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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](mailto:newsletter@donaldcooper.com).

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

## **8 Steps to Creating a Learning Culture in Your Business:**

For years people have said, “We are what we eat.” But more and more, in this fast-changing world, **“We are what we continue to learn.”**

To be successful over time, every organization must develop a learning culture; a culture in which everyone in the organization continues to learn and grow. Here are our 8 steps to creating such a culture in your organization...

- 1) Determine exactly what your business must learn to get where it has committed to be. (Of course, the big problem here is that most businesses have not figured out where they’re committed to be.)
- 2) Make learning a key part of work by including it in everyone’s Job Description, Performance Agreement and Performance Review.
- 3) Model learning at every level of the organization, from top to bottom.
- 4) Provide internal learning opportunities through coaching and training.
- 5) Encourage and support outside learning.
- 6) Celebrate and reward learning!
- 7) Give your people opportunities to use what they’ve learned, either in their current jobs, or through advancement.
- 8) Add bright new people to the organization. People who can raise the level, and teach others.

How would you rate your organization against this 8-Step Checklist...and specifically what will you do to create a learning culture in your business?

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](http://www.donaldcooper.com) or email us at [info@donaldcooper.com](mailto:info@donaldcooper.com).