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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.

His website, www.donaldcooper.com also offers free articles and business tools.

Some clarity on “Change”!

When it comes to change, there are only three positions open and available...

1. You can be the architect of change. These are the rare and special individuals who see possibilities...and know what to do with them. These are the Thomas Edisons, the Bill Gates and the Sam Waltons of the world.

Thomas Edison registered 1093 patents in his lifetime, including the light bulb and the phonograph. Bill Gates changed the way the world communicates and does business...and has become the richest person in the world in the process. Sam Walton founded Wal-Mart in the tiny town of Rogers, Arkansas creating what is now the largest and most respected (according to Fortune Magazine) company in the world, by sales dollars.

There are "architects of change" in every industry, including yours. They don't all become world famous but they're there, redefining, innovating and fundamentally changing the way business is being done.

2. You can embrace the change created by others. You can't be the change leader every time. In fact, you may never be "first", but you can embrace and use the change created by others to grow your business.

Are you aware of the new ideas, emerging technologies and social or economic changes that could forever alter what you do...and how and where you do it...and are you using those changes to reinvent your business?

3. You can be the victim of change! You can keep doing everything exactly as you've always done it and simply ignore what's going on around you. Bit by bit you'll fall behind and probably be out of business in five years!

So there they are...the three positions available to you when it comes to the business of change. Will you be an "architect", an "embracer"...or a "victim"? Life is full of choices!

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.