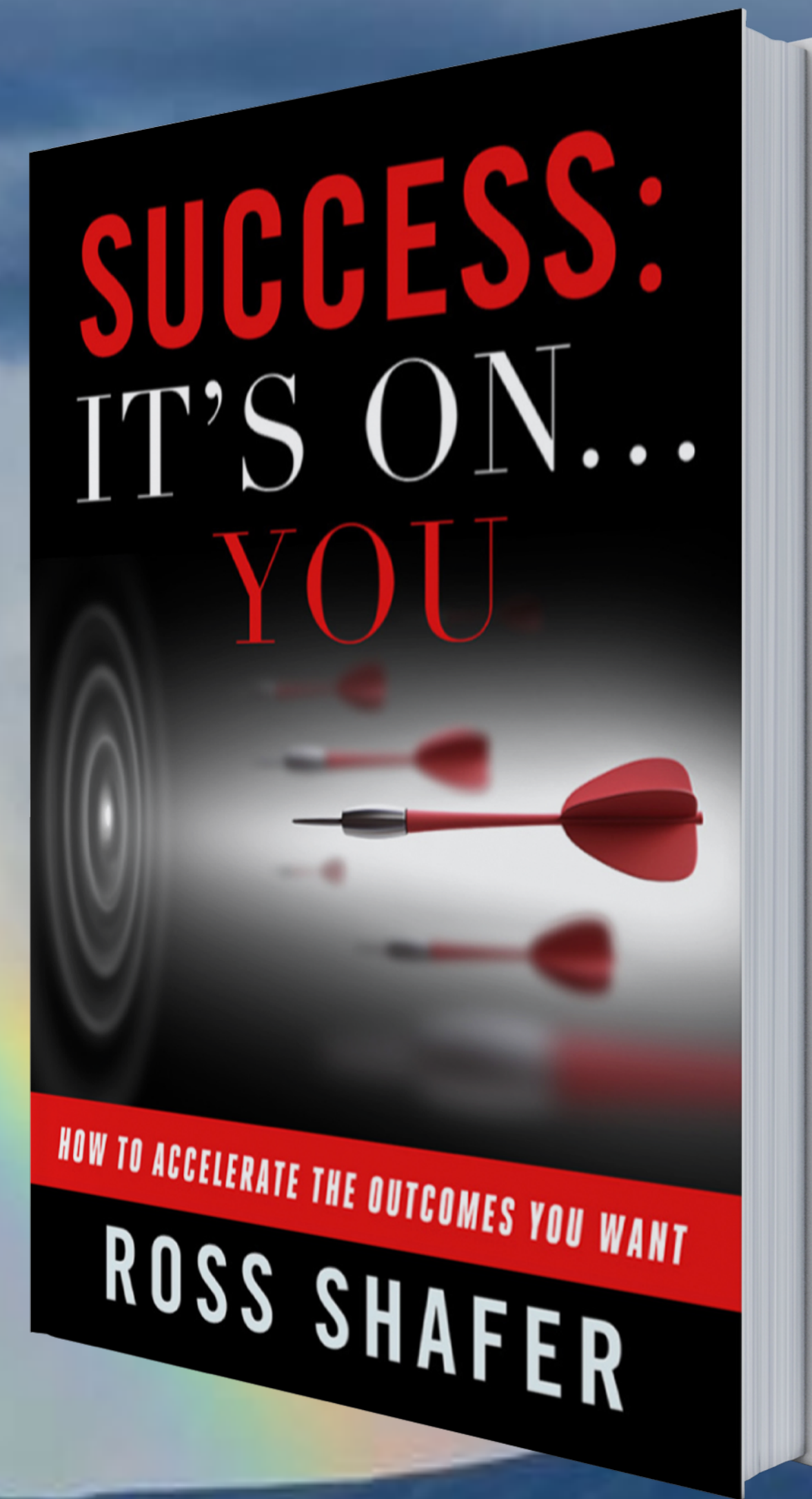
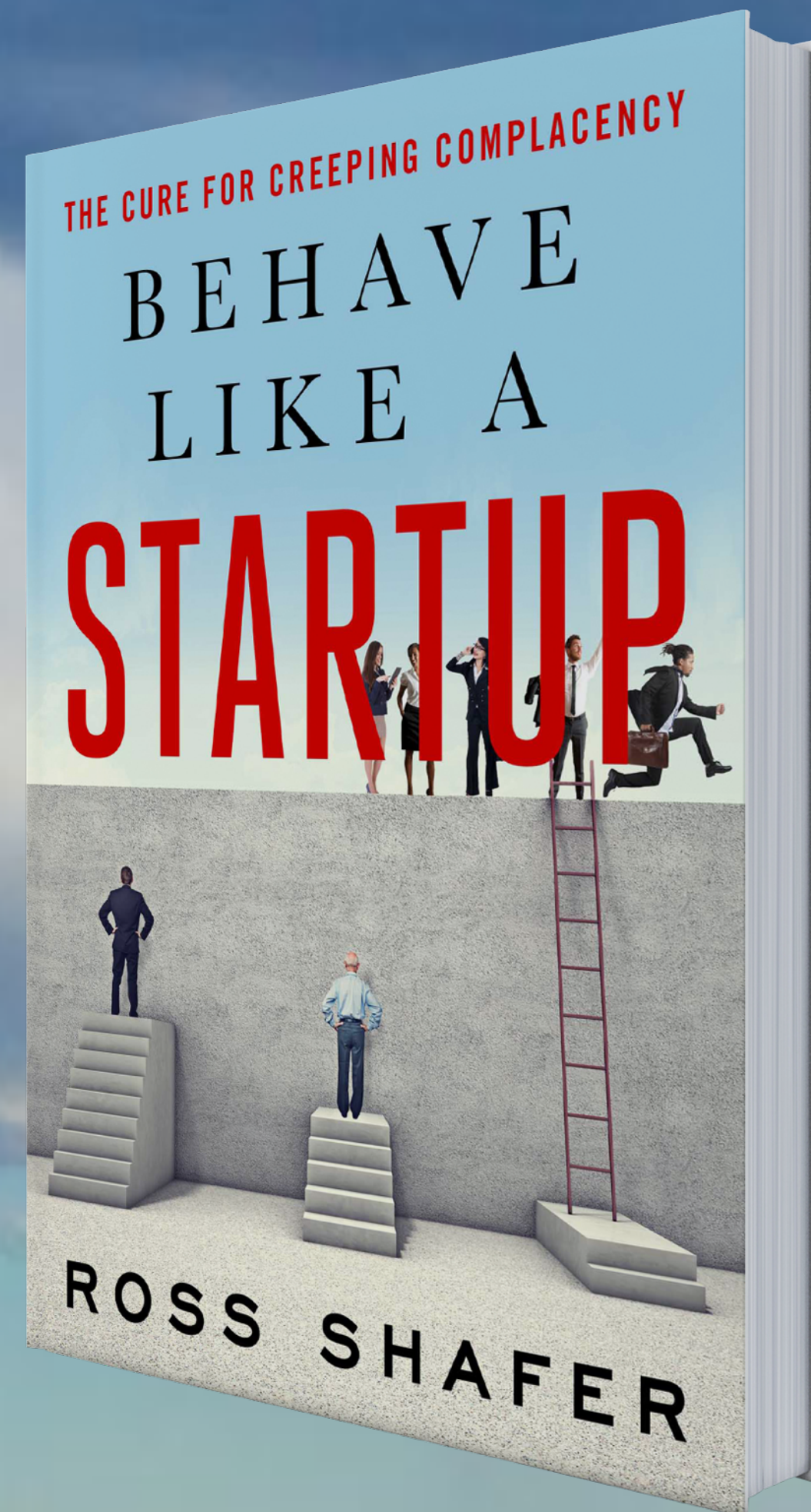
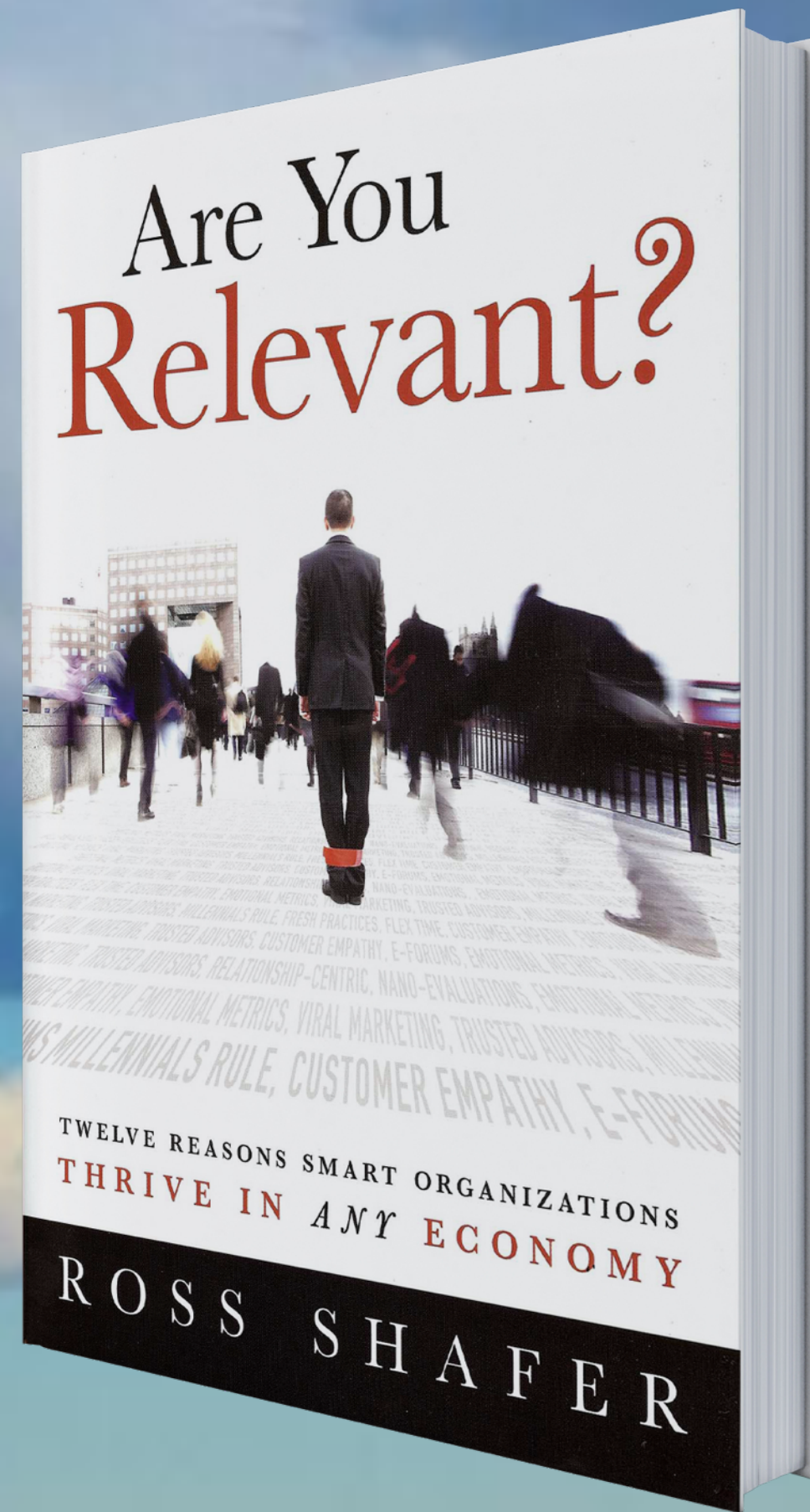


TV & Film Production

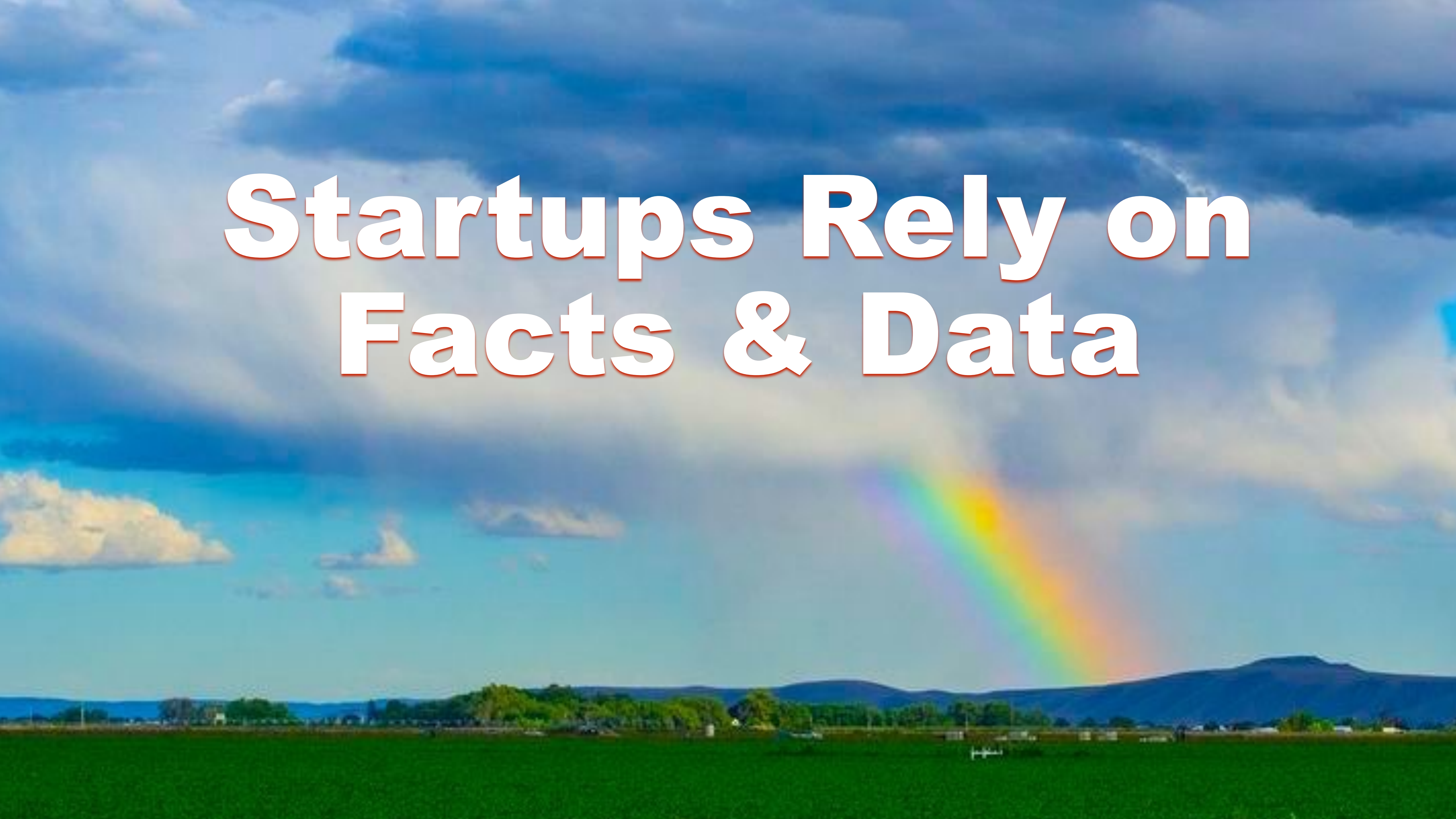








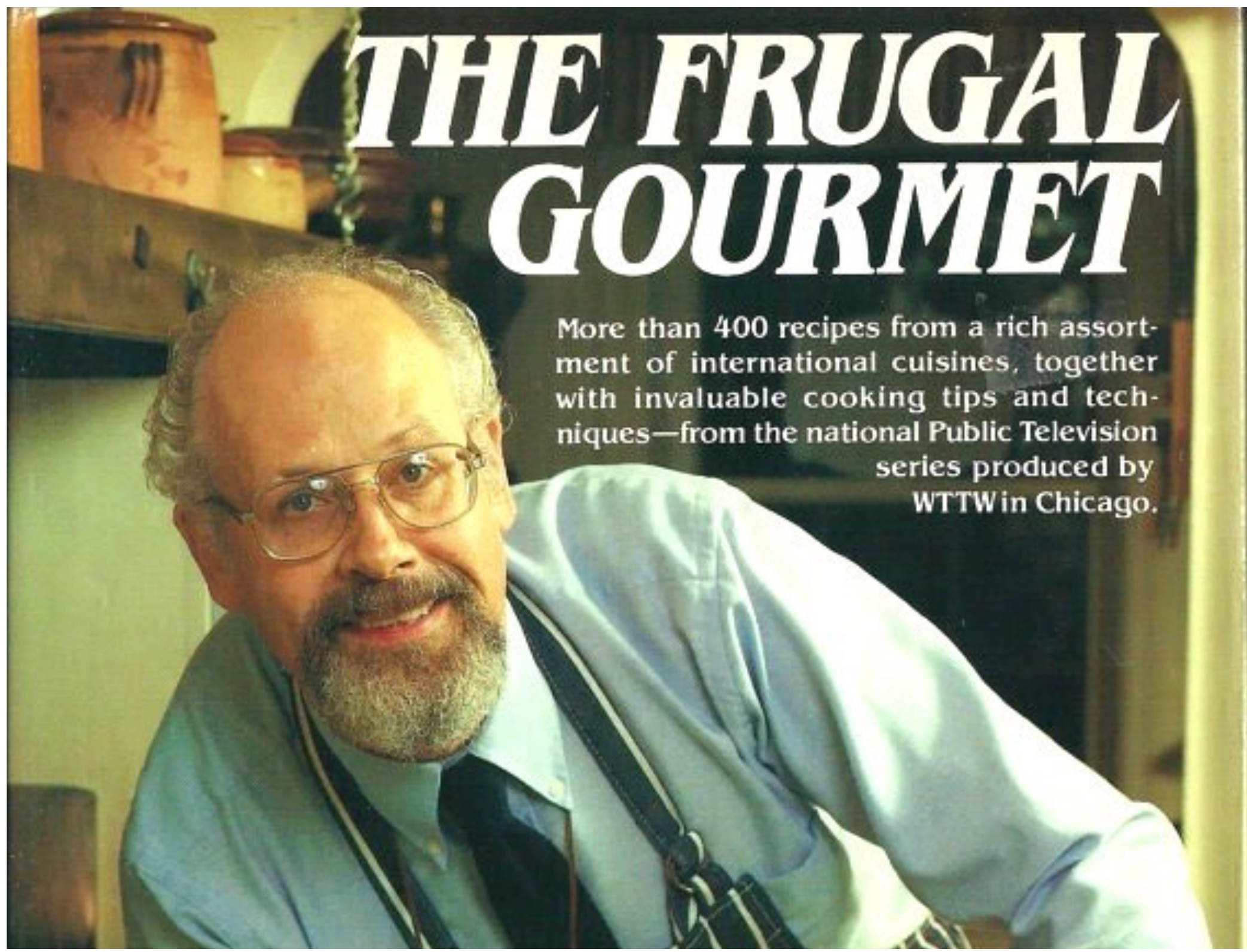
Startups Rely on Facts & Data



The Galloping Gourmet

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

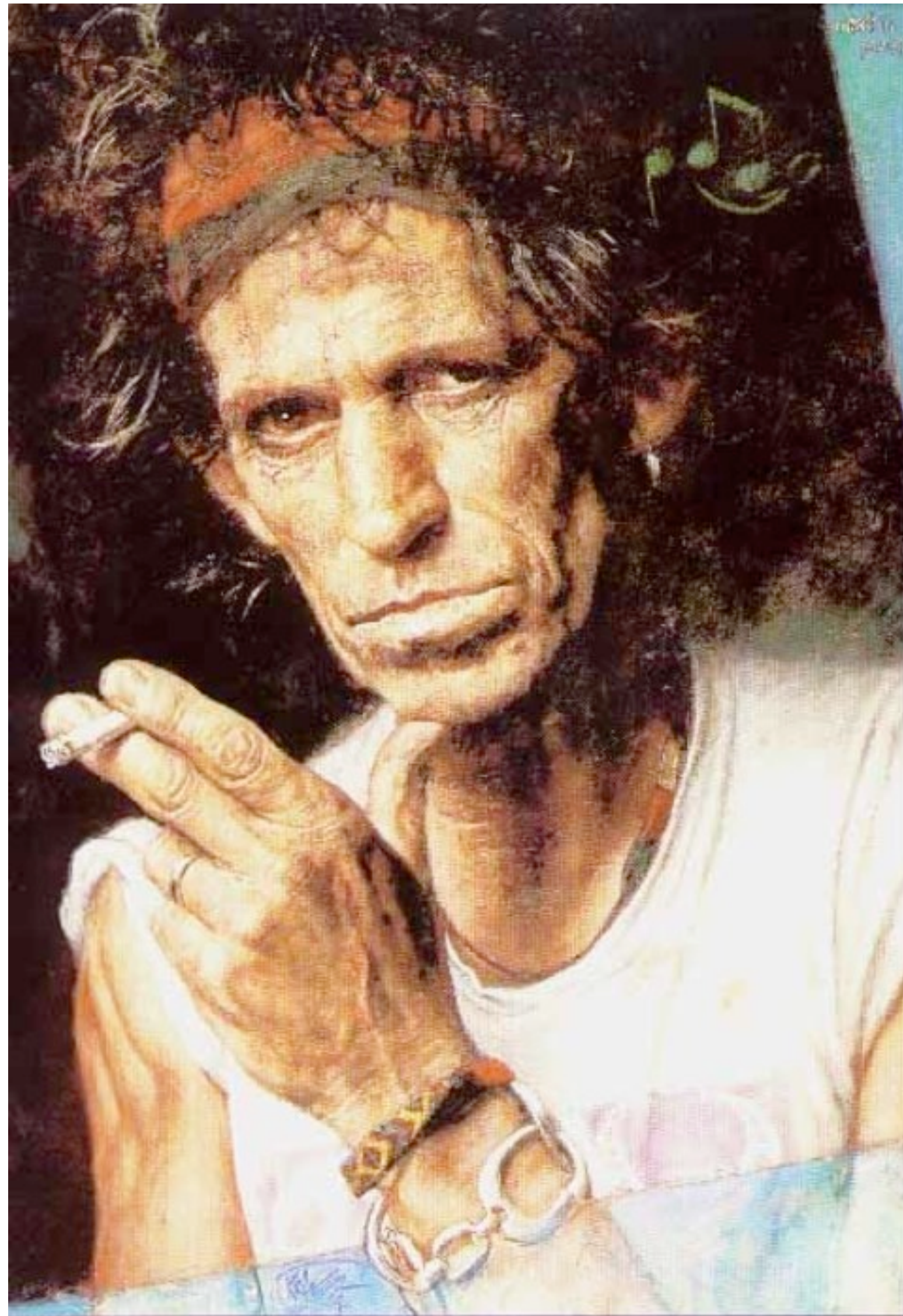
Ross Shafer



A vibrant landscape featuring a bright rainbow arching over a lush green field. In the background, there are rolling hills and mountains under a clear blue sky with scattered white clouds. The overall scene is bright and optimistic.

Startups Aren't Intimidated by the Risks

For insight into what causes
most organizations to fail,
we always consult the
wisdom of a man whose had
50 years of uninterrupted
success...



Keith Richards - Rolling Stones

Startups are Paranoid About Innovation



Hotel Events

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

Events for January 9, 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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[Hours of Operation](#)

[Menus](#)

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[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







Laramar Apartment Homes - 55,000 units

Startups Know How to Sell to Millennials



This is what Millennials Look Like, Today.



ROSS SHAFER'S
RELEVANT LEADERS CLUB



ROSS SHAFER Biz Author/Consultant



CAM MARSTON Generational Insights

500,000 members - Company Valued at \$615 million



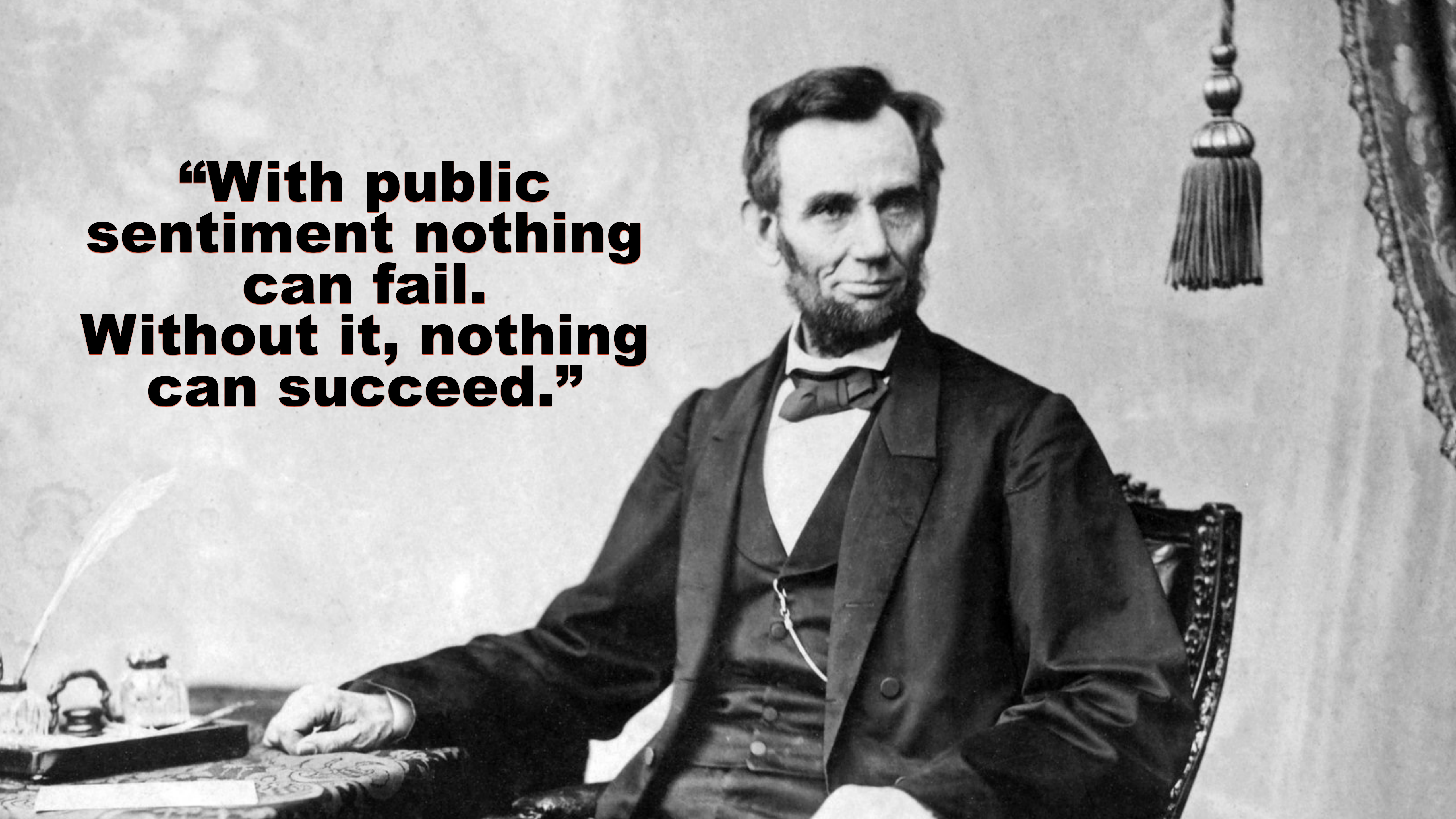
cafe
press™

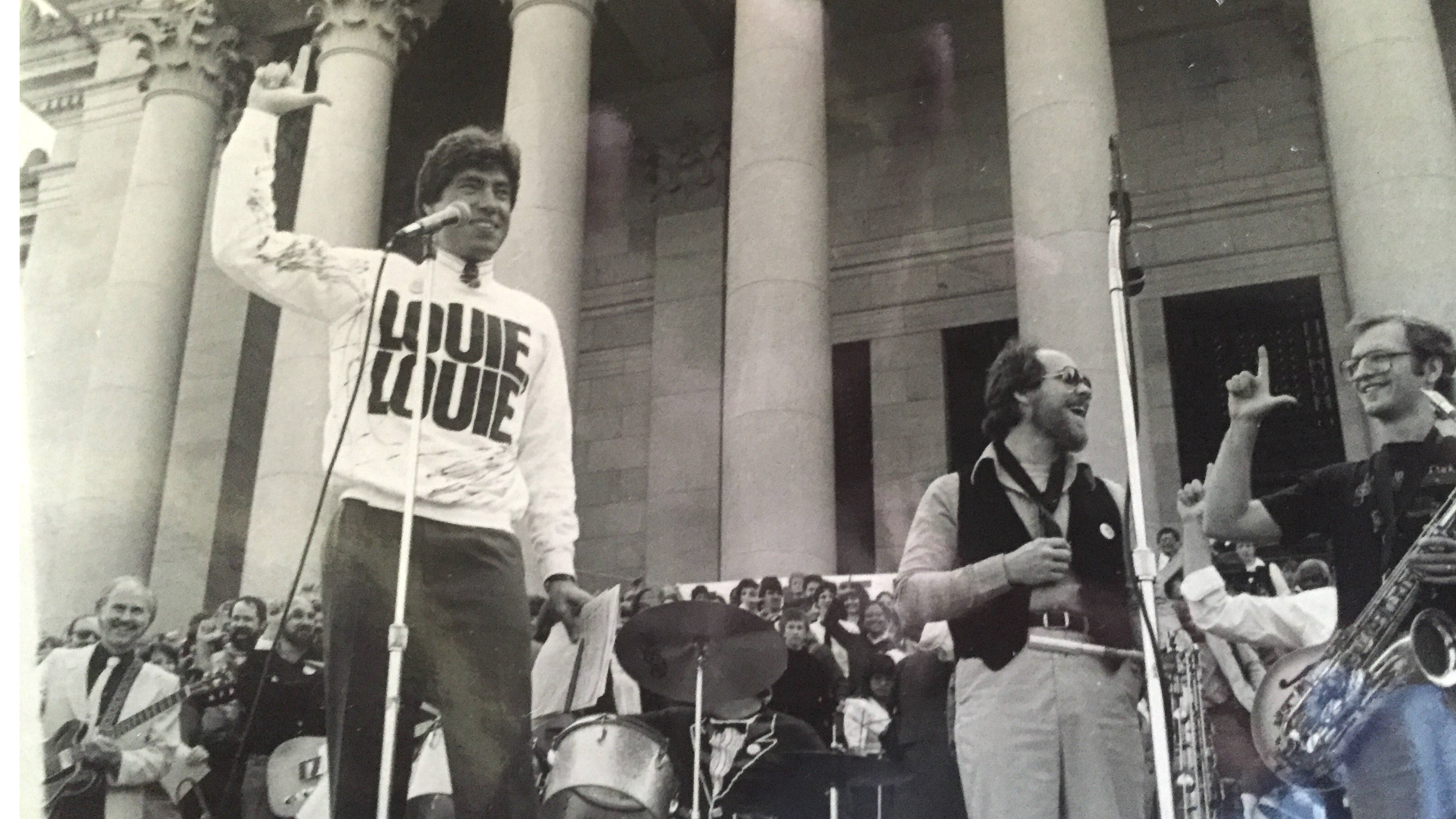


LUSH
FRESH HANDMADE COSMETICS

NIKEiD. INDIVIDUALLY
DESIGNED

**“With public
sentiment nothing
can fail.
Without it, nothing
can succeed.”**





“We don’t sell motorcycles. Instead, we sell...”



**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[®]**



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

A vibrant landscape featuring a bright rainbow arching over a lush green field. The sky is a deep blue with scattered white clouds. In the distance, there are rolling hills and a small town. The overall scene is bright and optimistic.

Startups Obsess about Removing “Customer Friction”

R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION

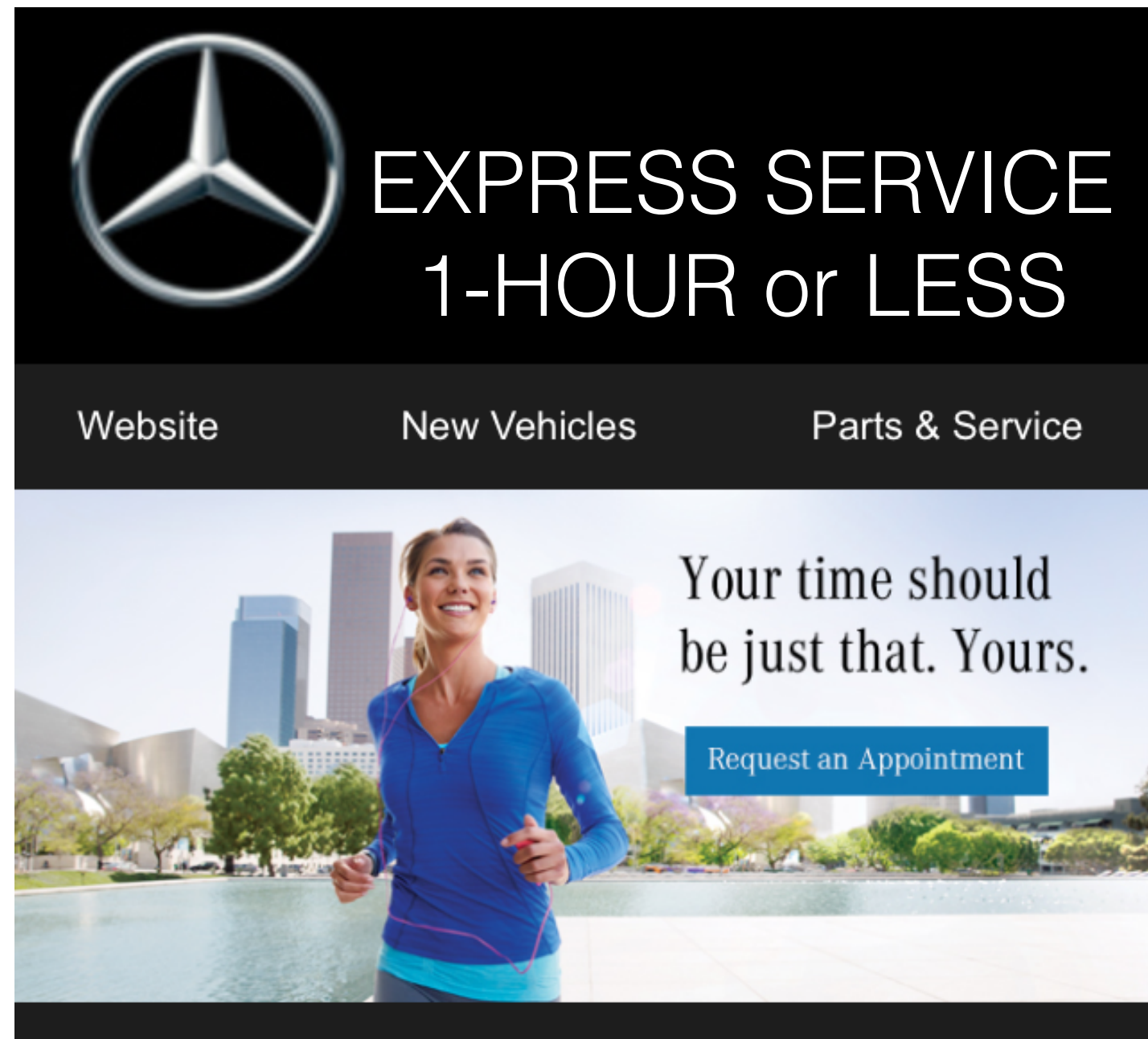



TIME



CRUNCH

SAVE ME TIME. I WANT CONVENIENCE.



 EXPRESS SERVICE
1-HOUR or LESS

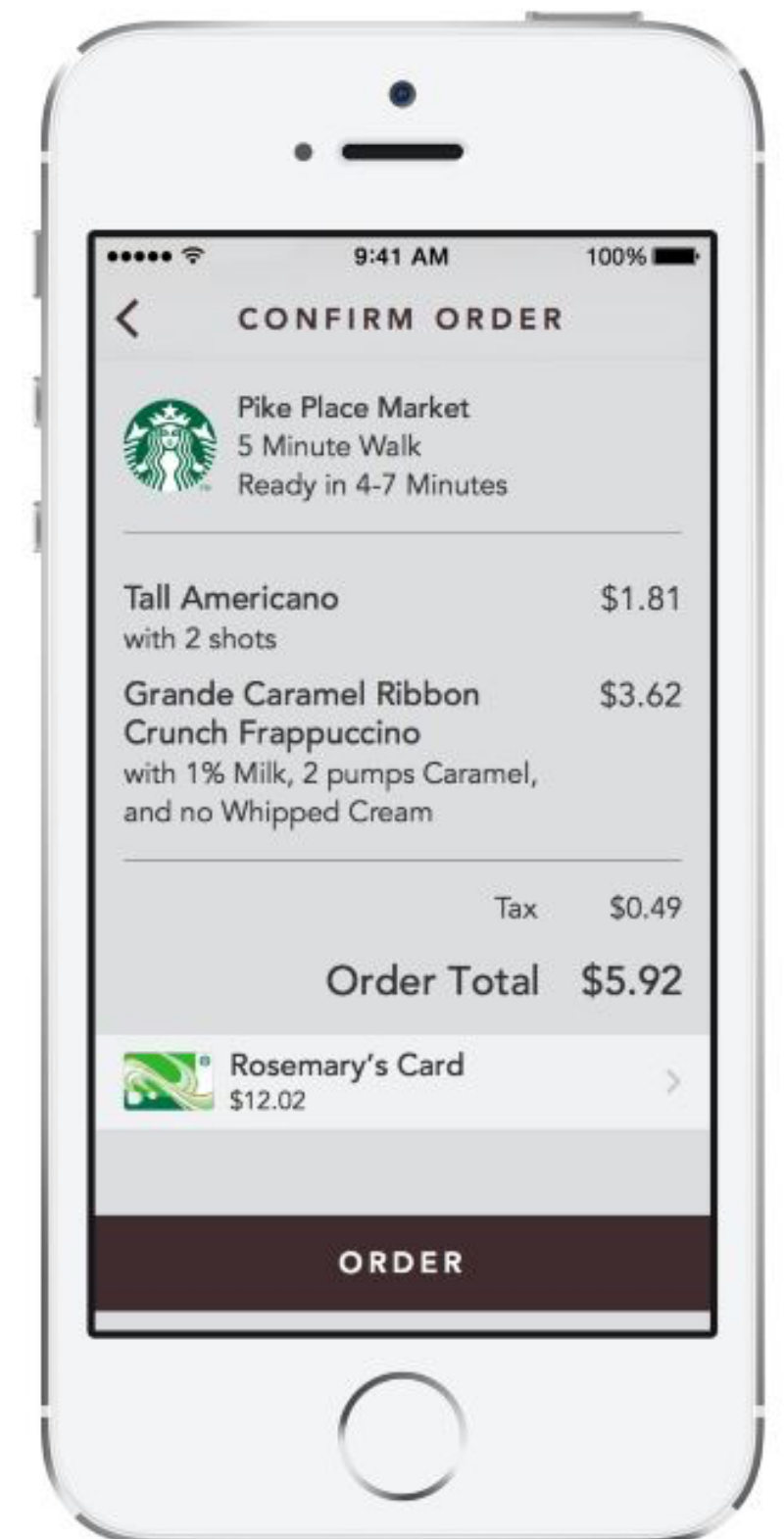
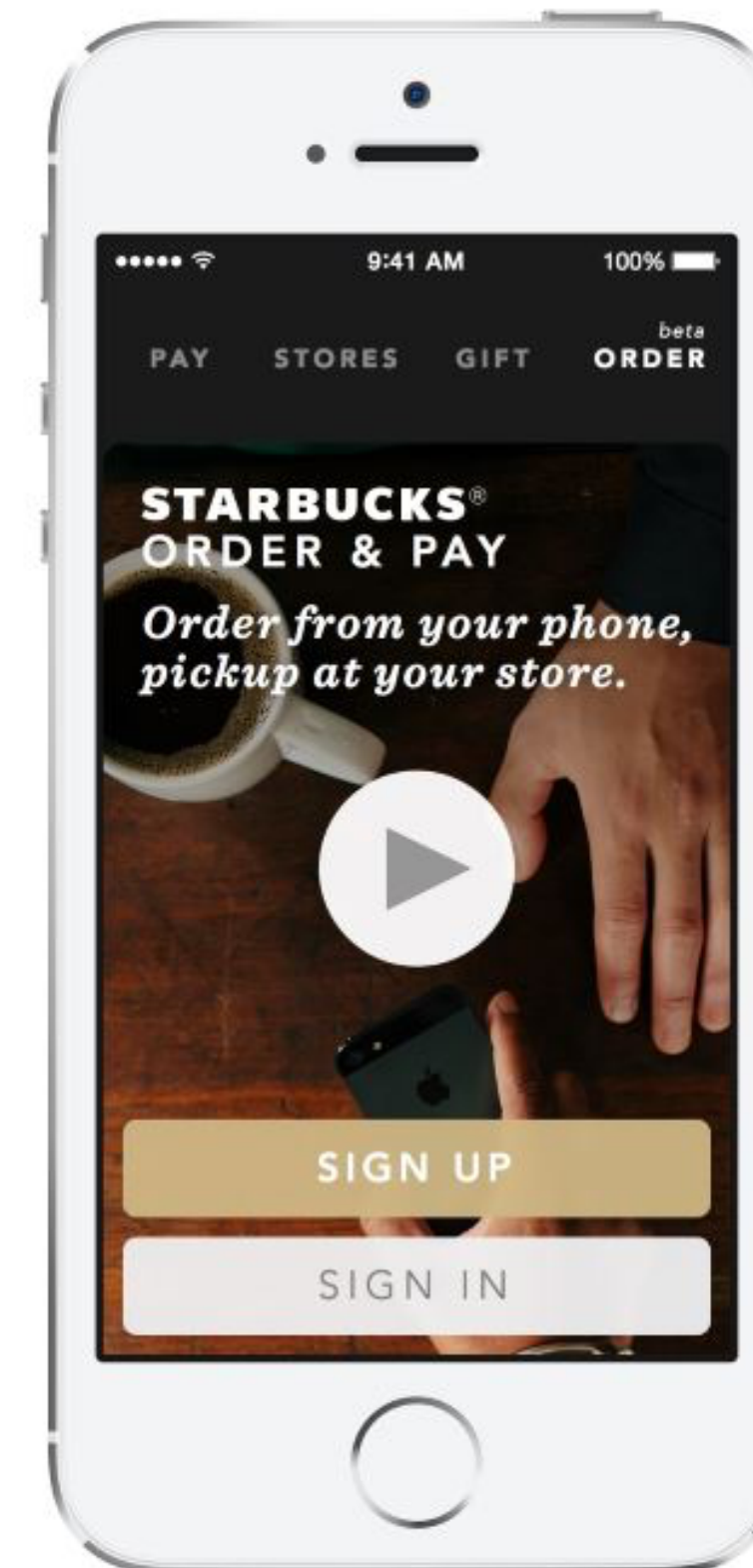
Website New Vehicles Parts & Service

Your time should be just that. Yours.

[Request an Appointment](#)



U B E R



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...



“There is nothing else I can do.”

“You’re asking me to go against our policy”

“Frankly, we didn’t cause this problem.”



erases



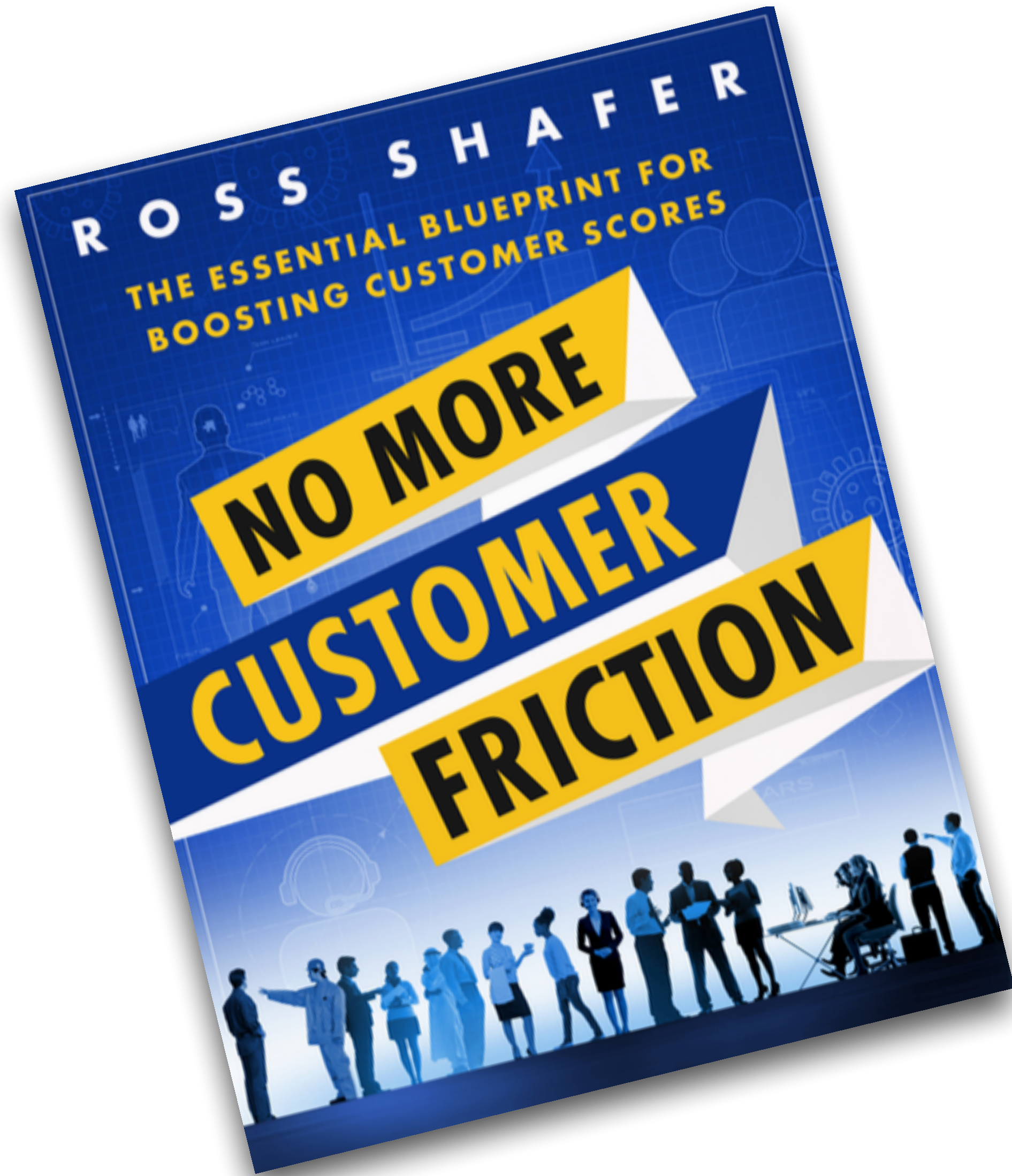
sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



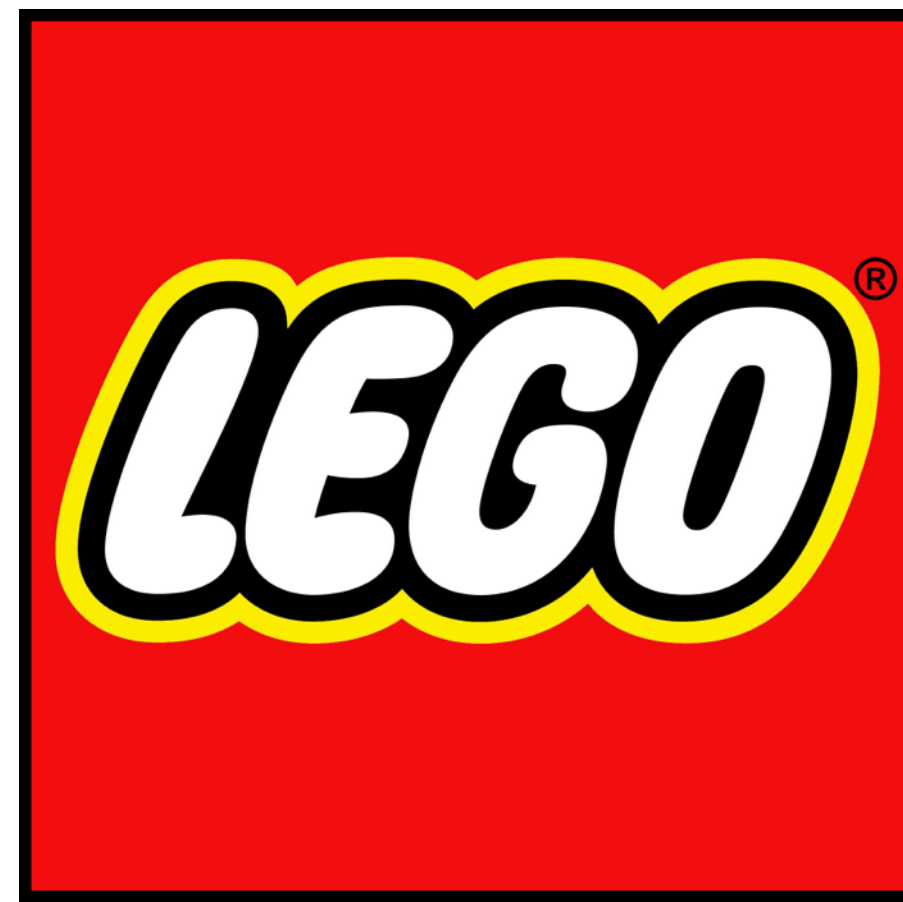
Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.

“EXCUSE ME...?!”





**Does This
System
Work?**



They lost 1,000,000m subscribers in one-quarter. So, they spent \$300M to hire more people and improve ALL processes. Today, billing, call centers, and installation teams are reliably rock-solid. Comcast has the highest sign ups & #1 customer retention stats in their industry.

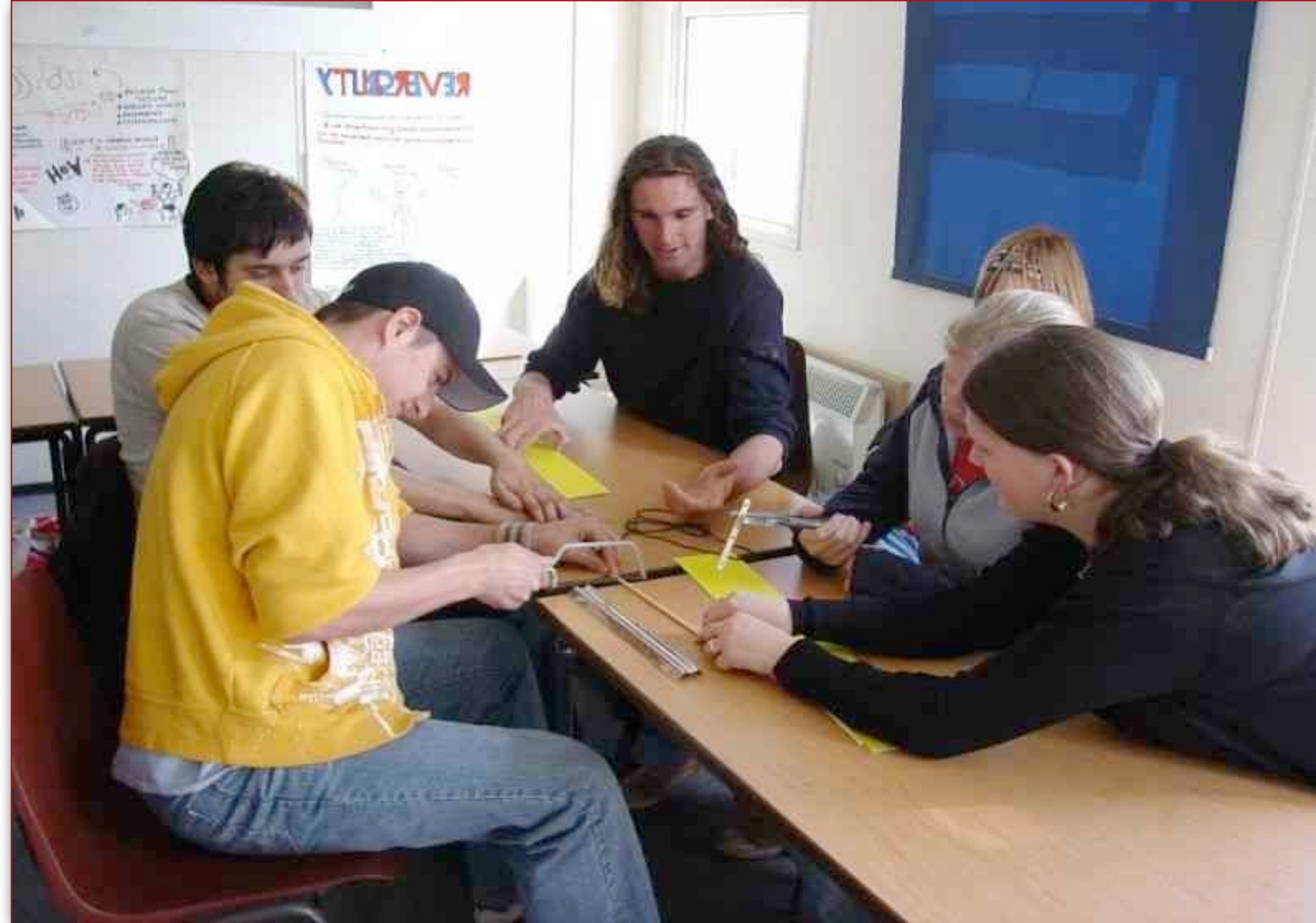
10 yrs ago, customers complained their toys were boring. Lego had to sell products below cost. They hired designers who LOVED the toys & thought they should be tied to movie franchises (Harry Potter, Batman, etc). In the last two years, Lego has become the largest toy company in the world.

This company was *Last Place* in their industry. I coached the *No More Friction system* to Linemen, Call Centers, & Engineers - during 22 sessions in 10 cities. We attacked customer complaints and empowered on-the-spot fixes. Within 90 days, we raised their J.D. Power scores 21 Points...#1 in their industry.

A vibrant landscape featuring a bright rainbow arching over a lush green field. The sky is a deep blue with scattered white clouds. In the distance, there are rolling hills and a small town. The overall scene is bright and colorful, suggesting a clear, sunny day.

**Don't Hire Self-
Absorbed People
to Execute Other-
Centered Behaviors**





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



POST MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

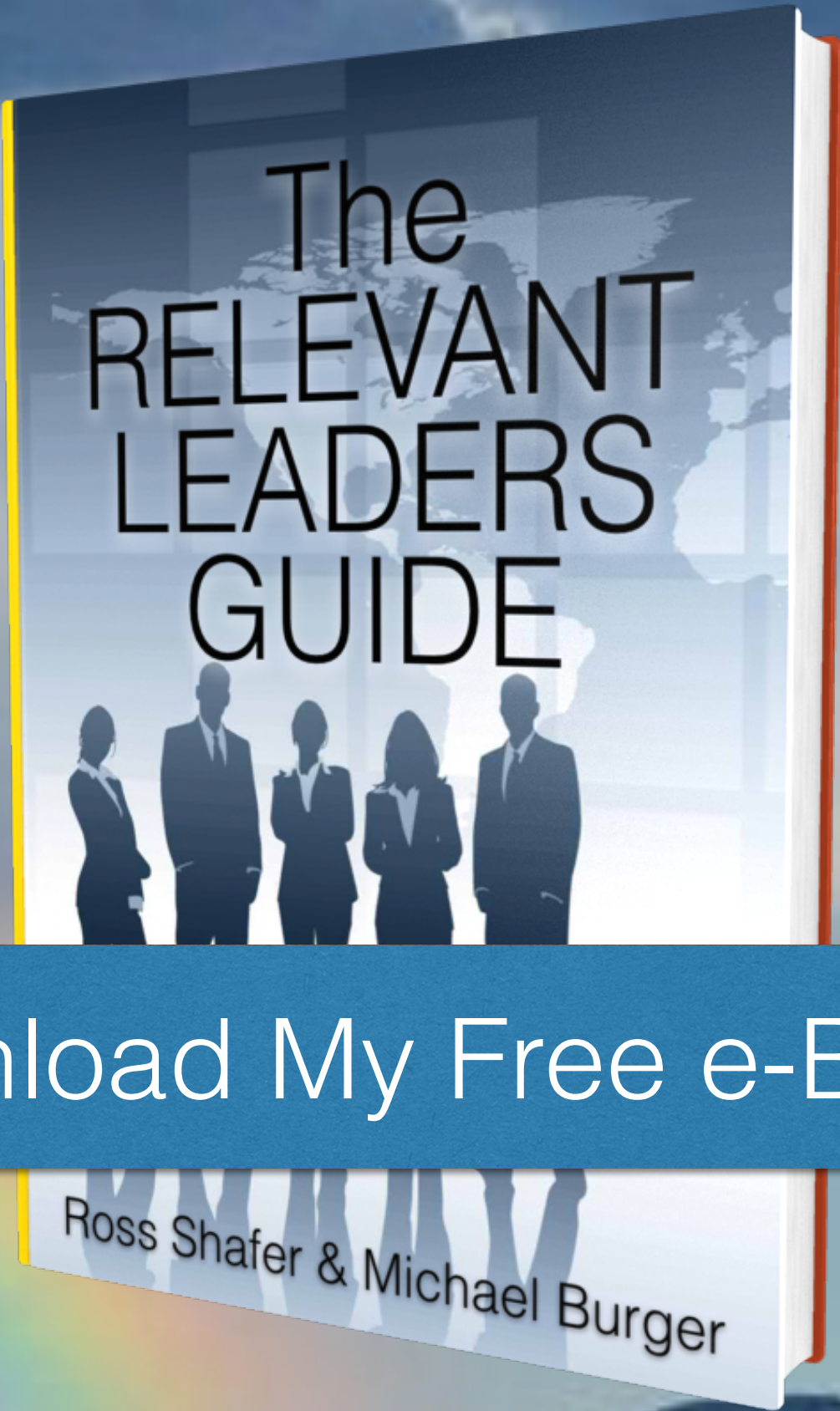
Relevant Leaders Club Download All

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...

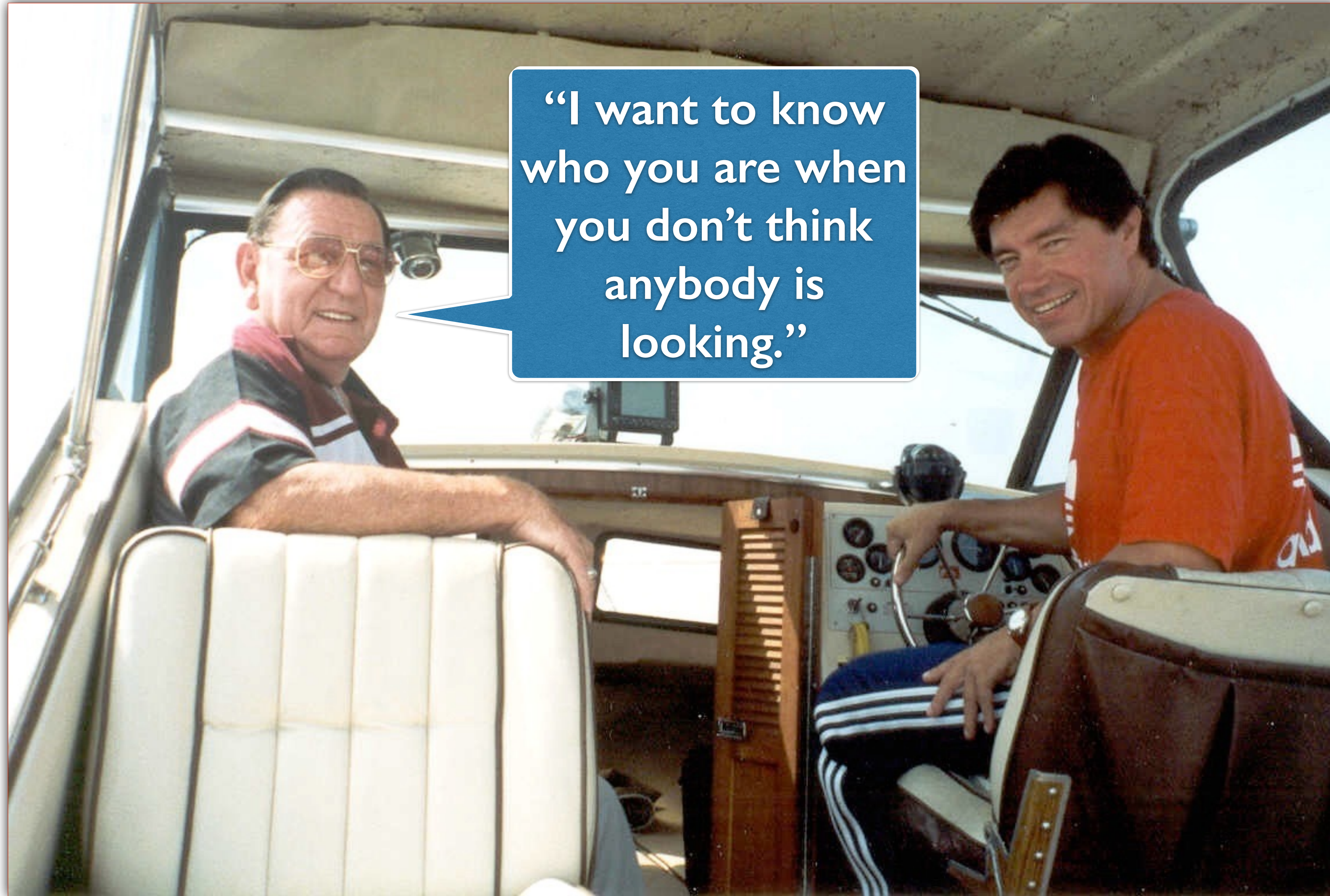
- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
by Ross Shafer
4 days ago • 24 views
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross 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...
- 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...
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...
by Ross Shafer
1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog

Download My Free e-Book



Contact: Andrea@NoMoreBoringMeetings.com



Chuck Shafer 1927-2001



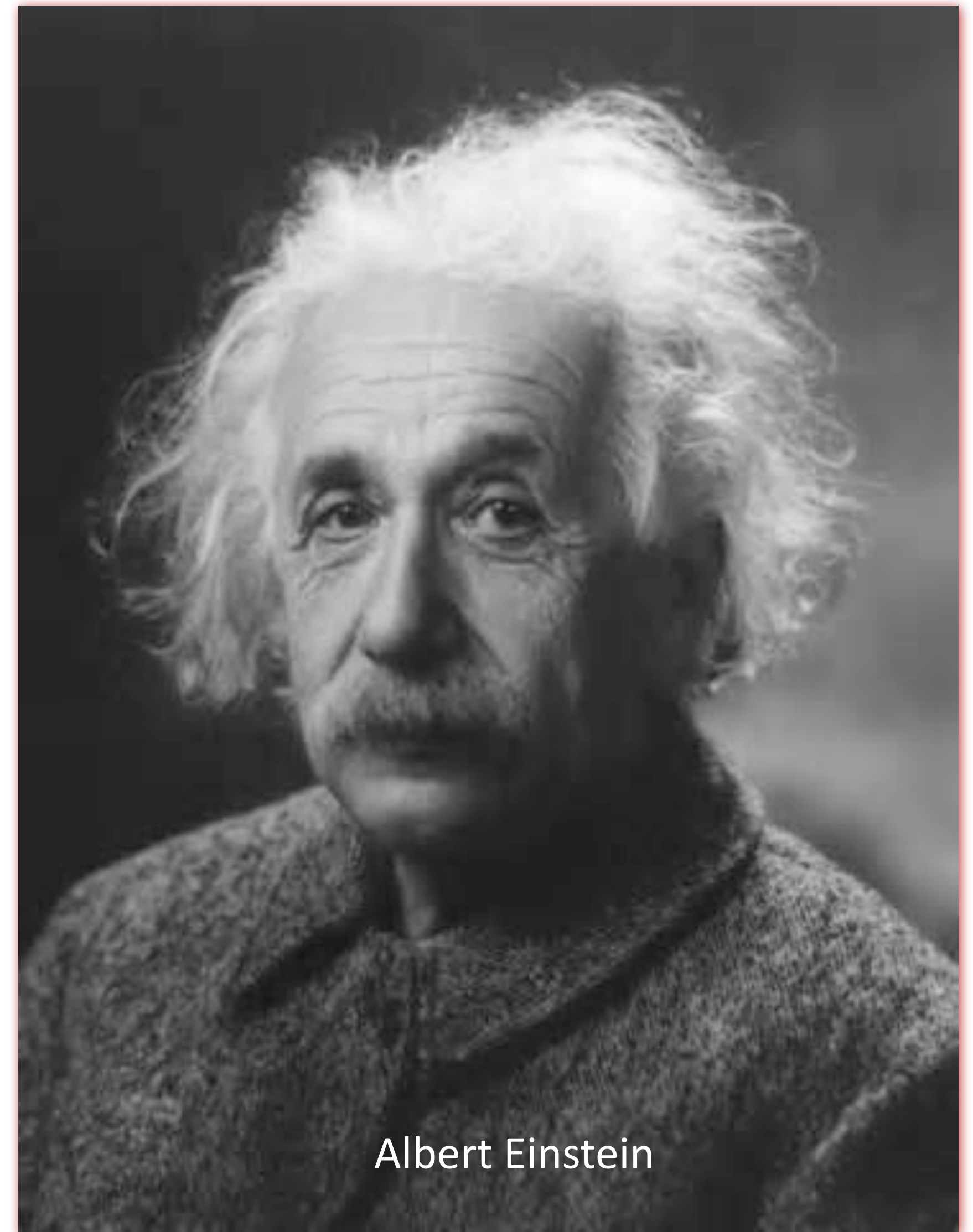
Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer



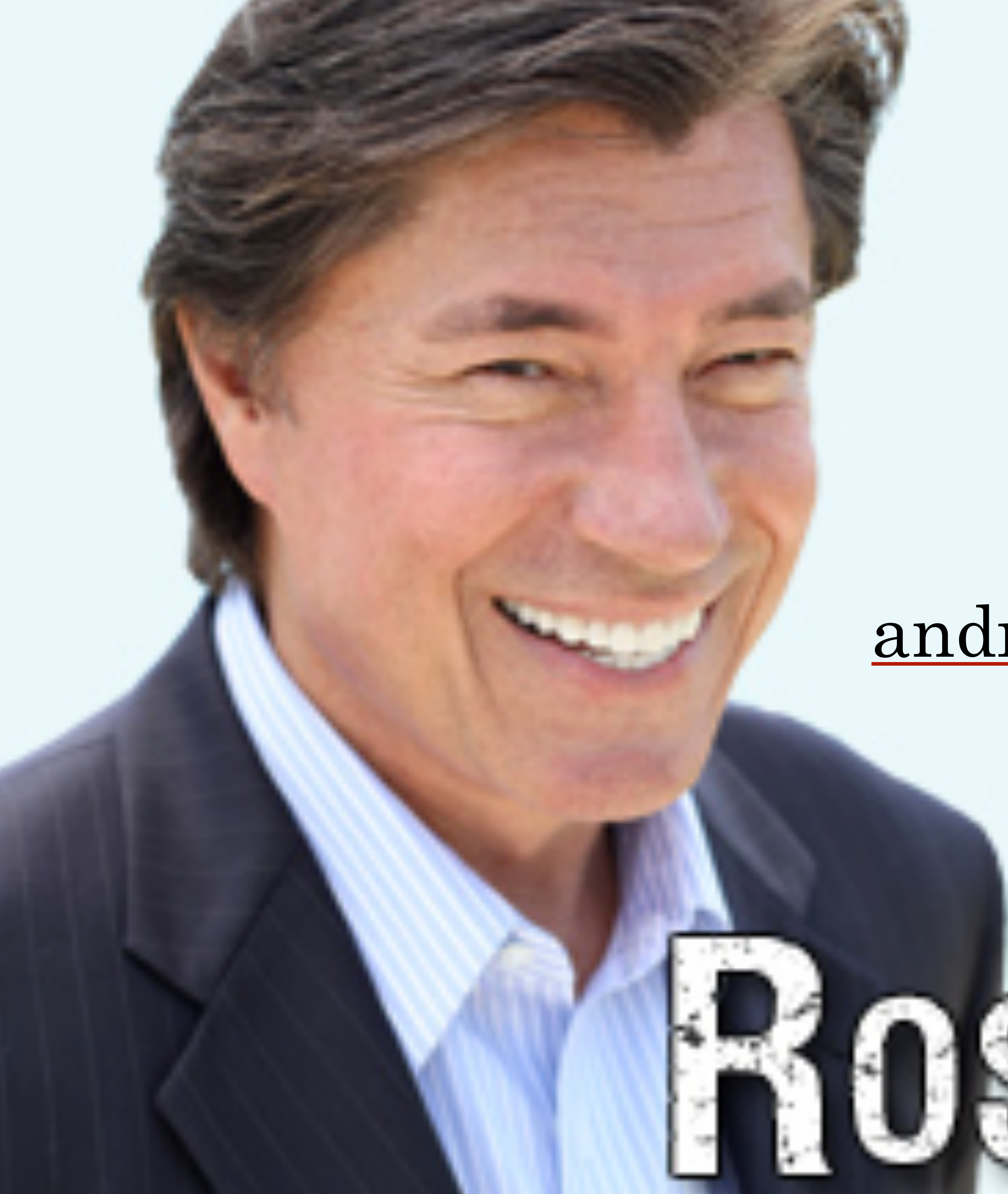
Daddy/Daughter date
10th birthday!

Ongoing Encouragement

**“The world’s
greatest
achievements
were
accomplished
by tired,
discouraged
people who just
kept on working.”**



Albert Einstein



If you would like Ross to
create a custom program for
your organization...

CONTACT:

andrea@NoMoreBoringMeetings.com

206-783-MEET

ROSS SHAFER