



**Donald Cooper, MBA, HoF**  
*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, **free, monthly Management E-Newsletter**, email us at [newsletter@donaldcooper.com](mailto:newsletter@donaldcooper.com).

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## **Are you constantly raising the bar...or are you just resting on your laurels?**

My Grandmother used to say that if you get a reputation for early rising, you can stay in bed till noon. That may have been true in Grandma's day, but not anymore. If you're counting on past achievements to keep you in the lead today...you're doomed.

Starbucks is a legend. They have an outstanding reputation, but they're not resting on their laurels. At their annual meeting in March, CEO and founder Howard Schultz announced the following innovations...

- a) Starbucks is investing in new high-tech espresso machines for all US stores. Why? Because the new machines are 6" shorter and will allow customers to better see baristas making the drinks and make it easier for them to interact with each other. The new machines will also grind beans fresh as needed.
- b) In addition, Starbucks is introducing a new premium French-press coffee, made one cup at a time using an expensive and unique machine. They're so committed to this as a competitive advantage that they've actually bought the company that makes the machines.

Is your business obsessed with that level of detail and committed to continually enhancing the customer value and experience...or, is how you've always done it good enough for you? What technology do you need to embrace, what training, people development or new thinking do you need to move to the next level? What's next in your business...or will it be your competitor that creates the "next" while you complain about unfair competition?

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