



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.

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The human side of business leadership!

In a recent issue of Forbes Magazine, columnist Rich Karlgaard delivered an excellent example of the human side of business leadership that is so often missing today. It was told to him by Nancy Ortberg, an emergency room nurse, who was finishing up work one night before heading home. Here's Nancy's story:

"I was finishing up my paperwork one evening while the doctor with whom I was working debriefed the young doctor with whom he had performed several surgeries that day. The senior surgeon was telling his intern what he'd done well and what he could have done differently.

Then, he put his hand on the young doctor's shoulder and said, 'When you finished each surgery, did you notice the young man from housekeeping who came in to clean the room?' There was a completely blank look on the young doctor's face.

The older doctor said, 'His name is Carlos. He's been here for three years. He does a fabulous job. When he comes in he gets the room turned around so fast that you and I can get our next patients in quickly. His wife's name is Maria. They have four children.' Then he named each of the four children and gave each child's age.

The older doctor went on to say, 'He lives in a rented house about three blocks from here, in Santa Ana. They've been up from Mexico for about five years. His name is Carlos,' he repeated. 'And next week I would like you to tell me something about Carlos that I don't already know. Okay? Now, let's go check on the rest of the patients.'

Nurse Ortberg recalls: "I stood there writing my nursing notes - stunned - and thinking, I have just witnessed breathtaking leadership."

Is this the quality of human leadership that you show and teach in your organization? I was blessed to be raised by a father who constantly lived and practiced that and, even though his management style sometimes drove his team nuts, his absolutely genuine and human leadership style made him the most beloved "boss" that they ever worked with. Sadly, this genuine caring for others seems to be a bit out of fashion these days as a leadership style...and we're the worse off for it!

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 sharen@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.