

Creating *Absolutely Necessary* Teams

This is a professional development program that will inspire your team members and associates to operate at peak performance. Ross Shafer will show your attendees how to remain innovative, responsible, and encouraging to others.

How to Integrate the New “Gig” Workforce

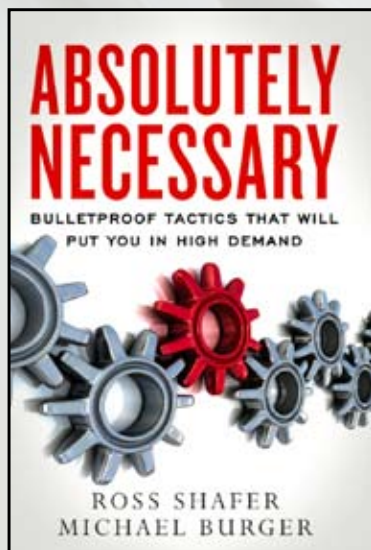
As you know, 53 million Americans are now independent contractors, part timers, at-home workers, freelancers, consultants, or specific talent “gig” workers who bounce from project to project. While this exploding workforce controls labor costs by not offering healthcare, paid vacations, 401k’s or maternity care, the “gig” workforce still has to perform at peak levels and deliver on your brand promise. Ross will clarify the tactics necessary to motivate, establish expectations, and integrate your existing team members with your freelance staffers.

Attitude of Accountability

Even hardworking, eager-to-please team members can get frustrated by factors they believe are out of their control. Leaders have heard, “I could win this business if I had more resources or more time...” Ross insists that blame and excuses have no place in a top tier organization. Rather, team members must learn how to win with the resources they DO have. Ross’s case studies will encourage team members to make the most of what they CAN control - and how an attitude of accountability spreads like wildfire throughout a company culture.

How to Prevent Complacency & Stay Creative Under Pressure

Ross proves that team members become most valuable when they can manage stress, remain productive, and fend off complacency. Poor stress management can disrupt our ability to consider new ideas. Worse, complacency can cause us to default to what we know; which is likely to be counter-competitive. Ross can show your team how to: (A) Tackle multiple demands with composure (B) Find innovations in the most unlikely places and (C) Locate competitors that are hiding in their blind spots.



Consider The R.O.I. of Everything

Ross can coach your team members how to discern between good decisions and bad risks. Every employee or associate will become more valuable when they can innovate a fresh process, a product, or a service that either makes money or reduces costs. By Example: We have all seen football coaches make play-calling decisions based upon known parameters, new circumstances, and predictable outcomes, i.e., “*In 3rd and 8 yard situations, on the 9 yard line, we have scored touchdowns 79% of the time with THIS play.*” Ross will help inspire your teams to use a “decision discipline” for better R.O.I.

Celebrate Each Other’s Talents

Teams work better together when there is mutual respect and admiration among the members. The attitude of “Championing Others” comes from genuinely caring about team success over individual agendas. By Example: Ross Shafer’s TV production teams earned 36 Emmy® Awards by celebrating each other’s skills. In fact, Ross coined the name, *Bill Nye The Science Guy*®, and then provided a platform for Bill to exploit his unique talents. The result was a huge career for Bill and higher ratings for Ross’s TV show.