



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.

To what lengths are you prepared to go to be extraordinary?

Sadly, “mediocrity” has crept into many businesses...large and small. We all start off passionate about our business and then, human nature being what it is, we tend to get a bit complacent and, when tough times hit, we’re simply not good enough to make the cut.

What’s happening in the business world today is the same thing that happens in the forest when a severe ice storm hits. The branches that aren’t strong enough, snap off and fall to the ground. It’s called a severe pruning. Many mediocre businesses will fall to the ground in the coming months. The government will prop up some of them...but, at the risk of mixing metaphors, if you prop up a dead man, he’s still a dead man.

So, the real question is, *“What are you going to do to quickly rekindle your passion, sharpen your focus, get innovative, and be extraordinary?”* I’m as guilty as the next person. I’ve been speaking and coaching business leaders for 17 years and, somewhere along the way, I didn’t update our website as often as I should have, I didn’t get my book written or create a media database...all of which could have moved me from “expert” to “celebrity” status. I got comfortable.

Here’s a living, breathing example of what I mean by being “extraordinary”. In the sushi restaurant business the key success factor is getting the freshest fish. In the town of Bracebridge, Ontario (pop. 16,000), Min Soo Kim opened Wabora, a Japanese sushi and teppanyaki restaurant that everyone predicted would fail within a year.

What the naysayers didn’t count on was Mr. Kim’s passionate commitment to be extraordinary. Twice a week at midnight he drives two hours to Toronto, arriving at the back door of the premier fish wholesaler at 2 AM. While other restaurant owners sleep, he’s busy selecting the best fish for his customers. He then waits in his car for the accounting office to open at 8 AM at which time he pays the bill, picks up the fish and rushes back to Bracebridge with his “catch”. His sushi is amazing and his restaurant is a huge success.



It would be so easy to order fish over the phone and have it delivered the next day by Bus Parcel Express...but “easy” does not make the best sushi. “Easy” doesn’t make the best anything. Now, you may not be prepared to work that hard at your business...but if your competitor is, you’re in big trouble and you will be part of the “severe pruning”.

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, email us at info@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.