

Here's exciting news about how I can help you create compelling customer-owning value and grow your bottom line for about 30% of my normal fee!



Donald Cooper, MBA, HoF

## THE DONALD COOPER 1-DAY MANAGEMENT BOOT CAMP

Speaking & coaching internationally on marketing and management excellence

**RETHINK, REINVENT & RE-ENERGIZE YOUR BUSINESS  
TO IMPROVE YOUR CUSTOMER VALUE, MANAGEMENT  
EFFECTIVENESS AND PROFITABILITY...IN JUST ONE DAY!**

### THE OPPORTUNITY:

Every year, hundreds of business owners and managers ask me to work with them, and their management team, for just one day, to help them rethink, refocus and re-energize their business to create these three outcomes...

1. Compelling, **customer-owning value** that will “grab” their target customers, grow their bottom line and clearly differentiate them from their competitors.
2. More **effective management practices** that will make them price-competitive, service-competitive and profitable.
3. A Plan to visualize and create a **profitable future**. A specific Plan that will inform, focus, challenge and inspire everyone in the organization as to what the business commits to become to be a more profitable market leader in 3 to 5 years.

The problem is that many of these businesses simply can't afford my daily fee. So, we've created an innovative “shared” 1-day Management Boot Camp that's a real “win-win”. Simply put, a small group of non-competing businesses “share” me for the day and save a bundle. Because of the intensive nature of this “shared” Boot Camp, attendance is limited to 4 business owners and up to 6 members of their management team in each location.

By sharing this incredible opportunity with three other businesses, the fee is only \$3600 per business...about 30% of the cost of bringing me in to work with you individually. That's it...the total cost to transform your business is \$3,600 and a day of your time!

Included in this program are **four telephone implementation coaching sessions** with each company at 2, 4, 6 & 8 weeks following the Boot Camp to facilitate effective implementation and eliminate roadblocks. Each participant will also receive my monthly, thought-provoking, idea-generating Management E-Newsletter, at no charge.

Now, here's more info on why this program is so important and the bottom-line value that it delivers...

### THE CRITICAL ISSUES FACING EVERY BUSINESS TODAY!

Every business, today, is faced with increased competition, shrinking margins and more demanding customers. The battle for customer “ownership” and long-term profitability is tough...and getting tougher! Mediocrity is no longer an option.

To thrive, or even survive, everyone on your team must be focused on creating and delivering compelling value and achieving world-class operational efficiency. They must be committed to specific outcomes, rewarded for their success and held accountable for their performance.

Failure to deal with non-performance is one of the biggest issues in businesses of all sizes. And yet, the solution is remarkably simple and I'll share with you the 4 questions to ask when things are not going as they should...4 questions that will immediately make you a more effective manager.

**THE CHALLENGE OF WORKING “ON” YOUR BUSINESS...NOT JUST “IN” YOUR BUSINESS!**

Over my 15 years of working with business owners and managers, I've found that most of them spend 90% of their time working “in” their business and 10%, or less, of their time working “on” their business. Why?...because it's so easy to retreat to the familiar. It's so easy to do the things that they've done for years and that they're good at.

On the other hand, working “on” the business, that all-important process of proactively visualizing, planning and managing the business to create extraordinary customer experiences and a profitable future can be new and intimidating territory. The proposition of creating an effective team seems more difficult than just doing it all yourself. And getting comfortable with ‘the numbers’ and using them to proactively achieve better margins and a healthy bottom line feels like a strange and difficult task. So it's easy to retreat to the familiar by working “in” the business, rather than “on” the business.

In just one day, I'll show you how to make working “on” your business doable, effective, profitable and fun. You'll work on and take away simple, specific and effective implementation templates that will demystify the business of running your business. If you're already pretty effective at working “on” your business, this program will take you to a whole new level.

**STEP #1: CREATING “CLARITY OF PURPOSE” AND DIRECTION IN YOUR BUSINESS:**

Most businesses make the mistake of defining themselves by what they sell, what they make or do, or by how they do business today...and they could be out of business in five years in this fast-changing world.

We start the day by redefining your business by 4 clear commitments that will inform, focus, challenge and inspire everyone on your team...commitments to profitability, to your target customers, to your team and to your community and the planet. This is the first step in creating the culture of innovation, commitment and accountability that every business needs in order to succeed.

In fact, an 11-year study of 207 companies has shown that businesses with a culture of commitment to a clear purpose averaged 571% higher gains in earnings than companies with no clear purpose, culture or direction<sup>1</sup>.

I will help each management team to start the process of creating a clear and compelling **Vision** for their business. This begins with understanding what a Vision really is...and why every business needs one. There's a huge lack of clarity on this subject in business today and almost nobody gets it. Businesses pay tens of thousands of dollars to big consulting firms and spend months to come up with some “feel good” Vision and/or Mission Statement that's both useless and embarrassing!

**Note:** If you hate the word “Vision”, just call it a “5 year commitment”.

After 5 years of study I've developed a simple but effective approach to creating a clear Vision, an actionable Mission and an effective Plan that will take the mystery out of being a world-class manager. So, what is a Vision? To begin with, it's **not** a sign in the lobby that says something like...

**OUR VISION**

**We love our customers,  
We honour the diversity of our staff,  
God is a nice person,  
The Planet's a great place to hang around,  
We'll work hard and have fun!**

If you have one of these in your lobby, take it down immediately!

<sup>1</sup> **Note:** From the book ‘Corporate Culture and Performance’ by John Kotter and James Heskett.

An effective Vision is a clear and measurable statement of what your business commits to become to be a profitable and responsible market leader in three to five years. It fits on one page, it gets updated annually and, like our 4 areas of “commitment”, it informs, focuses, challenges and inspires everyone in your organization.

Your **Mission**, on the other hand, is a clear and measurable statement of what you commit to achieve in the current fiscal year to deliver your customer promise, meet your profit commitments and become your Vision. I will show you how to create this essential document.

From your Mission comes a **Plan** that states specifically who will do what, by when to make it happen.

That's it...**Vision, Mission, Plan**. Three clear and amazingly simple documents that inform, guide and help manage everything you do.

### **NOW THAT WE HAVE CLARITY OF PURPOSE...LET'S GET CREATIVE!**

The next step is to start a simple two-step process that will generate dozens of “big ideas” about how to create, deliver and communicate customer-owning value. Compelling value that will ‘grab’ your target customers, grow your bottom line and clearly differentiate you from your competitors.

This part of the program includes clear insights on how to break through the clutter to communicate with target customers in these cynical times...even when you don't have much of a budget. Also included are my *“Five things you must know before spending a penny on advertising.”* that will save you from wasting a ton of money.

### **YOU CAN'T DO IT ALL YOURSELF. HOW TO FIND, KEEP & LEAD A WORLD-CLASS TEAM:**

Yes, there's a shortage of great staff...and that won't change. In a recent survey 25% of employees admitted that they just show up for their paycheck and don't give a damn about customers, the team or the bottom line. But there are great people out there and they have to work for somebody...why not for you?

What must you do to attract, lead and keep the best team? Learn the two simple questions that will change everything. Discover the truth about what good people really want, how to create an effective and committed team, how to delegate...and how to deal with non-performance.

### **WHAT DO CLIENTS SAY ABOUT DONALD'S ABILITY TO INFORM, FOCUS AND INSPIRE?**

Here are just a few client comments...

- “Donald's management “Boot Camp” has delivered the best take-away value of any program that we've attended. He delivers effective tools that will have a profound impact on any business.”
- “Anyone who wants to succeed in business today needs to spend a few hours with Donald Cooper. It changes everything!”
- "What a wake up call. I have been reminded, inspired and empowered."
- "This was the most challenging presentation I've attended in 40 years. Thank you!"
- To quote the Editor of Profit Magazine...  
*“A compelling bottom-line business message...brilliantly delivered!”*

**Warning:** This program is not for wimps! The full day will be “full”...long hours and tough questions. The process requires integrity, self-awareness, the optimism to see an extraordinary future and the courage to face reality.

**A BIT ABOUT DONALD'S UNIQUE EXPERIENCE, ABILITY AND CREDIBILITY:**

Today's business owners and managers want to work with coaches and advisors **who have actually done it...and done it well**. Winner of seven awards of excellence for marketing, service and business innovation, Donald has been both a leading manufacturer and retailer.

From running a factory, negotiating with unions and creating powerful brands to going public and going off shore, Donald has been there! From starting up to starting over, he has also failed, fallen...and gotten back up.

Donald started his business career at the age of 6, sweeping the floor in the family business for 5 cents a day. Long days and low pay...excellent early training for an entrepreneur!

He earned an undergraduate business degree and an MBA from the University of Western Ontario, followed by 18 years at Cooper Canada, the family business. Cooper Canada became the world's leading manufacturer of hockey equipment, Canada's largest maker of both sporting goods and fine leather goods...and a Canadian icon.

In 1981, Donald made a strategic decision to do something less corporate, becoming a retailer of ladies fashions and gifts. He fundamentally redefined the retail experience for which he was named Canada's Outstanding Innovative Retailer by the Retail Council of Canada.

Since 1991 he has been helping business owners and managers in over 40 industries throughout the world to fundamentally rethink and reinvent themselves to create compelling customer value and long-term profitability.

Audiences also want to hear from speakers with **superb presentation skills**. Speakers who can engage, inspire and entertain. Combining straight talk with edgy humour, passion and heartfelt human insights, Donald has the unusual ability to make a profound connection with the minds and hearts of even the most cynical business audience.

For his unique and transformational material and outstanding delivery style, Donald has been awarded the prestigious Certified Speaking Professional (CSP) designation, the highest earned designation in the competitive world of professional speaking. He has also been inducted into the Canadian Speaking Hall Of Fame.

**For more information, or to make a Boot Camp booking, contact the wonderful Sharen Skene lady at The Donald Cooper Corporation 1-416-252-3704 or by email at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com).**