

THE DONALD COOPER CORPORATION

Defining "SUCCESS":

Company name: _____

A) For me as an owner or leader, our business will be a success when...

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.
6. _____.
7. _____.
8. _____.
9. _____.
10. _____.

Note: To help get you started, some possible "success indicators" are...

- sales volume of \$ _____.
- \$ _____ profit,
- ROI of ____%.
- no debt.
- \$ _____ in the bank.
- ____% market share.
- we have ____ locations in _____.
- our share price grows by ____% a year.
- customer satisfaction scores of _____.
- staff turnover is less than _____.
- employee safety scores of _____.
- low environmental impact.
- less business travel.
- more family time for me and my team.
- more time for golf, travel or _____.
- we can buy a bigger house.
- I'm not so stress and tired.
- the business can be sold for \$ _____.
- my children can and want to take over the business.

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Toronto, Ontario, Canada Website: www.donaldcooper.com

Tel: 1-(416) 252-3704 Fax: 1-(416)-252-3705 Email: info@donaldcooper.com

B) According to my spouse and family, our business will be a success when...

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.
6. _____.
7. _____.
8. _____.
9. _____.
10. _____.

Note: To help get them started, some possible "success indicators" are...

- \$ _____ coming home every month.
- no business debt.
- the mortgage is paid off on the house.
- we can afford to buy a bigger house.
- we have \$ _____ in the bank.
- you're not so tired all the time.
- you're not so stressed all the time.
- you're not away from home on business so much.
- we can start a family.
- you have more time for me and the kids.
- you can come watch my team play.
- we can finally take a vacation.
- we can travel more.
- we can put the kids through college.
- it can be sold.
- our children take it over.

C) For me, as a member of the management team, this business will be a success when...

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.
6. _____.
7. _____.
8. _____.
9. _____.
10. _____.

Note: To help get you started, some possible "success indicators" are...

- sales volume of \$_____.
- \$ _____ profit,
- ROI of ____%.
- ____% market share.
- we have ____ locations in _____.
- our share price grows by ____% a year.
- customer satisfaction scores of _____.
- staff turnover is less than_____.
- employee safety scores of _____.
- low environmental impact.
- less business travel.
- more business travel.
- I get a company car.
- my salary reaches \$_____.
- I get _____ stock options.
- my contribution is more appropriately acknowledged.
- I can finally take a vacation.
- have more time for my family.
- more time for golf, travel or _____.
- I'm not so stress and tired.
- when I'm put in charge of running the company.

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D) For me, as an employee, this business will be a success when...

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.
6. _____.
7. _____.
8. _____.
9. _____.
10. _____.

Note: To help get you started, some possible "success indicators" are...

- sales are increasing.
- profit is growing each year.
- we have ___ locations in _____.
- customer satisfaction scores of _____.
- staff turnover is less than _____.
- employee safety scores of _____.
- low environmental impact.
- my salary reaches \$_____.
- I know that my job is "safe".
- my contribution is more appropriately acknowledged.
- communication is more consistent.
- the working environment is more cheerful.
- my boss listens to my suggestions.
- I receive more training for my job and for advancement.
- I have more time for family
- I'm not so stress and tired.
- when management decisions are more consistent.

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