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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, idea-generating, FREE monthly electronic Newsletter, email us at newsletter@donaldcooper.com.

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

Is your staff in the dark, involved or fully committed?

In most companies today, one of biggest employee complaints, at all levels, is about the lack of communication. “Nobody tells us what’s going on around here!” ...I hear it all the time. Many business authors, speakers and consultants talk about the importance of communication. But I invite you to think about going beyond communication to **involvement**.

In most businesses, “communication” is the process of telling your people what you’ve decided to do and then asking, or telling them, to “get with the “Involvement”, on the other hand, is the process of discussing with your people what you must do to be a profitable market leader on an ongoing basis and then asking them for their ideas and their commitment to make this happen.

When you communicate with your people, they’re informed. But when you involve them, they’re committed! In addition, when you involve your staff at all levels, you get more and better ideas, you honour your people, reduce turnover and find out who “gets it” and, therefore, who might be promotable.

Consider the value of a more involved staff in your business and then create a plan to make it happen!

For more information on how Donald Cooper can help you lead your business more effectively, visit our website at www.donaldcooper.com or email us at donaldcooper@donaldcooper.com.