



Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of management, marketing and service 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.

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Donald Cooper, MBA, HoF
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Here are some compelling population projections that will change every business ...and our entire way of life!

Countries need a growing population for 3 reasons...

1. To have internal customers for the products and services they produce.
2. To have productive workers to create and produce those products and services...and,
3. To have income producing, productive workers who pay the taxes required to fund government programs, including the support of the retired and elderly portion of the population.

But the population of the world’s leading economies is shrinking at an alarming rate. Of the 20 nations with the lowest birthrate in the world, 18 are in Europe (the other 2 are Armenia and Japan). People are aging and dying and they’re not being replaced by new births. In Russia today, the death rate is 70% higher than the birth rate.

Clearly, a couple needs to have two children just to replace themselves, but the average birthrate in the western world is about 1.3 children per couple, and falling. For example, the lowest birth rate is in Spain where women are averaging 1.07 children each. This, in a country where only one generation ago, families had 8 children, or more.

By the year 2050, if Europe wants to maintain its current ratio of 4.8 productive workers for every retired person, it will have to “import” 1.4 billion immigrants from Arab, African or Asian countries, the only areas with growing populations. Just think of the huge social and economic upheaval that would bring.

The facts are similar for the United States, Canada, Australia and New Zealand where birthrates are below replacement levels and the aging and retired population continues to become a larger and larger percentage of the total population. And, just as GM, Ford and Chrysler find themselves in a position where their declining workforce can no longer support all the retired employees on pension, entire nations are headed for the same economic crises.

Most western women stopped being “baby factories” years ago and, for many reasons, that’s a good thing. But, as you can plainly see, the medium and long-term implications of this are absolutely extraordinary.

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.