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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.

## **How is business like the circus?**

I recently heard a famous circus performer interviewed on the radio and she reminded me how much running a business is like the circus.

She was talking about the incredible commitment and discipline that it took to create an amazing customer experience. She reminded us that years ago, when children didn’t like the all rules and the discipline at home, they’d often say, “Well, I’m just going to run away and join the circus!” when, in fact, there is no more disciplined environment in the world than the circus.

What the customer sees is all fun and frolic! A seemingly endless world of joy and excitement! But, behind the scenes, is an incredible commitment to four things...

- extraordinary **talent**,
- constant **training**,
- dedicated **teamwork**... and,
- **discipline**...every day!

Now, doesn’t that sound a lot like 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) , email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.