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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, **free, monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

Does your business have the "Aloha" spirit?

Earlier this month I had the good fortune to speak at a Conference in Maui, Hawaii. I was, once again, blown away by the genuine friendliness and kindness of the Hawaiian people. They are gracious, welcoming and happy. From our midnight arrival, sore and tired after flying all day, to our departure four days later, every human encounter was extraordinary.

When I asked a young man at our hotel why it is that the people of Hawaii are so genuinely kind, pleasant and helpful, he replied without hesitation, *"It's our culture!"* Is that the culture in your business...kind, pleasant and helpful?

Even the transplanted mainlanders who live there have embraced the "Aloha" spirit. It's that powerful and that pervasive. They may have been grumpy when they first arrived, but they're soon swept up in the tide of friendliness.

The people of Hawaii even have their own language of welcome and gratitude. **Aloha** means "welcome"; **mahalo** means "thank you"...and somehow both of these words make you feel that you're a special person in a very special place. Isn't that exactly what we should be doing in every part of our business?

When we change our language, we change our culture. How could you change the language, the conversation and the very culture of your business to be genuinely friendly, helpful and kind to each other and to your customers...and what would that do to clearly differentiate you from your grumpy and indifferent competitors?

Through keynote Speeches, Workshops and intensive 2-day Management Boot Camps Donald helps business owners and managers rethink, refocus and re-energize their business to create compelling customer value and long-term profitability.

For more information, call us in Toronto, Canada at (416) 252-3704 or by email at sharen@donaldcooper.com.