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THE DONALD COOPER EXPERIENCE

Speaking internationally on marketing, service and business excellence

THE 8 ESSENTIAL STEPS TO FINDING, LEADING & KEEPING THE BEST STAFF!

One of the biggest challenges facing *every* business in the world today is how to attract, lead and keep outstanding people at every level of their organization! People who are capable of creating an extraordinary customer experience, growing the business *and* the bottom line!

Not having the right people in your organization carries a huge cost in lost business, inefficiency, frustration and missed opportunity. And the cost of hiring, then terminating the wrong people is huge!

In this powerful presentation, “**The 8 Essential Steps To Finding, Leading & Keeping the Best Staff**”, Donald defines, explores and simplifies this critical challenge. He delivers dozens of valuable insights and a step-by-step process that works!

The “big lie” we tell ourselves: Many business owners and managers complain that they just can’t get good people any more while good people say that it’s tough to find good businesses to work for any more. There’s a different perspective! Rather than complaining about how difficult it is to find great people it will be far more useful to ask and answer these two simple questions...

1. What kind of company do the best people want to work for?
2. What must we do to be that kind of company?

Although this subject is a bottom-line serious issue in every business, Donald’s presentation is delivered with large doses of humor and humanity that touch people’s hearts while feeding their minds!

Here’s a summary of Donald’s eight essential steps:

Step # 1: Be absolutely clear about where you’re going, how you’ll get there and what your standards and values will be:

Without a clear understanding of your commitments to your customers and to profitable growth it will be virtually impossible to hire the right people. Basically, we hire people to help us do something and to get somewhere. So, if you’re not absolutely clear about what you’re committed to achieving and where you’re going, you really don’t know what kind of “help” you need.

Are you clear about your standards of performance, appearance and behavior? What are your values with regard to ethics, excellence and the treatment of others? How will your business be structured to operate efficiently and effectively? These critical questions are almost always left out of any discussion about finding, leading and keeping the best staff, yet they’re the very foundation of the process.

Step # 2: What specific qualities will be needed to be successful and committed in each function in our business?

Now that you have some clarity regarding your objectives, values, standards and commitments, the next step is to list the skills, knowledge, attitudes, personality, interests and dedication required to be successful and committed in each position in your business.

Now that you know “who” you’re looking for, where will you most likely find these people? In answering this question, business is very much like baseball...you either bring your own people up through the system or you go out and “buy” talent that’s been trained by others. In this section we reveal a number of strategies for identifying “stars” within your organization and where to look outside.

Step # 4: Ask the right questions!

Now that you know who you’re looking for and where to find them, how do you choose the best? The process of interviewing, screening, checking references and evaluating is critical and, sadly, the necessary disciplines are often not applied. Here, specific tools and processes will pay big dividends in weeding out the “bad apples”.

Step # 5: Get commitment to our standards and values...NOW!

The time to let people know what your standards and values are is right now, before you hire them! In this section we discuss exactly what standards and values are, why they’re so very important and how to get commitment to them.

Step # 6: The right intro to the business...then ongoing training and communication:

It’s critically important to start on the right foot with an “introduction to the company”, then an ongoing training plan and career path for each employee, whatever their level of responsibility. Surveys indicate that as many as 70% of all employees believe they do **not** have the knowledge and information required to do their job well.

Managers often ask, “*How do we get our people to be more proud and committed?*” The truth is that people can only be proud of where we’ve been (our history), where we’re going (our Vision) and what we stand for (our Values) and yet many companies don’t teach their history, don’t communicate their Vision...and their values change with the wind. So, they give their people absolutely nothing to be proud of, or committed to.

Step # 7: Commitment, Empowerment and Accountability!

Stop talking about “goals, plans and targets” and start talking about specific “**commitments**” to customers, to growth, to each other and to your bottom line.

Then, empower your team. Only an empowered team can effectively deliver your service promise and help you to grow your business. In this section we explore a number of factors that most often prevent businesses from empowering their people...and how to fix it.

Without empowerment there can be no accountability...and lack of accountability is one of the biggest problems in business today. In this Step #7 we share the simple 10-word question that will bring accountability and effectiveness to your business.

Bonus: In this Section Donald shares his 4 powerful questions to ask when things aren’t being done the way you want in any part of your business. These 4 questions will instantly help you to become a world-class manager.

Step # 8: Feedback, Recognition and Rewards:

Good people thrive on regular feedback and recognition! They want to know how they’re doing, how the business is doing and that they are making a difference. Discover the amazing power of a “Thank you” every day.

“*What gets rewarded, gets repeated!*” There are 100’s of ways to reward effort and excellence. Learn about the “4 Currencies” in your employee’s lives...and why it isn’t all about money.

Donald's unique value, experience and credibility:

Today's sophisticated audiences want **bottom-line business ideas that work** and they want to hear from speakers who've actually done it. Donald **has** done it! Winner of seven awards for marketing, service and business excellence, he has been *both* a leading manufacturer and retailer.

His insights, ideas and processes are universal, do-able and effective...and they're exclusive to Donald. He created them and only he delivers them. In addition, he researches and tailors his presentation to deliver your specific outcomes.

Audiences also want to hear from speakers with **superb presentation skills**...speakers who inform, entertain, challenge and inspire! Donald has been awarded the prestigious Certified Speaking Professional (CSP) designation, the highest *earned* designation in the world of professional speaking. He is also a member of The Canadian Speaking Hall of Fame.

Finally, business audiences want **take-away value**. Donald offers a free monthly, thought-provoking and idea-generating business E-Newsletter.

What clients say about Donald's ability to inform, focus and inspire!

A comprehensive list of clients is available on request, along with enthusiastic recommendations from an impressive selection of Fortune 500 companies, small to medium sized businesses...and over 150 Industry Associations.

Here are just a few typical comments about Donald's presentations...

- "What a wake up call. I've been reminded, inspired & empowered. I'm excited to get back to business."
- "You have made it clear and simple as to how to reinvent my business."
- "I learned more in this presentation than in 4 years of university. Great info and very practical."
- "This was the most challenging presentation I've attended in 40 years. Thank you!"
- "Brilliant, thought-provoking and to the point."
- "I've been to at least 50 conferences over the years and you are the best speaker I've ever heard!"

To quote the Editor of Profit Magazine... **"A compelling bottom-line business message...brilliantly delivered!"** **Note:** Profit Magazine asked Donald to Keynote their National Entrepreneurial Business Conference three years in a row.

Presentation format:

"**The 8 Essential Steps**" can be delivered as a 1½ to 2 hour presentation or as a ½-day interactive workshop. Because this important topic is a natural follow-up to many of Donald's other presentations, many clients book him to deliver both presentations at their event. This is cost-effective and focuses your attendees on creating *both* internal and external excellence in their business.

Book early to avoid disappointment!

Fewer than 100 audiences each year have an opportunity to hear Donald's business-changing insights. To avoid disappointment, we suggest contacting us as quickly as possible!

The Donald Cooper Corporation

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