

Ross Shafer

Hilarious Motivator and Change Expert

Please contact a GDA agent for information.

Topics

- Change Management / Organizational Change
- History
- Innovation / Creativity
- Inspiration / Achievement

About Ross Shafer

Ross Shafer has the most intriguing comedy and business background of any speaker on Leading Through Change, Reinvention, & Resilience. Ross's funny and energetic style was honed as a headlining comedian and host of TV's MATCH GAME (ABC), THE LATE SHOW (FOX), ALMOST LIVE! (NBC & COMEDY CENTRAL) and LOVE ME, LOVE ME NOT (USA). Embracing his humorous world view explains why Ross risked buying and selling 23 companies (each rescued from bankruptcy) and earning the savvy to author (10) insightful business books. Ross's fresh takeaways are fun and sticky...and he delivers the creativity to ignite, inspire, and entertain front liners as well as senior executives.

Select Keynotes

- **How Will You Stay Relevant?**

In this wildly entertaining Keynote, you will learn how to future-proof your company while energizing your team members. You will get solid ideas for hiring and retaining your workforce (even when the labor market is frustratingly tight) and how to create instant rapport for building solid relationships (based upon the proven tactics of TV talk show hosts). Ross encourages your audience to accept that Relevance is a moving target. Securing your growth, in this ever-evolving post-pandemic economy, requires the vigilance to respond to constant changes in customer (and employee) expectations. Ross unveils inspiring case studies that span the landscape of retail, manufacturing, B2B, HVAC, construction, technology, and healthcare.

- **Customer Loyalty: POWs Destroy the Customer WOW Effect**

Post Covid, we've learned that customer loyalty scores went up by eliminating the POW MOMENTS from every transaction. (*POWS are the gut punches the customer experiences when we fail or disappoint them*). We found out that WOWs do not cause loyalty to happen. All the work we invested to create WOWs can be discarded by a single POW. Think of this in terms of a love relationship: You get flowers, love notes, and constant attention by your partner...yet all of that goodwill can be decimated by one incident of cheating. In this highly entertaining and inspiring presentation, Ross will share the simple blueprint he developed to help his clients dramatically escalate their customer experience scores.

- **Use Being Rattled to Build Confidence & Resilience**

During Covid, we were all forced to adapt to new hurdles. We had to reimagine our people, products, and processes. Those who will flourish Post-Covid must study how human behaviors have changed and to "follow the tracks of the herd." In this enlightening keynote, Ross will take you through the funny peaks and valleys of his various careers and give your attendees solid tactics to bounce back stronger from any work-related or personal unnerving event.

- **Ross Shafer: The Ultimate Emcee**

As a network Talk Show Host, Ross is frequently asked to be the interactive "glue" for a 2-3 Day Convention. He has interviewed world leaders and celebrities and is extremely comfortable hosting an executive roundtable or expert panel. His style is to engage the audience to set the tone of your event, review what they've learned, and get everyone excited for what's coming next. He often likes to present "from the floor" so that he can thread the dialogue throughout your conference for better retention.



Select Book Titles

- **2017:** No More Customer Friction
- **2014:** Absolutely Necessary: Bulletproof Tactics That Will Put You in High Demand
- **2011:** Grab More Market Share: How to Wrangle Business Away from Lazy Competitors
- **2009:** Are You Relevant?
- **2005:** The Customer Shouts Back!
- **2003:** Nobody Moved Your Cheese!