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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.

Is business still “fun” for you?

A good friend of ours in the UK has just advised us that he has sold his business. The reason, he said, was that it just wasn't fun anymore.

Customers who used to be friends had become ruthless predators. Suppliers who used to be friends had become unreliable and deceitful. Staff who had been a pleasure to work with, refused to embrace the changes needed to move the business forward. And the government, who should be encouraging and facilitating business growth, kept throwing more and more obstacles in the way.

So the world loses another bright, caring, diligent entrepreneur who believes that business should be, among other things, FUN. Now 'fun' doesn't mean that we just sit around telling jokes all day. That's not fun...that's stupid.

I think that 'fun' is some feeling of joyfulness; a feeling of some positive connection with the people with whom one is doing business. "Fun" might be creating a 'win-win' rather than an 'I win...you lose' situation. 'Fun' is not feeling beaten up all the time.

For more information on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at sharen@donaldcooper.com.