



Donald Cooper, MBA
Certified Speaking Professional

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.

The 7 Keys to Long-term Profitability!

While short-term profits in any business can be affected by many factors such as economic slowdown, political strife in oil producing countries, government legislation at home or abroad, or even the weather...your long-term profitability will typically be a measure of your ability to master seven key factors...

- 1) Understanding four realities; your customers’ realities, your company’s realities, your industry’s realities and your personal realities. *“The beginning of wisdom is the recognition of reality.”*
- 2) The ability to visualize an extraordinary future for all stakeholders (your Vision)...and specifically what it will take to get you there. (your Mission)
- 3) Creating, delivering and communicating a compelling and sustainable value proposition for your target customers.
- 4) The discipline and courage to plan, implement and react decisively.
- 5) Communicating a set of values and standards that state clearly what you stand for and how you’ll behave as a business.
- 6) Developing a business culture that attracts, focuses and enables the best available talent at every level of our organization. A culture that nurtures passion, urgency and creativity while holding people accountable for their commitments.
- 7) Achieving world-class operational efficiency in every part of your business that allows you to be price-competitive and profitable.

How does your business rate in the mastery of each of these seven keys to long-term profitability?

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.