With more than 35 years of experience in show business and media, the six-time Emmy Award-winning comedian, writer, and former network TV host **Ross Shafer** is also a man who simultaneously began his business career at the age of 21. He subsequently rescued 23 different companies from bankruptcy and resold them. Ross's peculiar combination of experience led to his writing (10) popular business books (Nobody Moved Your Cheese, The Customer Shouts Back, Grab More Market Share, Customer Empathy, Are You Relevant? Absolutely Necessary, Behave Like a Startup, Success: It's on You, No More Customer Friction, and his latest (2021) book on resilience, titled RATTLED).

Ross has spoken and consulted for 3,000+ clients including Apple, Microsoft, Chrysler, Adobe, MetLife, Hyundai, Hilton Worldwide, AT&T, Marriott, FedEx, and Toyota to name a few. His unique insights on raising customer scores became a game changer when he dismissed the notion of "WOW-ing the Customer." Instead, he blamed low scores on the devastating impact of the POW moments (customer gut-punches by your failures). According to Ross's research and client case studies, POWs can erase the WOW effect and cause customers to abandon a business forever. Ross believes, "The pandemic taught us we don't have to over-delight everyone. We just need to make fewer blunders. Don't disappoint customers and your customer scores will soar." Ross Shafer offers entertaining and eye-opening perspectives for individuals and organizations to achieve resilience by paying attention to the evolving influences around them.

To book emcee and business innovation speaker Ross Shafer call Executive Speakers Bureau at 901-754-9404.

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