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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, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

Are you getting too damn casual in your business?

On a recent visit to a client’s head office I was greeted by a sign in the lobby that read...

**Please excuse our appearance
...it’s our casual Friday!**

Here’s my guess on this one...if you’ve gotten so casual in your business that you have to apologize for how you look, you’ve gotten too damn casual.

Here’s how it should work. Any mode of dress that is distracting, or not in keeping with your business values or brand image is not useful...and therefore not acceptable. Any mode of dress that could destroy customer confidence is definitely not useful...and therefore not acceptable.

And it’s not just how we dress that may have gotten too casual. It could be how we behave, how we perform, or how seriously we take deadlines and commitments in our business. If it’s generally OK to miss deadlines, you’re way too casual. I’ve worked with clients who always start meetings 15 or 20 minutes late, wasting everybody’s time and sending exactly the wrong message throughout the organization.

Business is not a casual game of pickup beach volleyball. It *does* matter when things start and it *does* matter that things get done properly and on time.

If this sounds like your organization, its time to tighten up. Don’t go getting mean about it...just kindly but firmly “tighten up”. This isn’t about driving the fun and enjoyment out of your business. That would be a huge mistake. It *is* about creating a business culture that is energized, fun and respectful while getting the work done, on time. It *is* about looking and acting like we mean business. Anything that looks like or sounds like “*Yea...whatever!*” is out!

Talk with your team frankly about the high standards of performance, appearance and behavior that are required to be productive, effective and competitive in today’s world. Get their commitment, then lead by example. It starts with you....so get started!

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.