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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence. Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, FREE monthly electronic Newsletter, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

What is the compelling “purpose” of your business?

This is an absolutely critical question that most businesses never ask! It gets to the very heart of why we do what we do...and it without it, we cannot create a clear and profitable future.

Is business only about creating short-term shareholder value, as the corporate raiders believe, (and everyone else “be damned”) or is there, indeed, a more holistic and long-term, profitable approach to creating both success and significance in our business and our personal lives?

Below is a template that we’ve created to help clients focus on their **four areas of purpose**.

Whether your business is large or small, this is important “stuff”. Invest one hour with a team of your best people to think about, and complete, the following four sentences.

THE COMPELLING “PURPOSE” OF OUR BUSINESS:

NOTE: Your answer to each question below will undoubtedly require more space than is given below. We suggest recreating this template using one page for each of the four questions.

1. We’re in this business...

a) Because we want to become _____
_____ .

b) With an ongoing return on investment of ___%.

2. We’re in business to help our target customers to...

(a) _____ .

(b) _____ .

(c) _____ .

(d) _____ .

(e) _____ .

3. We’re in business to help our internal business partners (our staff) by creating an environment that _____
_____ .

4. We’re in business to make a difference in the world by _____
_____ .

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com or email us at info@donaldcooper.com.