



Donald Cooper, MBA, HoF

Donald Cooper's transformational 1- day, **'ACCELERATE YOUR BUSINESS'** **BOOT CAMP FOR CHAMBERS OF COMMERCE**

The challenge that every business faces:

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

Each year, Donald Cooper works with a limited number of business owners and managers who want to rethink, refocus and re-energize their business to achieve 5 extraordinary outcomes:

1. Create compelling customer value and experiences that give them a clear competitive advantage.
2. Market and promote more effectively in a crowded and cynical marketplace. There's no point being the best if you're also the best kept secret.
3. Attract, lead and retain a dedicated and top-performing team.
4. Manage smarter and improve long-term profitability...and to,
5. Create a clear direction for the future of their business...and a clear Action Plan to get there.

This intensive, transformational 1-day 'Grow Your Business' program is not for wimps. It asks tough questions and delivers clear and specific insights about value creation, proactive marketing, management, leadership, creating a top-performing team and profitability that will create the 'unfair competitive advantage' that every business needs in today's super-competitive world.

Simply put, this program delivers the insights and tools that the business people of your community need to sell more, manage smarter, grow their bottom line...and have a life. To quote one client, it's like getting an MBA in one day.

We all need to work 'ON' our business...not just 'IN' it:

Most business owners and managers typically spend 90% of their time working 'IN' their business and 10%, or less, of their time proactively working 'ON' their business. They bury themselves in the day-to-day activities of the business and don't get on with the all-important process of proactively visualizing, planning and implementing an extraordinary customer experience and a more profitable future.

Why does this happen? There are 3 main reasons:

1. We retreat to the familiar and do the things that we've done for years and know we're good at. On the other hand, working 'ON' our business is much more intimidating territory. We don't know where to start...so we don't get started at all.
2. We lack the step-by-step management 'Tools' and specific business insights required to be effective managers.
3. We don't have the time. Day-to-day problems consume most of our day.



Donald delivers the bottom-line insights required to work 'ON' the business. He makes them easy to understand and provides the step-by-step implementation 'Tools' to make it happen.

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About Donald Cooper, MBA, CSP, HoF:

Donald has been both a world-class manufacturer and an award-winning retailer. He started his business career at the age of 6, sweeping the floor in the family business for 5 cents a day. Long days and low pay...excellent early training for an entrepreneur.

Donald earned an MBA from the University of Western Ontario, followed by 18 years at **Cooper Canada**, the family business. From humble beginnings, Cooper Canada became the world's leading maker of hockey equipment and a Canadian Brand icon. The famous 'Cooper' sports brand will make a powerful emotional connection with many of your members. Donald will share some extraordinary 'Cooper' stories.

As a growing family business, Cooper Canada bought competitors, went public, imported, exported to 20 countries, opened an offshore factory in Barbados, and grew to over 2,800 employees. Donald has been 'in the trenches'.

At age 43, Donald reinvented himself as a **visionary fashion retailer**. He fundamentally redefined the customer experience, for which he was voted Canada's Outstanding Innovative Retailer.

Now Donald works with businesses in over 40 different industries around the world to create clarity of purpose, compelling customer value, management effectiveness and long-term profitability. He is respected by clients as a thought-leader, a passionate visionary and a clarifier of complex challenges.

For his transformational business insights and compelling presentation style, Donald has been inducted into the **Canadian Speaking Hall of Fame**. For more info about Donald, go to donaldcooper.com.

9 Specific 'take-aways'...out of the over 100 that will be delivered:

1. As business owners, leaders and managers, our first job is clarity about 5 specific things. So, your Boot Camp attendees will take away greater clarity about the compelling customer value their business must commit to deliver; what the business commits to become to be a more profitable market leader, how they'll get there and the extraordinary bottom line they commit to generate.
2. A definition of what 'success' looks like for them, their team, their business...and their life. We all want 'success'...but rarely define it in meaningful and simple terms. You can't get what you can't define.
3. The truth about why people buy, why they don't buy...and what they really want when they do buy.
4. How to create compelling value and experiences that will 'grab' their target customers, clearly differentiate them from their competitors, make them 'famous'...and grow their bottom line.
5. The 'straight goods' on how to more effectively and proactively market, sell and promote their value story in a crowded, confused and cynical marketplace.
6. A clear understanding of the 'math of profitability' and how small improvements in pricing, sales and operating efficiency will make a huge difference on their bottom line.
7. How to create a clear Vision for the future of their business on one piece of paper and how that Vision will inform, focus challenge and inspire everyone on their team.
8. 'Implementation' is the key...and it's where so many businesses fall down. All Boot Camp attendees will take away Donald's complete set of step-by-step 'Business Implementation Tools'.
9. How to attract, develop and inspire a top-performing team; how to implement more effectively, reward success and deal appropriately with non-performance.



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What clients say about Donald's Keynote and Boot Camp sessions:

- The best, bottom-line business session that has been offered by our Association in 20 years.
- I can honestly say that your Boot Camp was the most eye-opening, forward-thinking and helpful business event that I've attended. I really appreciate your honest, real and straight-forward approach to management, marketing and profitability.
- Every business owner needs to spend a few hours with Donald Cooper. It changes everything.
- Awesome insights; edgy, engaging humour; passion and humanity...the whole package.
- As a small business owner, I attended Donald's Boot Camp and by applying what I learned, I've grown my business by over 50%. I have achieved the Readers Choice Award for the favourite local business in my category and I'm now living the life I once only dreamed of.

We'll help you market and promote your Boot Camp event:

We're happy to assist you in marketing and promoting the 'Grow Your Business' Boot Camp. Specifically, we can help with:

1. Creating promotional material and deciding Boot Camp ticket pricing.
2. Tips on how to sell tickets in bulk to specific businesses in your community.
3. Our experience on how to attract Platinum, Gold and Silver Sponsors who will cover much of the cost.
4. Tips on partnering with other groups and organizations in your community.
5. Getting promotional support from your local radio and newspaper media.
6. Promoting the event to our own database of clients and fans in your area.

Our special reduced fee for Chambers and Community Development Groups:

Our regular full-day Boot Camp fee is \$11,800. **The special fee for the 1-day 'Grow Your Business' Boot Camp for Chambers, Boards of Trade or Regional Economic Development groups is \$6,800, plus tax and reasonable travel expenses from Toronto.** A deposit of 50% is due upon booking your date and the balance is due 15 days prior to the event date.

This fee includes...

1. All of our **research and program development** to customize the program to the needs of your community.
2. Our **event marketing** coaching and assistance.
3. The **'Accelerate your Business' Boot Camp program**, which typically runs from 8:00 am - 5:00 pm.
4. An electronic **master copy** of all 'Boot Camp' materials including the complete **Implementation Guide**. As the Event Coordinator, you will have these materials printed locally. We suggest approaching a print shop in your area for a contra deal to print these in exchange for being a named 'Platinum Sponsor' with tickets to the event for themselves and key customers and promotional consideration in your marketing materials. You may also sell advertising pages (half and full page) at the front of the Workbook. Businesses who offer services such as banking, office supplies, financial planning, insurance, website creation, etc will be excellent candidates for advertising revenue.

This fee includes...cont'd:

5. A free subscription to Donald's weekly 'straight talk' **Management Blog**.
6. Each attendee receives free access to Donald's complete set of copyrighted '**Business assessment and management implementation tools**'. These intuitive, self-guiding 'tools & templates' have helped 1,000s of business owners and managers to make wise decisions and take effective action in the key areas of...
 - more effective business management,
 - creating compelling value that 'grabs' target customers and clearly different them,
 - proactive marketing that increases sales and builds their brand,
 - attracting, leading and engaging a top-performing team,
 - understanding the math of profitability and improving their bottom line...and,
 - succession planning and exit strategies.
7. For those who wish to **join Donald for dinner, debriefing and coaching** at the end of the day, they're invited to do so, by covering their own meal cost.
8. If you're successful in obtaining a major sponsor to provide a significant financial contribution to the event, Donald will make himself available for **2 hours of telephone business coaching with that sponsor**.
9. We will promote your event to business people on **our data base** who reside in your area. Donald will also make himself available for **telephone interviews with your local media** to promote the event.

A quote from the President & CEO of the Owen Sound Chamber of Commerce:

Donald, 'thank you' for your outstanding program for our business community. You've created a great buzz here in Owen Sound, Ontario. The feedback from your 1-day '**Accelerate your business**' **Boot Camp** has been amazing.

Your clear insights into how to sell more, manage smarter, grow your bottom line...and have a life, backed up by your complete set of '**Business assessment and management implementation tools**' have delivered such extraordinary value.

It is important that we as Chambers of Commerce bring this level of world-class, bottom-line business coaching to our members and our community. And because of your excellent reputation, we were able to get several sponsors to help make this event happen. And, we made money for our Chamber.

We're thrilled with what you've done for us!

For more information or to check availability, contact Donald Cooper in Toronto, Canada at 416-252-3703, or by email at donald@donaldcooper.com.