



THE DONALD COOPER CORPORATION

Speaking and coaching internationally on marketing, management and business innovation.



Donald Cooper, MBA, HoF

A BRIEF DESCRIPTION OF DONALD'S PRESENTATION ON...

HOW TO SELL MORE, MANAGE SMARTER, GROW YOUR BOTTOM LINE ...AND HAVE A LIFE!

Managing any business today is tough...and getting tougher. We're all faced with more demanding customers, more and stronger competition, increased complexity and shrinking margins. On top of that, great staff are hard to find and keep...and that problem won't go away any time soon.

The choice is simple; be extraordinary...or be eliminated. **Mediocrity is no longer an option!** To be extraordinary, we must create *both* compelling customer value and world-class operating efficiency. We must be focused, innovative and proactive.

Whether our business is large or small, everyone on our team must be clear about what we commit to deliver, what we commit to become, and how we commit to behave along the way. They must be held accountable for their performance and rewarded for their success. Then, non-performance must be dealt with promptly, fairly and firmly. Lack of clarity and failure to deal with non-performance are two of the biggest problems facing many businesses today. So, we must all manage smarter.

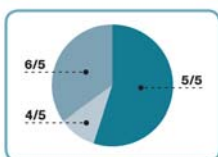
Through Keynote speeches, interactive Workshops and 1 or 2 day transformational Management Boot Camps, Donald helps business owners and managers to rethink, refocus and re-energize their business to achieve 3 extraordinary outcomes...

1. **Create, deliver and communicate compelling value and customer-owning experiences** that will "grab" their target customers, clearly differentiate them from their competitors, make them 'famous'...and grow their bottom line.
2. **Develop more effective management practices** that will improve clarity, innovation, commitment and accountability. Management practices that will help them attract, lead and keep the very best staff at every level of their organization. Practices that will make them more price-competitive, service-competitive and profitable.
3. Finally, Donald helps businesses **visualize and create an extraordinary, sustainable and more profitable future**. A future that delights investors and fulfills, challenges and inspires every member of the team.

About Donald: Donald doesn't just talk about it; **he has actually done it...and done it well!** He has been both a world-class manufacturer and an award-winning retailer. Cooper Canada became the world's leading maker of hockey equipment and a Canadian brand icon. Then, as a retailer, Donald fundamentally redefined the customer experience, for which he received seven Awards of Excellence for business innovation. He has succeeded and failed...started over...and succeeded again.

Donald has been inducted into the **Canadian Speaking Hall of Fame** for one reason, and one reason only. He has the extraordinary ability to inform, focus, challenge and inspire even the most cynical business audience. He transforms businesses...and business people. He has also been awarded the **Certified Speaking Professional (CSP)** designation by the National Speakers Association in the USA. This is the highest *earned* designation in the world of professional speaking.

In 16 years of working with clients in over 40 different industries throughout the world, Donald typically receives audience ratings that look like this:



- 35% will usually rate Donald's presentation as an extraordinary "6 out of 5",
- 55% rate it a perfect "5 out of 5", and
- only 10% will give it a "4 out of 5".

One client's comment...

"Donald was outstanding. Congratulations! His presentation was relevant, realistic, actionable, inspiring and entertaining. Everything a speaker should be."

For more information, visit our web site at donaldcooper.com, or to book Donald, contact Sharen Skene at **1-416-252-3704** or by email at sharen@donaldcooper.com in Toronto, Canada.