



Donald Cooper, MBA, HoF

Donald Cooper's transformational 'ACCELERATE YOUR BUSINESS' 1 OR 2-DAY 'SHARED' MANAGEMENT BOOT CAMP

Every year, hundreds of business owners ask Donald Cooper to work with them and their team for a few days to help rethink, refocus and re-energize their business to create these five key outcomes...

1. Create compelling customer value and experiences that will give them a clear competitive advantage.
2. Market and promote more effectively on a tight budget. 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. We must become 'talent magnets'.
4. Manage smarter and improve long-term profitability.
5. Create a clear direction for the future of their business... and a plan to get them there.

Donald helps business owners and managers understand their business and their customers in a whole new way and then to create compelling customer-owning value, visualize and create an extraordinary future, attract and manage a world-class team, grow their bottom line...and have a life!

Donald Cooper, MBA, CSP, HoF has been both a world-class manufacturer (Cooper Sporting Goods...a world leader and Canadian Brand icon) and an award-winning fashion retailer. Over the past 20 years, he has spoken to and coached 1000s of business owners and managers in over 40 industries throughout the world.

Now, here's why this program is so important and what it will do for you and your management team...

The challenge every business faces...and the bottom-line value of this Boot Camp:

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

So, as business owners and managers, where do we begin? **Our first job is 'clarity'**. As leaders, we must be clear about what we commit to deliver, what we commit to become, how we'll get there, the extraordinary bottom line that we'll generate...and the values and standards that will guide us along the way. Regardless of whether our business is small, medium or large, if we as leaders and managers are not clear about these five things, who else could possibly be? Most businesses don't have this kind of clarity...and it's hurting them!



Then, we must have the right **business model and a top-performing team**. Without these, we cannot grow our business. Next, we must understand the math of profitability and control every expense carefully.

Our next job is to create and actually deliver **extraordinary customer value and experiences** that will 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 what is clearly a crowded, confused and cynical marketplace.

Finally, we must **implement flawlessly**, performance must be measured, acknowledged and rewarded...and non-performance must be dealt with promptly. Failure to deal with non-performance is one of the biggest

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To achieve all of this, we must be passionate, focused, innovative, courageous, proactive and resilient. In short, we must be extraordinary! **Mediocrity is no longer an option.**

This intensive management program delivers specific, clear insights about marketing, management, leadership and profitability that will create the 'unfair competitive advantage' that every business needs to thrive in today's competitive environment.

And, to facilitate effective action and keep everyone on the right track, each attendee will receive a step-by-step Implementation Guide and Donald's 'straight talk' Management Blog that delivers insights, tips and processes to help keep them focused on the important task of proactively managing their business.

A few of the bottom-line take-aways:

This interactive, intensive 2-day Boot Camp program is not for wimps. It's for business owners and managers who want to be informed, challenged and inspired to make significant improvements in their business...and in their lives. Clients call it a 2-day MBA.

10 Specific take-aways...out of over 100 that will be delivered:

1. As business owners, leaders and managers, our first job is clarity about 5 specific things. So, our Boot Camp attendees will take away greater clarity about the compelling customer value their business will commit to deliver; what it commits to become; how they'll get there; the extraordinary bottom line they commit to generate...and how they commit to behave along the way (their standards, values, ethics and culture).
2. A clear 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. A clearer understanding of the key areas in their business that offer the greatest opportunities for market differentiation, bottom-line improvement and future success.
4. The truth about why people buy, why they don't buy...and what they really want when they do buy.
5. 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.
6. The 'straight goods' on how to more effectively and proactively market, sell and promote their value story in a crowded, confused and cynical marketplace.
7. 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.
8. What a business Vision is, what it isn't, and how to create it on one piece of paper. This business Vision will inform, focus, challenge and inspire everyone on their team and will include a review of their Business Model to ensure that it will get them where they commit to be.
9. Implementation is the key...and it's where so many businesses fall down. Boot Camp attendees will take away the Tools to create a specific and detailed Action Plan stating specifically what will be done, by whom, by when, measured how, rewarded how.
10. How to attract, develop, engage and inspire a top-performing team; how to implement more effectively, reward success and deal appropriately with non-performance. Failure to deal with non-performance is one of the biggest challenges in many businesses today.

What clients say about the 'Accelerate your business' Boot Camp:

- "Donald's management 'Growth 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."
- "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."
- "We have a sharp new focus and real momentum here. We have all our employees involved in making our business better. I haven't had this much fun with my business in quite a while. I'm now working about 15 hours a week less than I used to."
- "I love that you are 'real'. You tell it like it is in a very human and inspiring way. You connected with every one of us."
- "Be a story...and then tell your story. You're right, we have a great story to tell...but we're too modest to brag. We need to change our attitude."
- "Awesome insights; edgy, engaging humour; passion and humanity...the whole package."
- "This has been an important day for the future of our business."
- "As a small business owner, I attended Donald's Management 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."

Your investment in this 1 or 2-day 'Shared Boot Camp' package:

The "Let's Share Donald and Save" package:

This intensive **2-day program** can be shared with 1 to 5 other companies (with a maximum of 6 people from each company) and includes:

- Pre-event Homework assignments for each participating company that Donald uses to tailor content and outcomes that will be transformational for all attendees.
- The full-day Management Boot Camp program which typically runs from 8 AM to 5:30 PM.
- Evening informal de-brief over dinner. This evening session can run as late as 10 PM.
- A master copy of all 'Boot Camp' materials including the complete Workshop Guide and step-by-step Implementation Templates that will guide your team in creating clarity, making key decisions and taking effective action. As clients, you are responsible for printing the Workbooks for each attendee.
- 6 months of on-going coaching and implementation follow-up Conference Calls with each management team to evaluate progress, stimulate ideas, keep the energy flowing and eliminate any roadblocks.

Donald's fee for this 'shared' program is \$18,800 (plus travel) and is split equally among the participating companies. The additional costs are Workbook printing, the room and AV rental, and catering.

If there is a host company who seeks out and invites the other businesses to attend and then coordinates the event, they receive a \$1,000 cost reduction. Depending on how many companies participate, the cost per business is \$4,000 to \$5,000. A tiny investment, given the extraordinary bottom-line value delivered. A deposit of 50% is due upon booking your date, and the balance is due 15 days before the event.

Note: The shorter, less intensive 1-day version of this 'shared' Boot Camp program is \$4,000 less.

For more information, or to book Donald, contact Sharen Skene at The Donald Cooper Corporation at sharen@donaldcooper.com or by phone at 416-252-3704 in Toronto, Canada.