



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.

Businesses don’t die from a single shot to the head:

It’s true...businesses do not die from a single shot to the head. They die, slowly but surely, from a thousand uncompleted tasks.

Here’s how it happens. We ask our staff to do things but, all too often, they don’t get around to it...or, they do eventually, but it’s too late and the opportunity is missed. They procrastinate... and it’s killing your business!

The solution is a simple 4-step process that will revolutionize your management style and your business...

1) Every time you assign a task, **get agreement on a completion date**. Ask the question, "By when can we agree that this will be completed?" Agree on a specific time (i.e. next Thursday at noon) based on the importance and complexity of the assignment.

Be reasonable and make sure that they have the information, resources and authority to successfully complete the assignment. Remember, we’re trying to help people to succeed, not to fail.

2) **Always document** the agreed completion date and time...and always follow up. One of the biggest problems in business today is failure to hold people accountable for their commitments. The simplest way to do this is to write in your Weekly Planner (or Palm Pilot) the specific date and time when you will meet to review the outcome.

If it’s a long-term project, meet at regular intervals (every 2 to 4 weeks) to review progress. This way, you know immediately if there’s a problem and corrective action can be taken.

3) **Reschedule** completion dates when necessary because of new priorities or special circumstances...but never create "orphans". Always assign a new date and, once again, always follow up.

4) **Reward performance and deal with non-performance!**

Implement this simple 4-step process in your business and you’ll be amazed at how much gets done!

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.