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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](mailto:newsletter@donaldcooper.com).

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## What do good employees really want?

There's lots of confusion about this, so here's the "straight goods". According to most surveys there are 7 things that really good people want in a working environment.

**Note:** This is not what average people want...and for sure it's not what sloths want. This is what top performers who will move your business forward want.

- 1) A challenging job with opportunity to grow. Good people want a challenge. They want to grow themselves and help you grow the business. They also want the training required to do that.
- 2) Clear, honest & consistent communication. They want to know where the business is going, how it's doing and how their work contributes to all of that.
- 3) A positive, uplifting environment with values they can be proud of. Good people will not stay in a depressing, stressful or unethical environment.
- 4) Recognition of performance. Good people want to know that their hard work is noticed and appreciated.
- 5) Money. Pay more and expect more.
- 6) A benefit menu & pension participation. This will be important to people who want to make a career with you.
- 7) Work-life balance. Most emotionally healthy people need and want some balance in their lives. This doesn't necessarily mean balance every day or every week because in most businesses there are busy times that require "all hands on deck" for some pretty wacky hours. Good people realize this...they just don't want it to be all the time.

So, how does your business rate in delivering the 7 things that good people really want? Remember, the best people have to work for somebody...it's just that you have to deserve them.

**For more information** on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com).