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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.

How many people in your company are just showing up for a paycheck?

The Conference Board of Canada recently released results of a study in which 25% of all employees surveyed admitted that they're just showing up at work to collect a paycheck. They have no interest in their job or their company's success and, of course, no interest in customers. They're doing as little as possible...and, in many cases, they're keeping good employees from doing their work.

The number may not be as high as 25% in your business but, whatever it is, these people are killing you! If, as the old expression goes, "One bad apple can spoil the whole barrel"...imagine what's happening to your business and your bottom line if 25% of your "apples" are rotten! You need to root them out and either get them engaged and committed, or get rid of them.

How do you root them out? In most cases you already know who they are but you just haven't had the guts to deal with them. For the rest of them, that are coasting along under the radar, start being much more specific about job performance, productivity, deadlines and attitudes. Set clear objectives, measure performance and create a culture of accountability.

When you ask people to complete a project or improve performance ask them the magic ten-word question that makes things happen? Ask them, "By when can we agree that this will be completed?" Then, always document the commitment and follow up on the agreed date. If certain employees consistently don't have things done (and done properly) by the agreed date, deal with them. They're dragging you and the business down.

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.