



**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.

**Donald Cooper, MBA**  
*Certified Speaking Professional*

## **“Joy to the world” needs to be a 12-month proposition!**

One of the most popular of all Christmas carols starts off with the words, “Joy to the world”. This is a concept that’s way too important to be on our lips and in our hearts for only three weeks each year. The world and everyone in it needs “joy” all year long.

How do we deliver joy in business? We add it to every transaction. When people buy what we sell, they also want some joy. They want groceries...and joy! They want accounting or legal services ...and joy! They want financial services...and joy! They want a new TV...and joy! Anyway, you get the idea.

Think of the people that you most enjoy doing business with and I bet you that they all add joy to every transaction. I immediately think of Renatta at our local Post Office. We go out of our way to give her all of our postage business. She is kind, knowledgeable, efficient and enthusiastic. She knows her stuff and she loves her job. Renatta honours every customer and makes a special fuss over her ‘regulars’. She is ‘joyful’...and it’s contagious!

**#1:** First off, joy begins with you. You are the source of joy and energy in your business, or your department. If the lights are out on the front porch of your life, it’s highly unlikely that you’ll brighten the way for anyone else.

Do the people who work for you get up every morning, get dressed, have breakfast, hug their loved ones and say, “I’m off to fun now!” as they go out the door?

Clive Bedoe, the very clever CEO of Canada’s West Jet Airlines tell his employees, “If you’re not having fun...you’re fired!” Clive knows that our customers are never having more fun than we are. By the way, ‘fun’ is something that we have *while* working...not something that we do *instead* of working. Some folks get that one mixed up.

**#2:** Next, hire joyful people. Bless you if you think that you can take sad, small hearted people and somehow transform them into joyful people but my guess is that it’s a whole lot easier to start with people who are joyful by nature.

Sandra Wilson, founder of children’s footwear manufacturer Robeez Footwear in British Columbia, Canada, says, “If you’re not prepared to do the chicken dance, you can’t join our company.” In other words she doesn’t want staff who can’t or won’t be joyful. By creating a culture of joy, Sandra has reduced staff turnover by 50% while growing the business by 1200% over three years.

**#3:** Finally, create rituals of joy. Encourage joyfulness. Create celebrations, contests, rewards, events and activities throughout the year that energize, uplift and encourage. Take a calendar and mark on it each day of the year that you could do something joyful ...and then do it!

What will you commit to do to make your business more joyful for your team and for your customers this year?

For more information on how Donald can help you redefine and reinvent your, visit [www.donaldcooper.com](http://www.donaldcooper.com) or email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or by telephone in Toronto, Canada at 1-(416) 252-3704.