



**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](mailto:newsletter@donaldcooper.com).

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

## **Coaching & Training:**

Several years ago, as a retailer of ladies fashions and gifts, I knew that regular, on-going training of our 60 staff was essential to our success. We scheduled monthly training meetings and ended up canceling many of them because three days before the planned session I couldn’t think of what to talk about.

Every time we cancelled one of these sessions we were communicating powerfully that training didn’t matter, that product knowledge didn’t matter, that improving our skills and performance didn’t matter and, ultimately, we were communicating that our staff and even our customers didn’t matter.

At some point it occurred to me that while I was a “training disaster”, we were doing a lot of one-on-one staff coaching, every day, as specific situations came up. So here’s what I came up with that could be helpful to you. I decided that one-on one communication would be called “coaching” and when we all came together as a group, it would be called “training”. And here’s the beautiful part...our coaching would “feed” our training. Here’s how it worked...

Every time a situation came up when one of our staff clearly needed on-the-spot coaching on a particular subject we simply asked the question, “Do the rest of our staff need to know that?” and if the answer was “Yes”, we made a note and put it in a “Training File”. Then, each month, a few days before a scheduled Training Session, we pulled out the “Training File” and right there was most of the stuff that we needed to cover...and we never had to cancel another session.

Did it work? Well we won seven awards of excellence for service and marketing innovation in just three years, including being chosen Canada’s Outstanding Innovative Retailer by the Retail Council of Canada.

And now, as a business speaker, my presentation on “The 8 Essential Steps To Finding & Keeping The Best Staff!” has helped thousands of retailers, manufacturers and service providers.

**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.