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Donald Cooper is respected by clients in over 40 industries world-wide 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.

Do you have all three ingredients required for a successful business?

Experience tells me that, whether you're a business owner or the manager of a department or division, there are three ingredients required for success today...

- 1) Wisdom,
- 2) Passion...and,
- 3) Focus.

You need to truly understand your business, your customers, your market and your industry. That's the "wisdom" part. Then, you must be passionate. You must love what you do. You are the source of energy, passion and joy in your business, or your part of the business.

Third, to be successful, you must be focused. The passionate and energized mind will constantly be seeing hundreds of new possibilities and directions. Seeing possibilities is important. In fact, the future belongs to those who can see possibilities and who know what to do with them. But, to be successful, you must focus on just a few of those possibilities and see them through.

A business owner recently asked me to help him figure out why he and his business had "hit a wall" in the past two years. He had started his business from nothing and built it into a significant enterprise...but now it was stalled.

After listening to him describe his business journey for 20 minutes, I said, "Here's your problem. At some point, when you started out years ago, you had passion and focus, but not so much wisdom. You worked hard over long hours and you gradually achieved a high level of wisdom about your customers, your market and your industry...and that wisdom, together with your passion and focus, made you successful. The problem is that somewhere along the way, you lost much of your passion and focus. For years you've tried to do it all yourself and now you're tired, you're overwhelmed, and you don't know what to do next."

He breathed a huge sigh of relief. "That's it...that's exactly it. I have the wisdom, but I've lost much of my passion and focus."

So, working together, we put into place a process that will bring clarity, focus and passion back to the business...and balance back to his life. He is making the essential transformation from being a "player" to being a "coach". To do this, he's learning two important things...

- 1) The skills of being an effective leader and coach.
- 2) And he's learning new ways to feel good about himself and his new role in the business.

In addition, he has created a Life Plan that includes doing with his wife and family a whole list of wonderful things that have been put "on hold" for years.

Do you have the wisdom, the passion and the focus that your business needs you to have? If not, which one is missing, and what's your Plan to fix it?

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 info@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.