



Donald Cooper, MBA, HoF

A brief summary of Donald's intensive full-day coaching program for business owners and managers:

THE CHALLENGE: Managing any business today is tough...and getting tougher. We're all faced with more demanding customers, more and stronger competition, increased complexity and shrinking margins. On top of that, great staff are hard to find, motivate and keep...and that problem won't go away any time soon.

The choice is simple; be extraordinary...or be eliminated. **Mediocrity is no longer an option!** To be extraordinary, we must create *compelling* customer value, powerful marketing and world-class efficiency. We must be focused, innovative, passionate and proactive. We must work "on" our business...not just "in" it.

Whether your business is large or small, everyone on your team must be clear about what you commit to deliver, what you commit to become, and how you commit to behave along the way. They must be held accountable for their performance and rewarded for their success. Then, non-performance must be dealt with promptly, fairly and firmly. Lack of clarity and failure to deal with non-performance are two of the biggest problems facing many businesses today. So, we must all manage smarter.

THE BOTTOM-LINE VALUE OF THIS FULL-DAY COACHING SESSION: Donald is a master at helping business owners and their team proactively manage their value, their future and their bottom line. In this small-group "boardroom session" he will lead you through his transformational process of refocusing your business to achieve 3 extraordinary outcomes...

1. **Create, deliver and communicate compelling value and customer-owning experiences** that will 'grab' your target customers, clearly differentiate you from your competitors...and grow your bottom line.
2. **Visualize and create an extraordinary, sustainable and profitable future.** A future that will fulfill, challenge and inspire you and your team. Then, determine how your business must grow and evolve to deliver that future.
3. **Develop more effective management practices** that will improve clarity, innovation, efficiency and accountability. Management practices that will help you to attract, lead and keep top performers in every part of your business. Practices that will make you more price-competitive, service-competitive and profitable.

At the end of the day you will have in place breakthrough clear insights and a documented step-by-step process to proactively sell more, manage smarter, grow your bottom line...and have a life. Finally, Donald will give you tips on how to effectively implement the process.

THE LOGISTICS AND THE INVESTMENT: Donald can lead this program for one company...or for up to 3 businesses who wish to share the expense. When working with one company, up to 6 management team members can participate. In sharing mode, there can be up to 4 management team members from each business. **The investment for this full day of breakthrough coaching is \$4,800, plus travel expenses.**

About Donald: Donald doesn't just talk about it; **he has actually done it...and done it well!** He has been both a world-class manufacturer and an award-winning retailer. Cooper Canada became the world's leading maker of hockey equipment and a Canadian brand icon.

Then, as a retailer, Donald fundamentally redefined the customer experience, for which he received seven Awards of Excellence for business innovation.

For the past 16 years he has coached businesses in over 40 industries throughout the world.

Client comments:

- *"Every business needs to spend a few hours with Donald Cooper ...it changes everything!"*
- *"Donald 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."*
- *"You have made it clear and simple as to how to reinvent my business."*