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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.

The “Straight Goods” On Creating More Effective Followers!

Much has been written about the importance and dynamics of effective business leadership...and yet, much confusion remains. By understanding what “followers” need to follow effectively, we can develop valuable leadership insights.

Below is a 10-point list, in plain English, of what “followers” need. They need to know...

- 1) Who they are to follow. “Followers” often receive conflicting instructions leaving them confused, frustrated and demoralized.
- 2) They need to know where we’re going...and by when? What is our Vision and why is it important that we get there?
- 3) What is our Plan of action to get there? Specifically who will do what...by when?
- 4) What is my specific roll and why is it important? What skills and knowledge do I need to help us get there?
- 5) How much initiative can I take along the way?
- 6) Who are the other people with whom we’ll be making the journey? What are they like?
- 7) What will be our code of conduct along the way?
- 8) Will we get the support we need to be successful?
- 9) Will we get progress reports and updates along the way so that we’ll know how we’re doing and what needs changing?
- 10) What rewards will we get when we arrive successfully at our destination and what will happen if we don’t get there?

So, the question is, based on these 10 insights, what will you commit to do in your business to make your followers more effective?

For more information on how Donald Cooper can help you lead your business more effectively, visit our website at www.donaldcooper.com or email us at donaldcooper@donaldcooper.com.