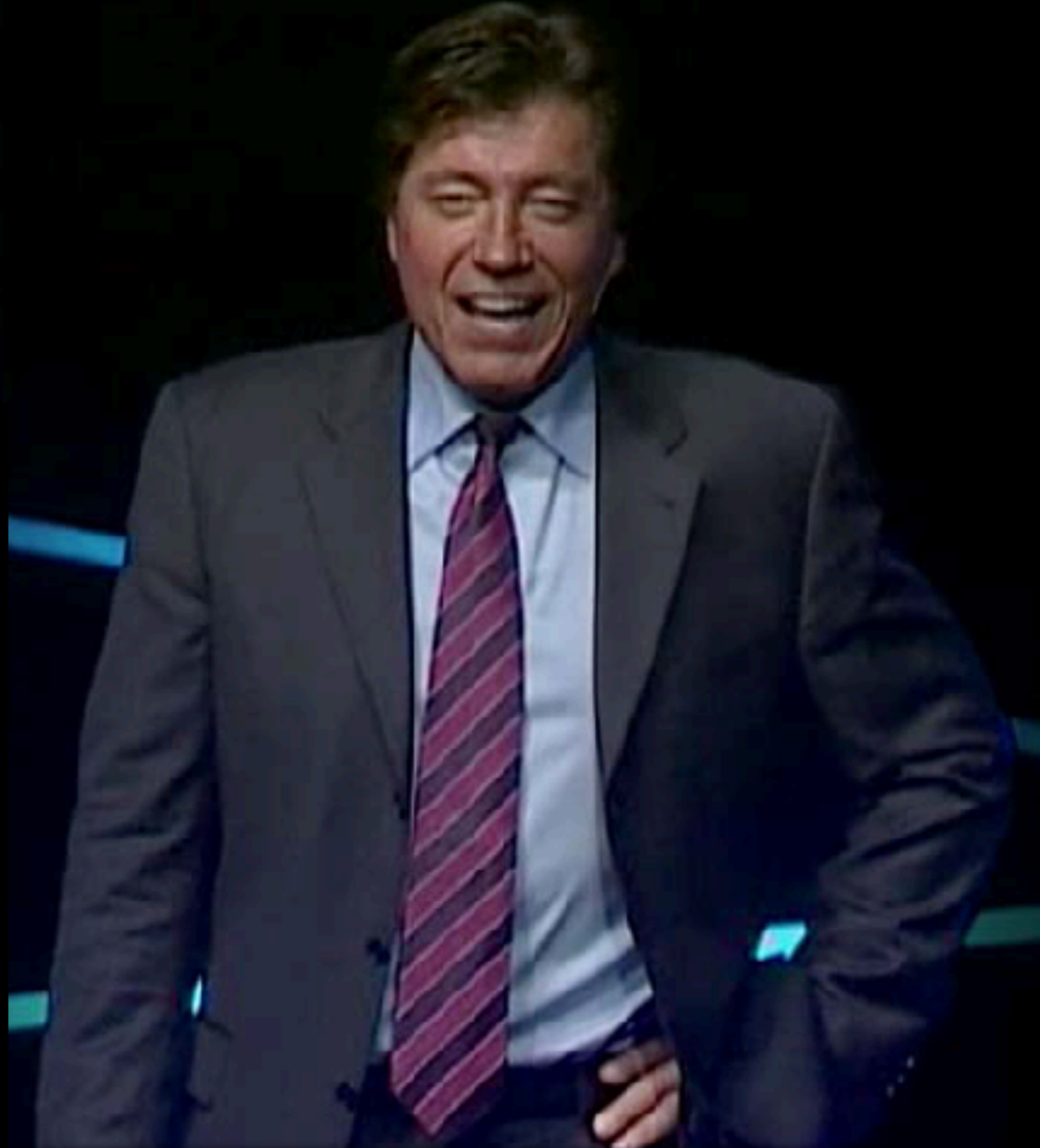


ROSS SHAFER



"Finally a motivational speaker...without the speech. Ross Shafer is one of the funniest guys I know."

- Jay Leno



- * KEYNOTE SPEAKER
- * BESTSELLING AUTHOR
- * TV EMMY WINNER
- * NSA HALL OF FAME

[CLICK TO SEE VIDEOS](#)

KEEPING LEADERS & TEAMS RELEVANT

- * Boost Customer Engagement Scores
- * Harvest Innovative Ideas
- * Sales Storytelling
- * Branding that Goes Viral
- * Curing Complacency
- * Motivating your Teams
- * Finding Competitors in your Blind Spots

THE CROWD EXPERIENCE



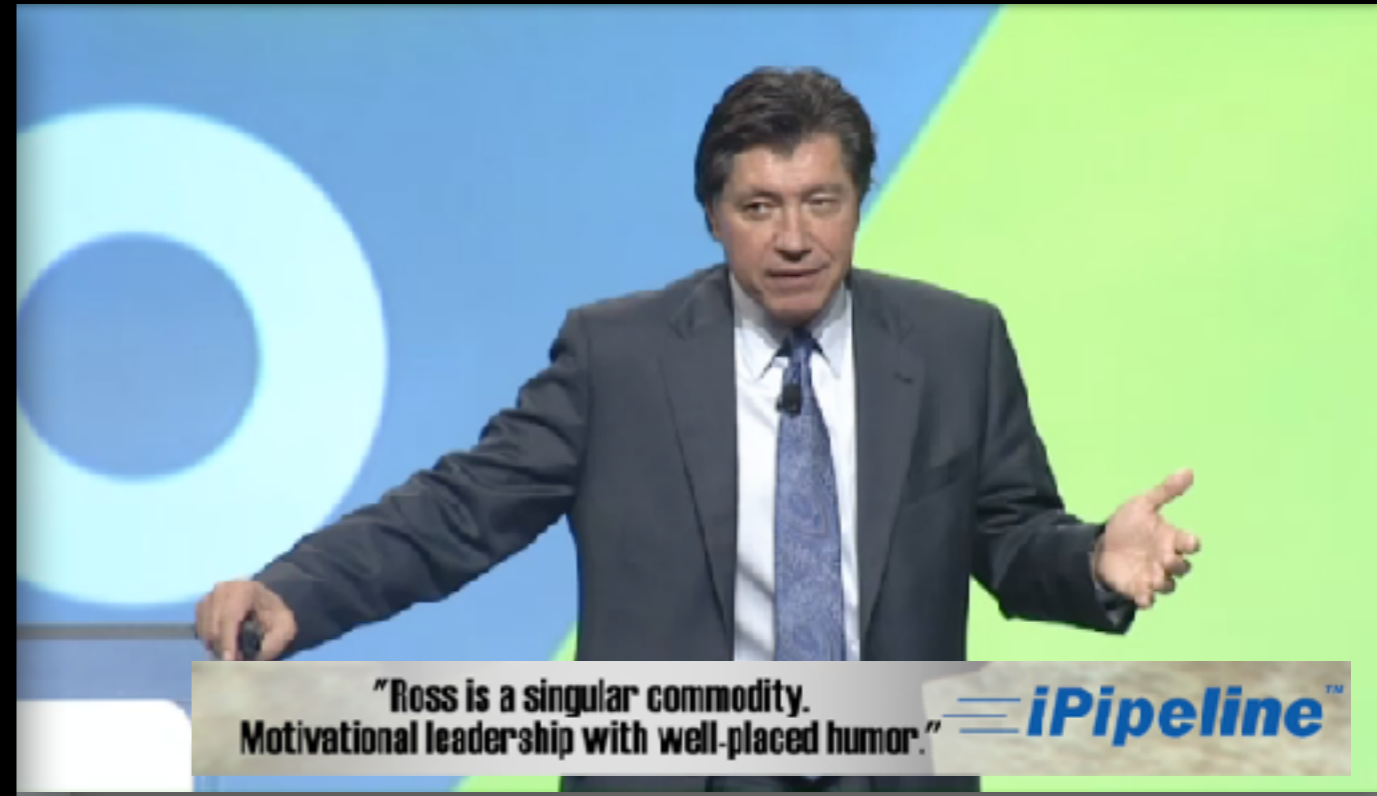
ROSS IS ALWAYS FUN & ENERGIZING



THE CLIENT EXPERIENCE



"Brilliant!" Even our CEO said, "Ross had the right message for the times we're in."



"Ross is a singular commodity. Motivational leadership with well-placed humor."



CONTENT IS HIGHLY CUSTOMIZED

"Ross brought a huge amount of energy and humor and we appreciated how he customized for us."



Ross was excellent! Truly on the mark with regard to relevancy and innovation."



OPEN/CLOSING KEYNOTE



Brand Launch for 1,200



Social Sales for 3,400



User Conference for 2,500

[**CLICK HERE TO SEE VIDEOS**](#)



Intl. Sales Meeting for 26,000



Awards Banquet for 1,700

INTERACTIVE BREAKOUTS



[CLICK HERE TO SEE A SAMPLE](#)



KEYNOTE TOPICS

HOW TO STAY RELEVANT

Relevance is a moving target. As soon as we get what we want, we realize that our competition has moved onto something new. In this program you will learn how to create a culture that is able to adapt and evolve with trends; as well as realign to your customer's shifting buying habits.

*Ross can also create a custom topic for you

BEHAVE LIKE A STARTUP

If you are a legacy organization and you feel like complacency is creeping in, you will be interested in the guerrilla tactics of young startups. You'll learn how startups fearlessly defy convention... and why you should, too.

ELIMINATE CUSTOMER FRICTION

In a recent 60-day customer engagement immersion assignment, Ross transformed a 700-employee company from their last place industry customer satisfaction scores...to FIRST. Their J.D. Power ratings went up 21 points. Learn what Ross did to achieve this.

SUCCESS: IT'S ON YOU

Too often our team members stall their own growth until they get validation and encouragement from their leaders. This program will inspire your team members to take charge of their own careers...*when nobody is around to guide them*. They must learn to be accountable/responsible to and for... *themselves*.

KEY TAKEAWAYS

NOTE: Ross can combine content to support your individual initiatives

HOW TO STAY RELEVANT

1. How to harvest an endless trove of innovative ideas
2. How to find (*and respond to*) competitors hiding in your blind spots
3. How to predict the future of your industry before it's too late

BEHAVE LIKE A STARTUP

1. How to cure complacency and know what to do to regain your “mojo”
2. Lessons you can learn from the Startup mentality
3. Why you should break the bonds of perfection to launch ideas faster

ELIMINATE CUSTOMER FRICTION

1. How the Pow-vs-Wow effect ignites loyalty and viral recognition
2. How reducing transactional friction makes you the ‘company of choice’
3. Simple techniques for empowering your workforce to attract repeat business

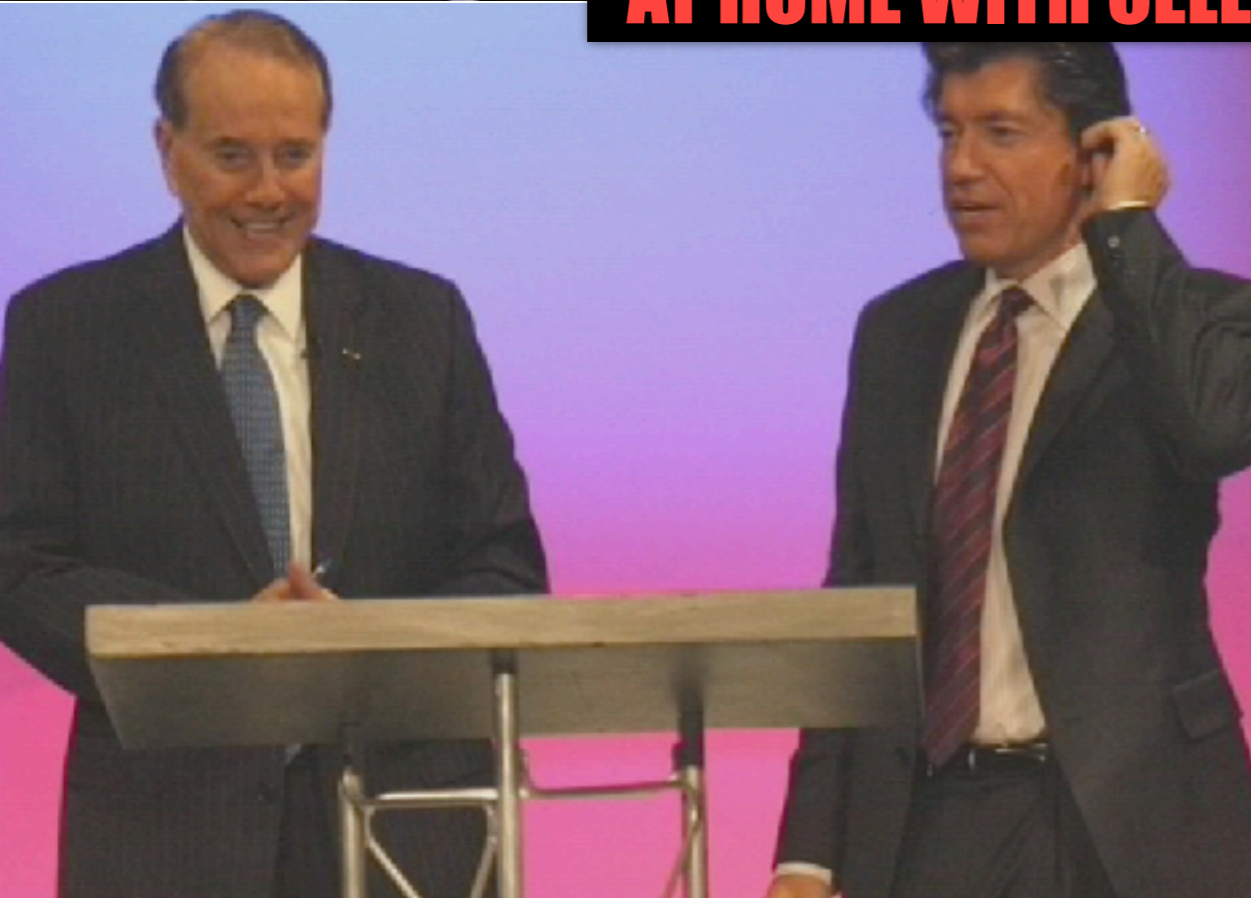
SUCCESS: IT'S ON YOU

1. How to create a *No Blame, No Excuses* culture of accountability
2. How to take responsibility for your own success
3. How to ‘ramp up’ your resilience
4. How to get yourself noticed (*in a good way*)

EMCEE - MODERATOR



AT HOME WITH CELEBS & SENIOR LEADERS



SELECT CLIENTS



UNITED 

 Microsoft



in the box



Shell

Honeywell



TOYOTA



MDRT®



GlaxoSmithKline

2,500+ CLIENTS

ROSS HAS SPOKEN & CONSULTED FOR THESE INDUSTRIES

HEALTHCARE & PHARMA

MANUFACTURING

RETAIL (in store & eCommerce)

TECHNOLOGY & TELECOM

FRANCHISE OPERATIONS

NETWORK MARKETING

HOSPITALITY

AUTOMOTIVE & TRANS

ALL FINANCIAL SERVICES

AGRICULTURE & FOOD PROCESSING

ENERGY & UTILITIES

CONSTRUCTION & ENGINEERING

MEDICAL & DENTAL

MUNICIPALITIES

FASHION, BEAUTY & FITNESS

BROADCAST MEDIA & ENTERTAINMENT

FOOD & BEVERAGE

and MANY MORE...

RESPECTED BLOGGER



ROSS SHAFER'S RELEVANT LEADERS CLUB

ROSS SHAFER'S

RELEVANT LEADERS CLUB

Innovate. Motivate. Educate. Sustain.

Visit Ross Shafer's Website



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...

100+ leadership tactic blogs so far



SUFFERING FROM ELECTION ANXIETY? | Ross Shafer | Leadership Author & Keynote Speaker

When you are suffering anxiety from external events that you can't control, how do you manage those...



CONSULTING MADE SIMPLE | Ross Shafer | Leadership Author/Consultant

My goal with this interview with leadership author/keynote speaker and business consultant wi...



Should You Change Your Brand Name? | Ross Shafer | Leadership Author/Keynote Speaker

Are your sales lagging because you have the wrong BRAND NAME? It's possible that a change in name.....



WHAT IS A FAIR CHRISTMAS BONUS? | Leadership Keynote Speaker | Ross Shafer

Are you a fair boss with Christmas bonuses? What YOU think is fair MAY NOT be fair to your employees. Find...



Are You "Doing the Right Thing?" | Ross Shafer | Leadership Author & Keynote Speaker

Do you know to teach "doing the right thing" to your team? If not, Leadership Author & Keynote Speaker...



How to Beat Impossible Odds | Ross Shafer | Leadership author/speaker

This week, I interview former National Football League running back, Reggie Rivers. Reggie has a unique...



MAKE YOUR BRAND "STORY" STRONG ENOUGH? | Ross Shafer | Leadership Author...

I found the perfect example of a BRAND STORY so compelling the product virtually sells itself. You will...



HOW TO BOOST YOUR J.D. POWER CUSTOMER SCORES | Ross Shafer |...

Do you want to raise your J.D. Power Customer Engagement Scores? Then you'll love this success...



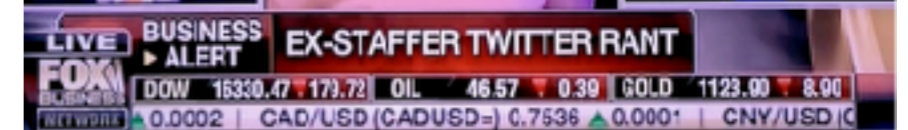
What is the Relevant Leaders Club? | Ross Shafer | Leadership Author & Keynote Speaker

The Relevant Leaders Club was founded by Ross Shafer. Ross produces weekly video blogs to help you...



DO YOU KNOW ABOUT SPEED LEADERSHIP? | Ross Shafer | Leadership keynote speaker &...

Leadership author and keynote speaker Ross Shafer can help you become a speed leader for your...



ROSS SHAFER'S RELEVANT LEADERS CLUB

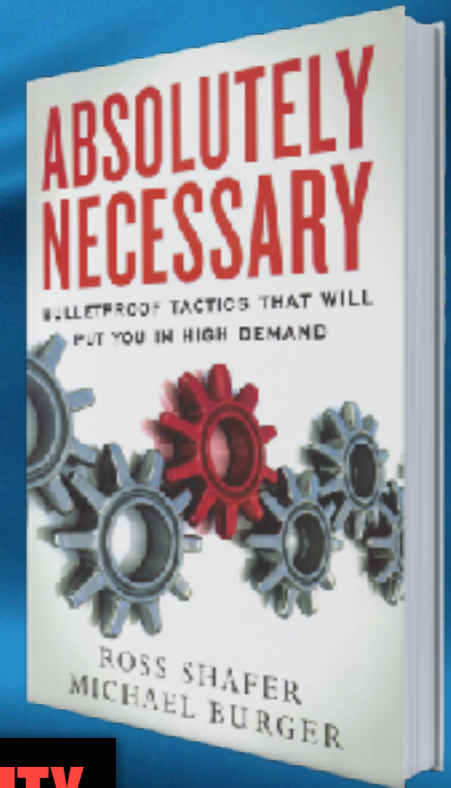
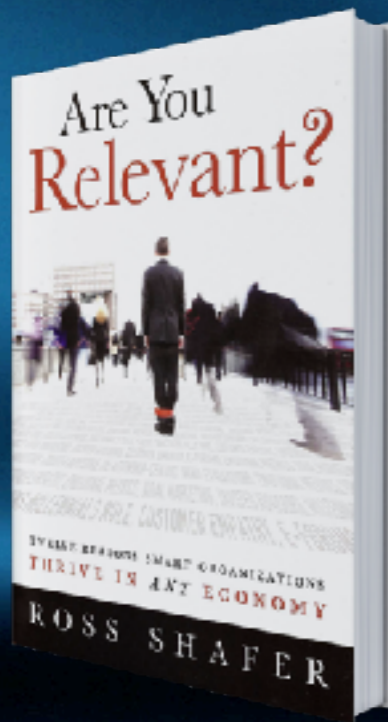
Reggie Rivers
NFL Running Back/Biz Consultant

AWARDS

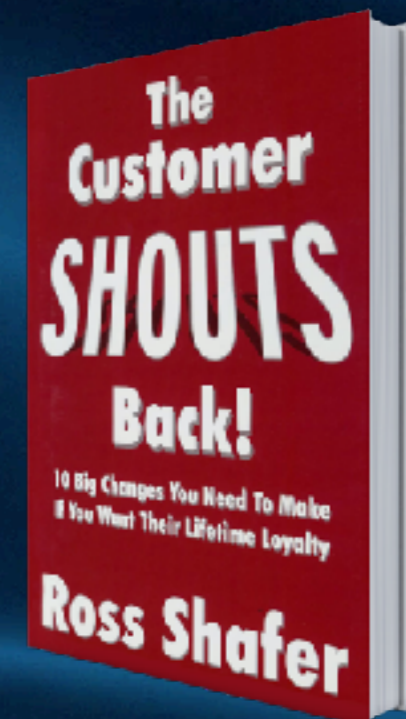
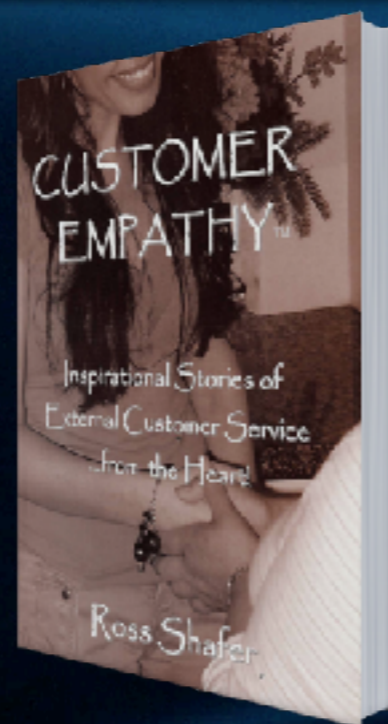
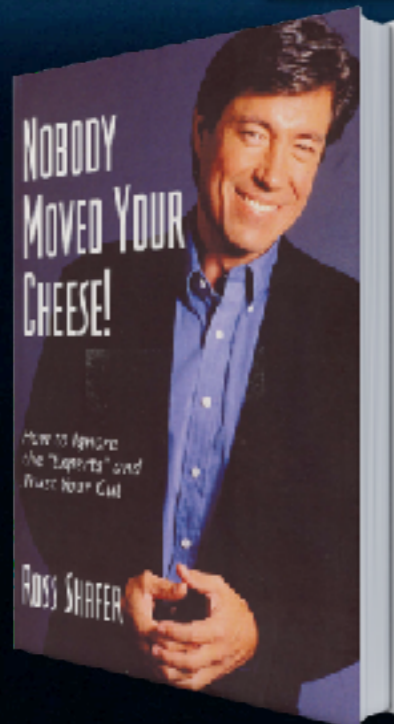
6 Television Emmys & Pro Speaker Hall of Fame



BOOKS



RELEVANT LEADERSHIP - CUSTOMER SERVICE - ACCOUNTABILITY



ROSS'S INTRODUCTION

LIVE INTRODUCTION:

Our keynote speaker today is Ross Shafer. Ross is an entrepreneur who's owned two-dozen businesses. He's also been a 6-time Emmy winning TV Host & comedian for ABC, CBS, NBC, USA, and COMEDY CENTRAL. 15 years ago, Ross began studying why some organizations failed miserably while others grew exponentially. To date, he has written (9) popular business books on motivation, growth, and customer experience. But, he is most proud of his bestselling cookbook, *"Cook Like a Stud" - 38 recipes men can prepare in the garage...using their own tools*. Please say Hello to Ross Shafer!

SOME CLIENTS PREFER TO SHOW THIS VIDEO INTRODUCTION INSTEAD: [Downloadable](#)



Click Here



LET'S HIRE ROSS!

To learn more...

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Helen@RossShafer.com

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