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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](mailto:newsletter@donaldcooper.com).

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

## **Three quick tips to building an effective TEAM in your business.**

**#1.** Simply put, a “TEAM” is a group of people working together to achieve specific objectives. So, if your people don’t have specific objectives, you don’t really have a team.

**#2.** Team members must willingly and generously...

- Share knowledge & skills,
- Share work...and,
- Support each other.

**#3.** Therefore, to create an effective team, each member must...

- Be committed to the specific objectives of the team,
- Have useful knowledge & skills that they’re willing to share,
- Commit to doing their share of the work...and,
- Uplift & support other team members.

Using this brief 3-point checklist, rate the performance of each person on your team.

Now, how can you use the points in #3 as the basis for a “heart-to-heart” chat with some of your staff who are not currently effective team players?

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](http://www.donaldcooper.com), email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.