



Donald Cooper, MBA, HoF

## Donald Cooper's transformational

### **"ACCELERATE YOUR BUSINESS"** **1 OR 2-DAY MANAGEMENT BOOT CAMP**

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

In just 1 or 2 days Donald helps business owners and managers rethink, refocus and re-energize their business to create 5 key outcomes...

1. Create compelling customer value and experiences that will give them a clear competitive advantage.
2. Market, promote and sell more effectively in a crowded and cynical marketplace.
3. Attract, manage and engage a top-performing team.
4. Improve their bottom line.
5. Manage smarter, create a clear Vision for their future, an Action Plan to get there and a culture of urgency and accountability that will make sure that they do.

#### **The challenge every business faces...and Donald's commitment to bottom-line outcomes:**

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 employees 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 the value we commit to deliver, the future that we commit to create, how we'll get there, the extraordinary bottom line 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 in our business could possibly be? Most businesses lack this degree 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 increase sales and control expenses carefully. We must understand the numbers side of our business and the math of profitability. A profit is something we plan for...not something we hope for.

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 need to market, sell and promote like never before in what is clearly a crowded, confused and cynical marketplace.

Finally, we must **implement flawlessly** and non-performance must be dealt with promptly. Failure to deal with non-performance is one of the biggest challenges facing many businesses today. So, we must all manage smarter.

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

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## Donald Cooper's transformational 1 or 2-day Management Boot Camp..... Page 2:

This transformational 1 or 2-day program delivers specific, clear insights about value-creation, marketing, management, leadership and profitability that will create the "unfair competitive advantage" that businesses need to thrive in today's competitive environment. At the end of the 1 or 2 days attendees will have in place a step-by-step process to proactively sell more, manage smarter and grow their bottom line.

In over 20 years of doing this important work, Donald has found that most business owners and managers spend 90% of their time working 'IN' their business and 10%, or less, proactively working 'ON' their business. Why do we do this? Because it's so easy to retreat to the familiar. It's so easy to do the things that we've done for years and know we're good at.

On the other hand, working 'ON' our business, that all-important process of proactively visualizing, planning and implementing an extraordinary customer experience and a more profitable future is much more intimidating territory. The proposition of creating an effective team seems more difficult than just doing it all ourselves. Getting comfortable with 'the numbers' and using them to proactively achieve better margins and a healthier bottom line seems like a daunting task...so we retreat to the familiar and work 'IN' our business.

This program will make working 'ON' your business doable, effective and profitable. And, to keep them on the right track, each attendee will receive Donald's free 'straight talk' Management Blog that delivers insights, tips and processes to help keep them focused on the important task of managing the business.

### Summary of the specific take-aways:

Using his unique management insights, his copyrighted 'Business Assessment and Management Implementation Tools' and the wisdom in the room, Donald delivers the 'straight goods' on how to sell more, manage smarter, grow their bottom line...and have a life.

Specifically, you and your team will learn how to...

1. Proactively manage your business to improve clarity, commitment and profitability. As business owners, leaders and managers, your first job is 'clarity'. To quote my Grandma Cooper, *"We need to get everyone singing from the same hymn sheet."*
2. Create compelling value and experiences that will 'grab' your target customers, clearly differentiate you from your competitors, make you 'famous'...and grow your bottom line.
3. Effectively market, sell and promote that value in a crowded, confused and cynical marketplace.
4. Understand the math of profitability and how to grow your bottom line. *"Profit is something we plan for...not something we hope for."*
5. Identify the areas in your business with the biggest opportunities to improve sales and profitability.
6. Start the process of documenting a one-page, clear 'Operating Vision' for the future of your business, and an Action Plan to get there. This is very different from the vague, airy fairy and generally useless 'inspirational Vision Statements' that most businesses have.
7. Examine your business model to see how it might need to evolve to get you where you commit to be in 3 to 5 years.
8. Attract, develop, engage and inspire a top-performing team. *"We become what we hire."*
9. Implement more effectively, reward success and deal more effectively with non-performance.
10. Finally, we'll help you achieve clarity about creating a more extraordinary life, while you are creating a more extraordinary business. *"We have customers at home too."*

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### What clients say about this 1 or 2-day Boot Camp!

- "Donald's management 'Boot 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."
- "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."
- "An awesome reality-check for business leaders."
- "This has been an important day for the future of our business."
- "You have energized me to make a difference in my business and my life!"
- "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 am now living the life I once only dreamed of."

### Your investment for this extraordinary 1 or 2-day 'Accelerate your business' Boot Camp:

This intensive and tailored 1 or 2-day program includes:

- A few pre-event Homework assignments that prepare your group and that Donald uses to tailor content and outcomes that will be transformational for your business.
- The 1 or 2-day Management Boot Camp program which typically runs from 8 AM to 5:30 PM each day.
- Evening de-brief and brainstorming. Evening sessions can run till 10 PM.
- A master copy of all 'Boot Camp' materials, including the complete Workshop Guide and Donald's 'Business Assessment and Management Implementation Tools' that will guide your team in creating clarity, making key decisions and taking effective action. As the client, you are responsible for printing the Workbooks for each of your attendee. Typical cost is \$15.<sup>00</sup> each.
- 6 months of on-going Coaching and Implementation follow-up Conference Calls to evaluate progress, stimulate ideas, keep the energy flowing and eliminate any roadblocks.

**Donald's fee for this intensive program, including the 6 months of follow-up coaching, is:**

**a) The 1-day program...\$12,800 (plus travel).**

**b) The 2-day program...\$13,800 (plus travel).**

**For more information about availability and pricing of this extraordinary 1 or 2-day program, contact Sharen Skene, our Director of Marketing, at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) or by phone in Toronto, Canada at 416-252-3704.**