



Donald Cooper, MBA, HoF

## Donald Cooper's transformational one-day, "ACCELERATE YOUR BUSINESS" MANAGEMENT BOOT CAMP

Every year, hundreds of business owners ask Donald Cooper to work with them and their team 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.

In just one day 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 Canadian Brand icon) and an award-winning fashion retailer. Over the past 20 years, he has spoken to and coached thousands of business owners and managers in over 40 different industries throughout the world.

Now, here's more info on why this program is so important and the value it delivers.

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

Managing any business today is tough...and getting tougher. Every industry 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 the compelling value 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 that kind of clarity, they lack focus and commitment...and it's hurting them badly!



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 carefully control every expense.

Our next job is to create and actually deliver the **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 challenges facing many businesses today. So, we must all manage smarter.

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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 1-day management program delivers clear and specific insights about marketing, management, leadership and profitability that will create the "unfair competitive advantage" that businesses need to thrive in today's competitive environment.

And, to facilitate effective action and keep everyone on the right track, each attendee will receive Donald's complete set of '**Business assessment and management implementation tools**' that have helped 1,000s of clients where there business is today, where it needs to be in 3 to 5 years...and how to get from A to B.

**Note:** If you wish, this program can also be delivered as a 2-day Boot Camp. Day 2 allows much more time for interaction, brain-storming, implementation and small group coaching from Donald. If interested, ask us for the detailed **Info Sheet** on the 2-day program.

### **A few of the bottom-line 'take-aways':**

This interactive, intensive Boot Camp program is not for wimps. It's for business owners and managers who want to make significant improvements in their business...and in their lives. It's like an MBA in one day.

#### **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 and experiences their business will commit to deliver; what the business commits to become in 3-5 years; how they'll get there; the extraordinary bottom line they commit to generate...and how they commit to behave along the way.
2. A definition of what 'success' looks like for them, their team, their business...and their life. We all want 'success'...but rarely define what that looks like in clear, specific and measurable 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 can 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 'Operational' 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 what will be done, by whom, by when, measured how, rewarded how.
10. 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 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."
- "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."
- "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 to bring this important event to your business:**

The fee for this 'ultimate' one-day Management Boot Camp for your business is \$11,800, plus reasonable travel expenses. Your additional costs will be printing the Workbook Guides, room and AV rental and catering. The more intensive 2-day version of the Boot Camp is \$15,800. A few of your key suppliers may be interested in partnering with you to sponsor this event, thus reducing your investment considerably. In exchange, you may invite some of their key people to attend. A deposit of 50% is due upon booking your date, and the balance is due 15 days before the event.

**This fee includes...**

1. All of Donald's **pre-event research and program development**, including extensive telephone interviews with you to determine your specific challenges, issues, opportunities and desired outcomes. Pre-event prep also includes sending you (electronically) a set of 4 Business Assessment Tools to be completed by you and your team and returned to Donald to assist with his customization and prep.
2. The actual **1-day Management 'Boot Camp' program**, which typically runs from 8:00 am to 5:30 pm.
3. **Debriefing and coaching** with the top management team or business owner at the end of the day.
4. An electronic **master copy** of all 'Boot Camp' materials including the complete **Implementation Guide and step-by-step Templates**. You will have these materials printed locally for each of your attendees.
5. An electronic copy of Donald's 34-page **Vision Critical Guide** for each attendee, and a subscription to Donald's weekly 'straight talk' management **Blog**.
6. Donald's complete set of 40 copyrighted '**Business Assessment and Management Implementation Tools**' that facilitate taking effective action to improve every aspect of the business.
7. **Four months of ongoing telephone coaching** to insure that progress is being made, commitments are being met...and to act as a sounding board for ideas that emerge, or roadblocks that appear.

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