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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, **free, monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

Are you getting the “little things” right in your business?

Years ago, when my Mother was in the hospital with some pretty serious health challenges, she begged me to get her discharged to go home. Clearly she was in no condition to leave the hospital, but still, she begged to get out of there. I told her that she could die if she went home, but she replied, *"At home I have a chance...here, I'll die for sure."*

Why did she want out so desperately? Because the hospital couldn't get the little things right. For lunch she had ordered tea, salad and pudding and they brought her cold coffee, shepherd's pie and an apple. Her fear was that if they couldn't get "lunch" right, how could they ever figure out the serious and complex business of curing people.

Fast forward to last week as I approached the baggage area in the Calgary Airport. Believe it or not, there were two neatly dressed Limo drivers standing 10 feet apart, both of whom were holding up my name. Apparently, the Limo company had dispatched two drivers to take me to Banff....and, according to the drivers, in their company it happens all the time.

If there's one simple logistical item that you'd want to get right in, let's say your first week of running a limo business, it would be to send just one car and one driver for each pick-up. You don't see cemeteries digging two graves for one person and you don't see two brides walking down the aisle to marry one guy. Ok, in some places you might, but you get my point. This is all simple stuff that we need to get right.

So, the limo company sent two drivers and two cars for me and I'm put in the stressful position of having to "choose sides". Plus, one driver ends up feeling rejected and has no income for the day. Not a great strategy for keeping your best drivers, I suspect.

We need to get the small stuff right. Why is that so important? Because your customers will assume that if you can't get the small stuff right, for sure you'll screw up the big stuff. So, you destroy confidence, you'll tick off your good staff and you drive customers away.

What's the "small stuff" in your business that isn't being done right...and what are you going to do about it?

For more information on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at sharen@donaldcooper.com.