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

Do you have “Brand Busters” in your business?

A few months ago I stayed in a hotel that had recently been taken over by a hotel chain that has been a client of mine for several years. They run some of the finest hotels in Canada. In fact, their hotel in Victoria is one of our favourites out of the hundreds of hotels that we stay in each year. The location, the architecture, the rooms, the food, the amenities, the staff, and the overall service experience are always absolutely extraordinary!

But, back to the “recently taken over” hotel. It was dark, cold, shabby and oppressive. The staff, perhaps cheered by the prospect of better things to come, tried to make up for the tired, depressing surroundings, but they just couldn’t pull it off. This hotel is what I call a “Brand Buster”!

Knowing this fine company, I’m sure that they’ll eventually invest a lot of money to fix that place up. But in the meantime, it’s damaging their brand one visitor at a time. And with the low ceilings, cold, exposed concrete and bad lighting, they may never be able to get it to a point where it honors their brand Promise.

A “brand” is a promise to deliver a consistent set of qualities, standards, values and experiences that your target customers want in their lives. When you break the promise, you erode confidence, destroy trust and “bust” your Brand.

Every product, service or location you offer, every policy you create, every price you set, every action you take, either honors and builds your brand...or it damages your brand. Nothing leaves your brand neutral.

Take a good hard look at every part of your business. What products, services, locations, policies, prices, actions or inactions might be “busting” your brand and destroying your future...and what will you commit to do to fix what needs fixing?

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.