



Donald Cooper, MBA, HoF

DONALD COOPER MANAGEMENT BOOT CAMP

Speaking internationally on marketing and management excellence

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

My transformational One-Day Management Boot Camp ...now at a price that every business can afford!

We're bringing my one-day intensive **Management Boot Camp** to Clarington on February 6, 2008...and we're offering it at a price that every business can afford!

1: Here's the incredible value that this one-day program will deliver!

Managing a business today is tough...and getting tougher. But you already know that. We're all faced with more demanding customers, more and stronger competition and shrinking margins. **Mediocrity is no longer an option!** On top of that, great staff are hard to find and keep...and that problem won't go away any time soon.

To be successful you must create compelling customer value, world-class operating efficiency and a business environment that attracts and keeps the best people. Then, everyone on your team must be clear about your commitments to customers, to each other and to the bottom line. They must be committed to specific outcomes, held accountable for their performance and rewarded for their success.

So, where do you begin? **As a leader or manager, your first job is to create clarity about where the business is going, how we'll get there and how we'll behave along the way. Frankly, most businesses don't have that kind of clarity...and it's killing them!**

Imagine instead, a business in which the people in charge have a clear picture of where the business will be in 3 to 5 years...and how it will get there. For example, they know...

- a) How big the business will be.
- b) The extraordinary customer-owning value and experience it will deliver.
- c) How and where it will operate and how it will compete.
- d) The values it will live by.
- e) The talent it will need.
- f) The technology that will drive it.
- g) The working capital it will require... and,
- h) The extraordinary profit that it will generate!

Then, imagine that business being so well run that it attracts and keeps the very best people in the industry and that those people know exactly what the business stands for and what it commits to become...and they're all passionate to help make that happen! A business where success is celebrated and rewarded...and non-performance is dealt with.

Imagine a business that truly gives back to the communities in which it makes a living and respects the planet on which we all journey. **Simply put, imagine a business that becomes an extraordinary success by doing the right thing, extraordinarily well.**

That's exactly the business that I'll help you and your management team create, in just one day. Together, we will rethink, refocus and re-energize your business to achieve three key outcomes...

- 1) Create and deliver compelling, **customer-owning value** that will "grab" your target customers, clearly differentiate you from your competitors, make you 'famous'...and grow your bottom line.
- 2) Develop more effective **management practices** that will create innovation, efficiency, commitment and accountability at every level of the organization. Management practices that will make you more price-competitive, service-competitive and profitable.
- 3) Visualize and create **an extraordinary and more profitable future for your business**. A future that fulfills you, challenges you and creates the lifestyle that you want for yourself and that you've promised to the people that you've invited into your life through marriage, birth and employment.

Simply put, I will deliver the "straight goods" on how to proactively work "on" your business...not just "in" your business. How to lead your market and your business...and how to create some work-life balance along the way. Included in the program are simple, effective management techniques and specific Implementation Templates that will vastly improve your ability to focus, challenge and inspire everyone on your team.

But there's more! I'll show you how to more effectively **manage your team** to get results. I'll share my simple process for solving 3 of the biggest management challenges facing most businesses today...

- 1) **Ineffective implementation,**
- 2) **Lack of accountability...**and,
- 3) **Failure to deal with non-performance.**

...and, then I'll give you the "**4 questions**" to ask when things aren't being done they way they should be in your business. Four questions that will make you a world-class manager in no time!

2: Here's what clients say about my Workshops & Boot Camps:

- *"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."*
- *"You have made it clear and simple as to how to reinvent my business. Thank you!"*
- *"An awesome reality check for business leaders."*
- *"This has been an important day for the future of our business."*
- *"Your Boot Camp has put me back into "the right gear" for growing my business."*

3: So, what's the cost of rethinking and transforming your business?

This full day Boot Camp is organized by the Municipality of Clarington and sponsored by Ontario Power Generation Darlington and The Clarington Board of Trade. Because of this, the fee to attend this business-transforming day is \$75 (+ GST). (*Businesses outside of Clarington will be eligible to register as of Monday, January 21, 2008.*) It's very important that your management team attend with you ...plus, perhaps, your accountant or other key business advisor.

IDEA: Invite your valued clients! As a way of saying 'thank you' to your valued clients why not purchase a table of seats and invite your clients?

What do you get for this investment? You get a full day with Donald, including lunch, the complete 100+ page Workbook, hundreds of breakthrough insights, the 12 step-by-step Implementation Templates that will guide you through a specific process to improve clarity, focus and accountability in your business...and our monthly E-Newsletter.

To find out more, contact Jennifer Stycuk at jstycuk@clarington.net or 1-800-563-1195

REGISTRATION FORM

One-Day Management Boot Camp with Donald Cooper

Wednesday, February 6, 2008 – Clarington, ON

Registration & coffee: 7:30-8:15 am **Boot Camp:** 8:15 am – 4:30 pm (lunch is included) **Q&A:** 4:30-5:00 pm

FAX your completed registration form to 905-623-0584

Company Information: (Please print clearly)

Company Name:		
Address:		
City:	Prov /State:	Phone #: ()
Main Contact:	Title:	
Email Address:		

Names of Attendees: (Please print clearly)

First & Last Name:	Title:
First & Last Name:	Title:
First & Last Name:	Title:
First & Last Name:	Title:
First & Last Name:	Title:
First & Last Name:	Title:
First & Last Name:	Title:
First & Last Name:	Title:

Method of Payment: (Please print clearly)

<input type="checkbox"/> Visa or <input type="checkbox"/> Mastercard CARDHOLDER'S NAME:
Card number: _____ Expiry Date: /
Cardholder's Tel. # () Cardholder's Email: _____
SIGNATURE: _____
<input type="checkbox"/> Cheque payable to Municipality of Clarington is enclosed.
Mail to: Municipality of Clarington, Attn: Jennifer Stycuk 40 Temperance Street, Bowmanville, ON L1C 3A6
** Fax this completed form to confirm your seat – fax: 905-623-0584 **

				Total Amount
Attendee(s)		X	\$75 + GST = \$78.75	

Additional info: contact Jennifer Stycuk at jstycuk@clarington.net or 1-800-563-1195