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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.

When is the last time you did something for the 1st time?

Most of us tend to get into a rut at some point in our lives. We get comfortable and a bit complacent with the way things are. But, most of our extraordinary life lies somewhere outside of our current comfort zone.

Even if we're physically active, we tend to return to the same activities time and time again and, in doing so, we miss the great joy of exploration and discovery that made us so "alive" when we were kids.

So, when is the last time that you did something for the first time? You don't have to be like Roz Savage, the amazing English woman who gave up her life as a management consultant to row across the Atlantic Ocean from Britain to Barbados, solo, last year at the age of 38. Yes, you read correctly. I said "row", "Atlantic Ocean" and "solo" in the same sentence. By the way, apparently, she had such a great time that this year she's rowing across the Pacific (rozsavage.com).

What have you "always wanted to do", or see, or experience? It doesn't have to be death-defying or even physically challenging...just do something different. Try something, learn something, plant something, eat something, go someplace, let go of something, be alive!

Take a country hike, or a city hike; teach a child to do something; go to a play, or the ballet...or a rodeo. Take up scuba diving...it will change your life. Open the Yellow Pages at "Restaurants" and pick one. Buy flowers for the person you love most. You may have done that before...but I bet not for a long time.

Start with something simple like driving home from work a slightly different way, then work your way up from there. For years I drove to Montreal on business, always taking the 401 multi-lane expressway for maximum efficiency. Then, one day I got out of the fast lane and traveled along old Highway #2, following the north shore of Lake Ontario through dozens of small towns and villages, just as my Father had done in 1937 on his first business trip to Montreal, in a model A Ford...and it was wonderful.

Make a commitment right now to do something for the first time every week of your life. Start a list now; add to it; cross things off as you do them; little things, big things; planned things and spontaneous things...**and it will be wonderful.**

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.