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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.

The power of meaningful work:

Maricopa County, Arizona was spending approximately \$18 million dollars a year on animal shelters for stray cats and dogs. Sheriff Joe Arpaio offered to take over the Department and to have the shelters staffed and operated by prisoners.

They feed and care for the strays. Dogs are taken out and walked twice daily. Animals are nurtured back to health, neutered, given their shots, micro-chipped and offered up for adoption to good homes for a very affordable price. He now has prisoners who are experts in animal nutrition and behavior. They give seminars for anyone wanting to adopt an animal. Sheriff Joe and his team of prisoners have literally taken stray dogs off the street, cared for them and had them win ribbons at dog shows.

This is an incredible "win-win" situation. Many of these inmates are society's "strays", just like the animals they care for. But, thanks to Sheriff Joe, these inmates have meaningful work, learn skills and responsibility and the entire department budget is now under \$3 million...a saving of \$15 million for the community.

Joe also runs a huge farm where inmates grow most of the vegetables for the prison kitchen. There's a hog farm, which provides meat, and fertilizer. The fertilizer goes to the prison Christmas tree nursery. Money from the sale of the Christmas trees and pets from the animal shelter go to the inmates.

Hopefully, as a business owner or manager, you're not running a "prison" but, still, you probably have a few "strays" and more than a few people who would like to "break out" and flee. How could you rethink your business, or your department, to give your people more meaningful work, learn new skills and take more responsibility...and what might be the extraordinary "win-win" from doing that?

Through keynote Speeches, Workshops and intensive 2-day Management Boot Camps Donald helps business owners and managers rethink, refocus and re-energize their business to create compelling customer value and long-term profitability.

For more information, call us in Toronto, Canada at (416) 252-3704 or by email at sharen@donaldcooper.com.