

THE DONALD COOPER CORPORATION

Speaking internationally on marketing, service and business excellence



“KEY CHALLENGES” AUDIT SHEET for ASSOCIATIONS

“The beginning of wisdom is the recognition of reality.”

Please use the Audit Sheet below to indicate the challenges that your Association members are currently facing, or will face over the next three to five years. This “Key Challenges Audit” will help to determine how Donald Cooper can be most helpful to your Conference attendees as a Keynote Speaker or Seminar Leader.

Full Name:		Tel. #	
Company:		Email:	

Put X on all that apply.	Key Challenges
	Increased competition for their customers’ loyalty, money, time and attention.
	Shrinking margins.
	We need to better understand our target customers...who they are, why they buy and what they <i>really</i> want.
	How to do more business with existing customers and how to attract profitable new customers.
	Creating and delivering compelling customer-owning Value that will clearly differentiate them, “grab” their target customers and grow their bottom line.
	Communicating their Value story more effectively in a marketplace suffering from increased competition, customer confusion and communication overload.
	A need to find innovative and affordable ways to promote their business in a market where traditional advertising is too expensive.
	Finding, challenging, motivating and keeping top performers at every level of their organization.
	Improving the focus, productivity and passion of their staff. Creating a culture of commitment and accountability...and dealing more effectively with non-performance.
	More effective and consistent implementation of their ideas, decisions and processes.
	Achieving true two-way communication throughout their organization in a way that improves service, efficiency, profitability and employee satisfaction.
	Our industry and market are both changing quickly. Our members need to redefine and/or reinvent some aspects of their business to be a profitable market leader in 3 to 5 years.
	A need to clarify for their Team the very purpose and direction of their business...and to focus and energize them to embrace that purpose.
	Our members are likely confused as to what an effective Vision and Mission really are...and how to use them to inform, challenge, focus and inspire everyone on their team.
	Determining who will lead, manage and/or own their business in the future.

Kindly fax your completed Audit Sheet to us.