

# THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



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

**Sterling Event Management, USA**

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

**Pres. of America's #1 RV Dealership**

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

**A recent Seminar attendee**

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

### Vision Critical...

**How to define your future, grow your business and improve your bottom line!**

There's huge confusion in business today about what a "Vision" is, what it isn't...and whether it even makes sense to have one. Businesses spend months and tens of thousands of dollars on consultants and "Management Retreats" only to come up with a Vision that isn't worth the paper it's written on.

It's tough to get where we're going...if we don't know where we're going. Simply put, our Vision should be a clear and measurable statement of what our business commits to become to be a more profitable and responsible market leader in 3 to 5 years.

Its purpose is to inform, focus, challenge and inspire us as leaders, and everyone on our team. Any Vision that doesn't do that is missing the point. It will be on one piece of paper and will be updated every year.

But most importantly, it will create clarity about these 5 things:

1. What we commit to deliver,
2. What we commit to become,
3. How we'll get there,
4. The extraordinary bottom line that we commit to generate...and,
5. How we commit to behave along the way.

That level of clarity simply doesn't exist in most businesses today...and it's killing them. In this breakthrough presentation Donald delivers the 'straight goods' on how to create a clear Vision and an extraordinary and more profitable future.

## About Donald:

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 a world-leading maker of sports equipment and a Canadian brand icon, employing over 2500 people.

Then, as a retailer, Donald created an entirely new business model and fundamentally redefined the customer experience, for which he received 7 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.

**To book Donald, contact Sharen Skene at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) or by phone at 1-416-252-3704 in Toronto, Canada.**