



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Ross Shafer, CPAE

Travels from: Colorado

Fee Range: \$10,001 - \$15,000

Do you need a bold voice to help you influence your team to embrace change? Do you want fresh strategies and tactics – from other industries – that would likely revolutionize yours? Do you need to re-energize your team to renew hope and initiate more profitable actions? Then, you need to pick Ross Shafer's brain.

Ross is usually brought into an organization to offer a fresh approach to growth. Ross is a student of the human condition and how the culture influences buying habits. When social events or technology cause culture shifts, those shifts can dramatically affect how and when people buy from you. Ross is

at the tip-of-the-research-spear for spotting those trends...and then coaching you how to leverage those trends to grab more market share from your competitors.

Ross is a 6-time Emmy Award winning TV producer / personality who, in 1994, shifted his energy and enthusiasm for understanding human behavior to create a series of human resource training films on customer service, leadership and motivation. To date, Ross has written (14) HR films and seven highly regarded business books *Nobody Moved Your Cheese*, *The Customer Shouts Back*, *Are You Relevant?*, *Absolutely Necessary*, *Grab More Market Share*, *Success, It's On You* and *Behave Like a Startup*.

As the keynote speaker for 75+ major corporate conferences/year, Ross is one of the nation's most sought after speaker/consultants in the areas of motivating the workforce, customer service, voice of the customer, creating service cultures, attacking market share growth, innovative practices, and confident leadership decision-making.

His clients span across all industries (automotive, energy, MLM, retail, manufacturing, healthcare & pharma, IT & software, insurance, food service & lodging hospitality, union representation, engineering, et al. Some of his more notable clients include: Hilton Hotels, Microsoft, Intel, Chrysler, PPG, Ford, Auto Zone, Meritage Homes, Honeywell, IBEW, Carl's Jr./Hardees, Century 21, McCormick & Schmicks, Cox Communications, Chevron, Shell, Allstate, Progressive Direct Insurance, Fiserv, Charles Schwab, Farmers, Marriott, Kana Software, Met Life, McKesson, Pfizer, Costco, Sprint, Bloomindales, Boeing, Wells Fargo, Bayer and hundreds more.

Most Requested Programs...

- How to Stay Relevant
- Behave Like a Start Up
- Success: It's On You
- Ross Shafer - The Ultimate Emcee & Keynote Speaker