



**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.

## **Is your business going anywhere?**

Several years ago, while driving to northern Ontario, I came across a tragically sad situation that now reminds me of many of the businesses that I encounter in my work as a business speaker and coach.

It was 6 PM, late October and I was somewhere between Mac Tier and Parry Sound ...which is to say that I was somewhere between “nowhere” and “nowhere”. There was no sign of human habitation, it was starting to get dark, the temperature was just above freezing and there, hitchhiking on the side of the highway, was a sad looking teenage girl in a T-shirt and jeans, with no coat, and no luggage...just a piece of cardboard on which she had scrawled her intended destination. The sign said “ANYWHERE”.

My first reaction was to stop, to help, to do something...anything. But then a small little voice inside my head, that I’m not very proud of, said “Hey, this could be trouble.” and I kept on driving; a decision that I’ve regretted ever since and that haunts me to this day.

How could a person be going just “anywhere”? And yet, when you think about it, lots of people and most businesses really don’t have any particular destination in mind. Like the sad young girl on the side of the road, they’re just going “ANYWHERE”. The only difference is, they’re a little better dressed.

But, here’s the good news! For the past three years I’ve been working to create a simple process for helping businesses of all shapes and sizes to create a clear and compelling Vision and Mission that that will inform, focus, challenge and inspire everyone on their team.

This free template, complete with instructions, and an example to guide you, is better than anything else out there, including the stuff from the big-shot consulting firms who will charge you \$30,000 for something that no one will ever read, let alone understand.

So, do yourself and your business a huge favor! At our website, [www.donaldcooper.com](http://www.donaldcooper.com), visit our Free Articles page and select Section B and print article #9, “**The simple truth about how to create an effective Vision Statement**” for your business. Once you’ve downloaded this simple process, read it, work on it, do it...and stop going just “ANYWHERE”. If you’re not a business owner or senior manager, download it anyway. Take it to the boss, along with my story about the girl on the side of the road, and suggest setting up a small taskforce to create a clear direction for the business. You’ll either be fired on the spot, which could be the best thing that ever happened to you, because if the business isn’t going anywhere, neither are you...or you’ll be a vice-president by Christmas!

Clients are now asking me to work with them for a few days to facilitate this transformational process and we’re achieving, in a very short time and for a relatively small investment, what they’ve previously spent tens of thousands of dollars and three years trying to come up with.

You can do it yourself, or help is available. Clients are now asking me to work with them to facilitate this transformational process and, in a very short time, we’re achieving real clarity about the purpose and direction of their business.

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.