

THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



A BRIEF DESCRIPTION OF DONALD'S PRESENTATION ON...

THE 90-MINUTE MBA

...10 things you absolutely need to know to 'own' your customers, manage your business and grow your bottom line!



Donald Cooper, MBA, HoF

What clients say...

A compelling bottom-line business message...brilliantly delivered!

Editor of Profit Magazine

Simply put, Donald makes sense. He delivers 'good stuff' that you can take away and do something with.

Beacon Lighting, Australia

Donald's presentation was relevant, realistic, actionable, inspiring and entertaining. Everything a speaker should be!

A recent Seminar attendee

Every business owner needs to spend a few hours with Donald Cooper...it changes everything!

Pres. of America's #1 RV Dealership

Donald, your two Seminars were rated #1 and #2 out of over 40 programs that we offered.

Sterling Event Management, USA

Managing any business today is tough...and getting tougher. We're all faced with more demanding customers, more and stronger competition, increased complexity and shrinking margins. On top of that, great staff are hard to find and keep...and that problem won't go away any time soon.

To thrive in good times or bad, first we must create extraordinary customer value and experiences that will 'grab' our target customers, clearly differentiate us from our competitors, make us "famous" and grow our bottom line. Then, we must market, sell and promote like never before in this crowded, confused and cynical marketplace.

Second, we must create a clear Vision for the future of our business and a business model that will get us there. Then we must develop a top-performing team and world-class operating efficiency. Without these four things, we cannot grow our business.

Finally, we must understand the math of profitability and control expenses carefully. Performance must be measured, acknowledged and rewarded ...and non-performance must be dealt with promptly. Lack of clarity and failure to deal with non-performance are two of the biggest challenges facing many businesses today. So, we must all manage smarter.

Most business owners and managers spend 90% of their time working "in" their business and not enough time working "on" it. Donald delivers the 'straight goods' on how to proactively and effectively manage your marketing, your team, your future and your bottom line...and he makes it fun!

About Donald Cooper MBA, CSP, HoF:

Donald doesn't just talk about it; he has actually done it...and done it well! He has been **both a world-class manufacturer and an award-winning retailer**. From humble beginnings, Cooper Canada became the world's leading maker of hockey equipment and a Canadian brand icon, employing over 2800 people.

Then, as a visionary fashion retailer, Donald created an entirely new business model and fundamentally redefined the customer experience. For this he received seven Awards of Excellence for service, marketing and business innovation.

For his unique ability to inform, challenge and inspire even the most cynical business audience, he has been inducted into the **Canadian Speaking Hall of Fame** and been awarded the **Certified Speaking Professional (CSP)** designation....the highest international designation in professional speaking.