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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.

To access 100's of Donald's free articles on leadership, marketing and management, visit our website www.donaldcooper.com and click on the “Free Articles” button.

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Here's a helpful interviewing tip:

How does your business “sound” to your customers? Your signage, product names, advertising, personal interactions and your website all involve you in a “conversation” with your target customers...and how you “sound” is important. It tells people...

When you're interviewing job candidates, it's important to ask the right questions. In fact, you should have a written script of carefully thought out questions that will help you determine if the person sitting across from you has the talent, experience, attitudes and commitment to do the job wonderfully.

Here's a helpful **interviewing tip** from restaurateur Steve Phillips in Dallas, Texas. When interviewing prospective employees, Steve asks them to write down their thoughts on the following...

1. The 5 most important attributes of an employee.
2. The 5 most important attributes of a co-worker.
3. The 5 most important attributes of a manager.



Why does Steve ask these three questions? He has four reasons...

1. He can see how neat and legible their writing is, which is important in his restaurant business. If the folks in the kitchen can't read the waiter's writing, the customer will probably get the wrong food.
2. He learns about their listening skills and how well they can follow verbal instructions. Also important in the restaurant business.
3. He learns how well they can express themselves.
4. Most importantly, he learns a lot about their attitudes and whether they'll fit into the culture of his business.

If these three questions can be helpful to you, you have Steve's permission to “borrow” them.