



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.

Is the “currency crutch” being kicked out from under your business?

The Canadian dollar recently hit 77¢ (US) and Canadian companies that have built a booming export business based on a 60¢ dollar are "crying the blues". Apparently a 23% currency subsidy just isn't enough for them!

Over the past 10 years, thousands of Canadian manufacturing and service companies have invested hundreds of millions of dollars to expand their operations to serve the American market based on a 60¢ dollar...and now they're panicking!

"Free trade" under the NAFTA agreement has been credited for much of Canada's economic growth over the past several years...but let's face it, our growth has come from a 60¢ dollar. It's rather pathetic, when you think about it, that we can only be competitive when we have what amounts to a 40% currency "subsidy". And how long did we think that we'd get away with that one?

As crushing as it may be to our collective national pride, what this really means is that Canada is the world's best "third world country"! Sorry...sometimes the truth hurts! But the beginning of wisdom is the recognition of reality.

Here's the lesson from all of this. Don't make large, long-term capital investments to take advantage of a short-term situation...especially when you personally have no control over the eventual demise of the advantage.

So now, with the currency crutch kicked out from under them, Canadian businesses need to be truly world-class in their innovation, their efficiency and their marketing...or they're in big, long-term trouble! Every Canadian business person needs to read Eli Goldratt's book "The Goal" ...and the sooner, the better!

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.