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**Donald** is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

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## An article by Donald Cooper, MBA...

**As you focus on making 2010 your best year ever, here are 10 simple questions to consider:**

Sit down with a few of the best minds and hearts in your business or department and invest an hour answering these 10 simple questions.

**Note:** The questions are simple...some of the answers will not be. Where necessary, allocate homework and research assignments to members of the team to gather more info and more innovative thoughts.

1. What extraordinary bottom line profit do we commit to deliver in 2010?
2. What are the three most important things that we need to do to grow or improve our business next year?
3. What are three things that we do that tick our customers off...and what will we commit to do to eliminate them?
4. What are three important things that any of our competitors do better than us and how will we improve and be the leader in 2010?
5. What are two policies that we need to improve or eliminate in 2010?
6. What are the three biggest expense items on which we can save some money in 2010...and, specifically, how will we do that?
7. What are four things we can do to become “greener” in 2010...and beyond?
8. What are the three things that we can do to improve internal communication and improve clarity about our commitments to customers, to each other and to our bottom line?
9. What is the most important new technology that we need to bring into our business in 2010?
10. We can’t grow our business without growing our people. What training, development or mentoring does each person on our team need to help them grow so that they can help grow the business more effectively?

**NOTE:** Of course, you can add a few of your own key questions to the 10 listed above in order to get on the right track to make 2010 your best year ever.