



Donald Cooper, MBA, HoF

# **THE DONALD COOPER EXPERIENCE**

Speaking internationally on marketing, service and business excellence

## **WHAT IS THE CLEAR & PROFITABLE PURPOSE OF YOUR BUSINESS?**

### **(A) The critical question that every business needs to ask...and few ever do:**

For a business to be focused, effective and profitable, everyone in the organization must be committed to a clear and compelling purpose!

As business leaders throughout the world struggle to define and balance their responsibilities to investors, customers, employees, the environment, and the community, the critical question that is almost never asked is, “What is the clear and compelling purpose of our business?”

Is business only about short-term shareholder value, as the corporate raiders believe (and everyone else “be damned”) or is there, indeed, a more holistic and long-term, profitable approach to creating both success and significance in our business and our personal lives?

In this insightful, challenging, entertaining and uplifting presentation Donald Cooper delivers the “straight goods” on this critical and timely question.

### **(B) “Where there is no Vision, the people perish!”**

...Proverbs 29:18

Donald guides his audiences through his simple but powerful process of creating four clear “purposes” for their business that will include commitments to investors, customers, employees and their community.

As part of this process Donald will discuss what a business Vision really is, why every business needs one...and how to create one that works. To quote Donald, “There’s a huge lack of clarity about what a business Vision really is. It is *not* a statement framed on the lobby wall that says...

#### **OUR COMPANY 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!**

Businesses spend years and pay tens of thousands of dollars to big consulting firms to come up with stuff like this and it’s an embarrassment...take it down immediately! Your Vision is not a customer promise...although you need one of those. It is not a statement of Values...although you need one of those too.

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 every year and it informs, focuses, challenges and inspires everyone in your organization.”

This presentation will be of great value to business owners, presidents, CEOs and their management teams. It will be equally valuable to small, medium or large companies and to business start-ups in any field of business.

**(D) Donald's unique value, experience and credibility:**

Today's sophisticated audiences want to hear from speakers who have actually done it...and done it well. Donald **has** done it! Winner of seven awards of excellence for marketing, service and business innovation, he has been both a leading manufacturer and retailer.

Audiences also want to hear from speakers with superb presentation skills. Donald has been awarded the prestigious Certified Speaking Professional (CSP) designation, the highest earned designation in the competitive world of professional speaking.

Finally, they want **take-away value**. Donald offers a number of effective and reasonably priced Implementation Tools and a free, monthly thought-provoking and idea-generating e-Newsletter.

**(E) What do 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.

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.

**(F) Presentation format:**

This presentation can be delivered as...

- a 60 to 90 minute Keynote,
- a Keynote combined with an interactive Implementation Session,
- a half-day or full-day intensive program.

**(G) Book early to avoid disappointment!!**

Fewer than 100 audiences each year have an opportunity to benefit from Donald's powerful presentations. To avoid disappointment, we suggest contacting us as quickly as possible!

**The Donald Cooper Corporation:**

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