Ross Shafer: Keynote Topics

HOW WILL YOU STAY RELEVANT in 2022? *How to Future-Proof Your Company & Yourself*
In this fun and enlightening Keynote, you will learn how to future-proof your company while energizing your team members. Your attendees will leave with the tools to achieve a 2-year lead on their competition. Ross encourages your audience to accept that Relevance is a moving target. Ross unveils inspiring case studies that span the landscape of retail, manufacturing, B2B, construction, tech and healthcare.

POW vs. WOW - *Cracking the Code on Customer Loyalty*
The On-Demand Economy has caused customer expectations to change. "WOW-ing" the customer does NOT create loyalty anymore. It is reducing the "POW" moments that makes customers "sticky." Customers want to buy from companies that don't disappoint them...and from people who don't make mistakes. In this highly entertaining and inspiring presentation, Ross will share the simple, yet powerful system he developed to help his clients quickly improve their customer experience scores. (EXAMPLE: one of his larger clients raised their JD Power scores 21 points in 90 days).

RATTLED *How to go from Shook to.... Solid*
The perfect Post-Covid Keynote or Breakout.
None of us can perform at our peak levels when we have been confronted by a catastrophic family event, a disruptive workplace dilemma, or a global pandemic. How do you bounce back to your highest levels of creativity and innovation during or after the crisis has abated? Based on their book of the same name, Ross Shafer and Allison Dalvit engage your audience by sharing their 'blueprints for rallying' in every imaginable circumstance. This program is interactive, fun, emotional, and impactful.

ROSS SHAFER: *The Ultimate Emcee & Keynote Speaker*
Ross Shafer is frequently asked to be the interactive "glue" for your 2-3 Day Event. His style is to engage the audience to set the tone of your event, review what they've learned, and excite them for what's coming next. He often likes to present "from the floor" so that he can thread the dialogue throughout your convention, for better retention.