



Donald Cooper, MBA

THE DONALD COOPER EXPERIENCE

Speaking internationally on marketing, service and business excellence

THE 90-MINUTE MBA

7 things you absolutely must know about your customers, your business...and your life!

Donald Cooper transforms businesses! Drawing from his unique experience as a world-class manufacturer, award-winning retailer and business coach, he delivers the “straight goods” on how to add more real value to your customers’ lives...and more dollars to your bottom line.

This presentation will deliver a powerful competitive advantage to manufacturers, retailers, hospitality, technology or service companies wishing to rethink, ‘refeel’ and refocus their business to achieve market domination and long-term profitability.

Donald informs, challenges, disturbs and inspires as he delivers dozens of clear insights and do-able ideas that have helped thousands of businesses throughout the world. He is a clarifier and a simplifier in our complex and fiercely competitive world!

(A) Exactly what will “The 90 Minute MBA” presentation deliver?

Donald delivers the “straight goods” on how to sell more, manage smarter, make more money...and have a life. This presentation includes...

- The simple truth about **why people buy**, why they don’t buy...and what they really want when they do buy.
- How to rethink and reinvent your business to create and deliver compelling **customer-owning value**.
- Then, how to **communicate** that value in a way that “grabs” your target customers and clearly differentiates you from your competitors.
- Three new ways of **rethinking and redefining our business** that will create clarity, purpose and focus regarding your customers, your future...and your bottom line.
- The straight goods on creating a clear one-page **Vision** for your business that will clarify your purpose and inform, focus, challenge and inspire everyone on your team.
- Some fresh thinking on how to attract, lead & keep the **quality people** that you need to grow your business and your bottom line.
- The 10 words that will increase **accountability, productivity & profitability** in your business.
- How to reward **performance** and deal with non-performance.
- Four simple questions to ask your team that will help make you a **world-class manager**.
- “*We have customers at home too!*” How do we create the work-life **balance** that allows us to create an extraordinary business *and* an extraordinary life?

(B) 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.

(C) 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 have been reminded, inspired and empowered. I'm excited to get back to my 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."
- "Donald, 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.

(D) 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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