

# THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



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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To book Donald, contact Sharen Skene at 1-416-252-3704 or email at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) in Toronto Canada.

## Six powerful tips to improve your team's performance in any business:

My friend Kevin Graff is one of North America's top retail speakers and coaches. If you're in retail you should definitely subscribe to his Monthly Newsletter. There's no charge. Just email him at [kevin@graffretail.com](mailto:kevin@graffretail.com) and tell him that Cooper says you should sign up.

Whether you're a retailer or not, Kevin's **6 tips, shown below, will help you to improve your team's performance:**

1. Give your staff the ongoing training they need to be successful. In several surveys, as many as 80% of employees state that they have not been given the training they need to do the job they've been given. They're being set up for failure...and it's not their fault.
2. Give them opportunities to earn more, or get additional recognition.
3. Spend more time talking with and coaching them. It's tough to feel engaged in the business when you feel isolated from your boss. People don't work for companies...they work for people.
4. Truly involve your team in your business, and share results regularly. Good people want to know how the business is doing and that they make a difference.
5. Set clear expectations about performance and behaviour...and never let anyone forget about those expectations.
6. Raise the bar on performance and applaud as they jump over it! You are both the coach and the head cheerleader.

How would you rate your performance, right now, in each of these 6 key areas of leadership? And what will you do, starting right now, to use these tips to lead more effectively?

And, if you're a retailer, don't forget to email Kevin right now to sign up for his Newsletter. This guy knows his stuff. His email address again is [kevin@graffretail.com](mailto:kevin@graffretail.com).