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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.

To access 100s of Donald's free articles on leadership, marketing and management, visit our website www.donaldcooper.com and click on the "Free Articles" button.

To book Donald, contact Sharen Skene at 1-416-252-3704 or email at sharen@donaldcooper.com in Toronto Canada.

Use two of our most powerful business tools to help you create an extraordinary Business Plan for 2010:


If you want 2010 to be better than 2009, now is the time to be visualizing an extraordinary result for next year. How will you improve the customer experience, your efficiency, employee engagement and the bottom line? Just drifting into next year without a well thought out Business Plan is sheer folly.

Over the years, I've developed a series of simple tools and templates to help clients rethink, refocus and re-energize their business. Two of these will be especially helpful to you in creating your 2010 Business Plan.

1) Our first business "tool" will show you exactly what parts of the business need your most urgent attention...and where the biggest opportunities are for improvement. This "tool" is our one-page **Key Challenge Audit Sheet** that will take less than five minutes to complete. The beginning of wisdom is the recognition of reality and this is an excellent reality check.

Download the free **Key Challenge Audit Sheet** now by [clicking here](#)...and be sure to complete it honestly. If you don't, you're only fooling yourself. While you're at it, print off extra copies and have your key staff and some of your front line people complete the Audit Sheet and return it to you. Check to see if there's general agreement on exactly what key business challenges you face. It's unlikely that you can grow and improve the business if you can't even agree on what needs to be done.

2) The second "tool" that you can download now, for no cost, is my important article on **"What a business Vision is, what it isn't, why your business needs one...and how to create it on one piece of paper."**

Let me start by telling you that your Vision is not some sign in the lobby that says something like this. 

It took me seven years of thought and study to figure out what a business Vision really needed to be...and how to create it on one piece of paper.

I'll show you how to create this clear Vision for your business that will give you focus, momentum and a huge edge over your competition. This is transformational stuff...and it's do-able.

To download this important "tool", including detailed examples and a simple fill-in-the-blanks template, simply [click here](#) now.

So, will you download these two "tools" and start working on your 2010 Business Plan now? Or, will you just bump along, day by day, and hope for the best? If "Plan B" is your strategy, prepare to be disappointed.

Our Vision Statement

1. We love our customers.
2. We honour the diversity of our staff.
3. God is a nice person.
4. The Planet's a great place to hang around.
5. We'll work hard and have fun.

... The Management