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Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, HoF

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.

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An article by Donald Cooper, MBA...

Will you create “the next” in your business?

In these challenging times, it’s so easy to focus on survival and stop working on creating innovative new products, services and experiences that will give us the long term competitive advantage that we need. “Yes”, we need to work on survival...but we also need to focus on renewal.

Hitachi, the Japanese electronics company, has chosen as its brand positioning statement “Inspire the Next”. My own thought is that they’d be much better off with, “**Creating the Next**”.

HITACHI
Inspire the Next

It’s great to be “inspired”, but we need to use that inspiration to actually “create” something. “Creating” is the ultimate act of renewal.

When we “create the next”, we’re no longer a commodity; boring and beaten up on price. We are now exciting, fresh and in front of the pack.

Are you “creating the next” in your business, in your market and in your industry...or would your company’s slogan more realistically be “Catching up to what was”?

What is the “next” that you must create to be a profitable market leader in 3 to 5 years? What does “the next” look like? Can you picture it? How much time do you even spend thinking about stuff like this?

So, what could you do in your business, right now to:

1. Create the next “big idea” in product or service innovation? Think “amazing” here!
2. Create the next new way that you’ll communicate your compelling value in a way that “grabs” your target customers, clearly differentiates you from your competitors and makes you famous? Remember, if you can’t effectively communicate your value, it doesn’t exist.
3. Develop the next new business model that will transform your industry? Think Costco, Amazon.com and Southwest Airlines. How will business be done in your industry in 5 years...and what will you do to lead the way?
4. Create the next technology that will change what you do or how you do it? Think of how the Internet has impacted and completely changed the Travel Agency business.
5. Develop the next level of operational efficiency that will give you a significant cost advantage over your competitors?
6. Create an extraordinary internal business environment that makes you the place where the best people in your industry want to work?

Just keep asking the one simple question that can transform your business, “What’s possible...and what’s next?”...then create “the next”.

Now, here’s the bad news. If you’re not “creating the next” in these six key areas of your business, you’re falling behind...and “behind” is a very bad place to be.