



ROSS SHAFER

Behave Like a Startup *aka How to Kill Complacency*

This keynote is about recognizing when complacency is creeping into your company. If your processes are getting sluggish and your team members are starting to lack their previous responsiveness, you can “regain your mojo” by learning the guerrilla tactics of young startups.

Takeaways

- ***The Red Flags Your Organization Has Become Complacent:***
(1) Your market share is waning (2) Innovation and creativity are lagging behind your competitors and (3) Your best team members are jumping ship. Ross will outline tactics to resurrect all three.
- ***Why Startups are so Good at Disruption...and why you should be too***
Startups are willing to take unexpected risks (in any mature industry) without running the risk of losing long-term relationships (because they don't have any yet). Learn how to shake up your industry and generate media buzz like a startup.
- ***Startups Eliminate all Friction***
The fastest way to elevate a startup's market share from ZERO is to provide a friction-free experience for potential customers, clients, and members. Ross's recent book "*No More Customer Friction*" will give you the blueprint for how startups take business away from legacy companies. The system works so well that Ross has boosted customer scores by double digits within 90 days.
- ***Why You Should Break the Bonds of "Perfection"***
If you want to be competitive, you must launch your ideas and initiatives faster.
Jeff Bezos didn't wait for perfection. Howard Shultz launched the Starbucks App before it was ready. Smart Startups go-to-market quickly and let customer/client feedback help refine their products and service offerings.

