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Donald Cooper, MBA, HoF

Donald is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

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An article by Donald Cooper, MBA...

There are three basic approaches to running a business, pick one.

There are three basic approaches to running any business and only one of them makes sense. From all of my work with companies around the world, here are the three approaches and my brief thoughts on why only one of them is worth a darn.

Approach #1: Keep doing exactly what we’re doing right now...and hope for improved results. This is as close to the definition of insanity as you can get...but lots of companies go with this one.

Approach #2: Do something new and different and see how it turns out. Let’s add this product or service...or cut back on our offering. Let’s be generalists...or maybe more focused. Let’s cut prices...or maybe raise prices. Let’s open a branch here...or close one there. Let’s cut back on service...or be the service leader.

This “flavour of the month” approach is also very popular...but not particularly effective. There’s no brand clarity or consistency...and it will end badly.

Approach #3: Be clear about how you want your business and your life to turn out and determine what you need to do to make those commitments happen. This is by far the best approach. It starts with clarity, focuses on proactivity...and is much more likely to end in success.

This approach is at the very heart of the work that I do with clients around the world. I’ve spent 15 years developing it. I take only one day of your valuable time to show you how to do it...then I follow up for 8 months to keep you on track. For more information on how this simple but powerful approach to growing your business, your bottom line and your life will work for your business, simply email me at donald@donaldcooper.com.