



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.

Donald Cooper, MBA
Certified Speaking Professional

Here’s one word that will transform your annual planning process:

This is the time of year when many businesses start working on their budgets and plans for the following year. Here’s a simple tip that can fundamentally change how your team performs. Stop using terms like "budgets", "targets", "forecasts" or "projections" and start calling these things what they ought to be. Start calling them "**commitments**".

First of all, calling them "commitments" will make your team think about them more seriously and they’re less likely to promise something that they can’t deliver. Secondly, if they miss a "projection" or a "target", how big a deal is that? But, if they miss a "commitment", that’s a very serious matter...just as it should be.

Of course, whatever you call them, you must follow up, measure performance, reward success and deal firmly and fairly and non-performance.

Try creating "commitments" in your business, or department, this year and see what a huge difference it makes in your service delivery and your bottom line!

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.