

# THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, HoF

## What clients say...

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

**Beacon Lighting, Australia**

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

**Editor of Profit Magazine**

*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**

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

### FROM 'GREAT' TO 'GONE' ...important business lessons from Cooper Canada and other business adventures!

From humble beginnings in 1905, Cooper Canada became a world-leading maker of sports equipment and fine leather goods...and a Canadian Brand icon. In the process, partners were bought out, the company went global, then went public, was unionized and un-unionized, opened an offshore factory, bought competitors and, finally, sold to the wrong people.

Today, Donald Cooper devotes his life to helping businesses around the world create compelling customer value, clarity of purpose and long-term profitability.

Managing any business 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.

Add to all of that the unique challenges of running a family business, and life gets interesting, indeed. Donald has worked with 100s of family businesses and entrepreneurs to deal with both business and family challenges.

In this candid, 'no-holds-barred' presentation, Donald shares what made Cooper Canada great, where it fell short and how lack of communication resulted in its sale and subsequent demise.

Donald's internationally acclaimed work on business Vision, clarity, commitment and accountability will inform you, challenge you, disturb you and inspire you.

## 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.**

He started work at the age of 6, sweeping the floor in the family business for five cents a day...long hours and low pay, excellent early training for an entrepreneur.

After 18 years at Cooper Canada, Donald decided to do something less corporate becoming a retailer of ladies fashions. He created an entirely new business model and fundamentally redefined the customer experience, for which 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.

**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.**