

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and business profitability



## DONALD COOPER'S 'STRAIGHT TALK'...

### 'ACCELERATE YOUR BUSINESS' MANAGEMENT COACHING PROGRAM

*"Simply stated, there is no more valuable way that I know of to help companies with their business challenges and opportunities than to bring in Donald Cooper."*

...Michael Brown, Pres. Olympus Imported Auto Parts, Alexandria, VA.

Managing any business today is tough...and getting tougher. Every market is over-served and under-differentiated. Every industry faces disruption from new technologies and competitors with new business models. We're all faced with more demanding customers, 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. So, mediocrity is no longer an option.

In addition to speaking at 60 to 70 business management Conferences around the world each year, Donald accepts a limited number of Business Coaching assignments with businesses that are committed to achieving extraordinary outcomes in 5 key areas:

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 in a cynical and over-served market. There's no point being the 'best' if we're also the best kept secret.
3. Attract, engage and retain a dedicated, **top-performing team**. We need to become 'talent magnets'.
4. Improve **management effectiveness**, develop world-class **operating efficiency**, and improve **profitability** now and for the long term...and to,
5. Create a clear **Vision** for the future of their business, a specific **Action Plan** to get there, and a **culture of commitment, urgency and accountability** to make sure that they do. This includes developing clear 'succession planning and exit strategies', when required.

#### Clients typically bring Donald in to help with one or more of these challenges:

1. Businesses that are already good...and want to get better by improving clarity, commitment and accountability. Businesses that want 'to get everyone singing from the same hymn sheet'.
2. Businesses that are struggling with issues of focus, management effectiveness and profitability.
3. Businesses that need to rethink and reinvent themselves in the face of new and disruptive competition or major changes in their market dynamics.
4. Family businesses or partnerships that need help sorting out issues regarding generational differences in business goals and management style.
5. Business owners wanting help with succession planning and profitable exit strategies. This includes dealing with awkward family situations, difficult partners and other potentially messy situations.

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**Warning:** This program is not for wimps! It's for businesses that want to face reality, embrace a more extraordinary future...and grow their bottom line.

### **Research, homework and prep:**

**Step 1:** As soon as you have officially booked your time with Donald, you'll have an extensive telephone info sharing session with him to create clarity about the challenges and opportunities to be addressed...and the specific outcomes you wish to achieve.

Then, you'll receive from us our set of 3 '**Business Assessment Tools**' for you and your managers to complete and return to Donald, electronically. Two of these 'Biz Tools' take just 4 minutes to complete and the third 'Tool' requires about 45 minutes. They will provide Donald with an excellent grasp of the challenges and opportunities in your business as seen through the 'eyes' of the key players...and an understanding of whether or not everyone is 'on the same page'.

You'll also receive our 34 page **Vision Critical Guide** to help get you focused on where you want the business to be in 3 to 5 years...and where it must be to be a more profitable and sustainable market leader. This Guide, 7 years in the making, gently asks important questions that need to be asked...but often are not.

You will send Donald your current Statements of Vision, Mission, Values or Company Purpose and whichever financial statements you are comfortable to share.

**Step 2:** Donald then spends 2 days analyzing all of the information sent by you and your team and planning the focus and structure of your time together with him.

### **Your Coaching time with Donald:**

For the Coaching day itself, Donald arrives the day before to tour your facility and better understand the business. Dinner that evening is generally with the top management team to learn more about the team, the culture and to do a last-minute check on the outcomes to be delivered.

Your day with Donald will guide and challenge you and your team through a series of powerful bottom-line business insights and interactive discussions to address the specific:

- sales and marketing,
- management,
- staffing,
- operational,
- profitability,
- clarity of Vision for the future of the business,
- family and partnership...succession planning and exit strategy...

...challenges and outcomes that are most important to your business and its stakeholders.

Ideas are shared, commitments are made and the conversation starts about what will be done, by whom, by when and measured how to move the business forward. This process will greatly improve clarity, commitment, urgency and accountability within the management team and throughout the organization. It will inform, focus, disturb, challenge and inspire you and your team to be better...and to do better.

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**The Coaching day** typically runs from 8 AM to 5 PM followed by an evening 'debrief and next steps session' over dinner with the President, the partners, and perhaps a few of the top managers, if it's beneficial for them to be included.

Donald is comfortable and experienced in dealing with tough issues and finding effective solutions ...but he does *not* go looking for 'tough issues' that aren't there. His commitment is to make a big difference in a remarkably short time, supported by our set of copyrighted '**Business Assessment and Management Implementation Tools & Templates**' covering the areas of value creation, proactive marketing, management and leadership, clarity, efficiency and profitability, talent attraction, urgency and accountability...and Vision & Mission.

**Who should be invited** to this important day together...or to parts of it? Typically, the group consists of the business owners and top managers. While it's important to think 'inclusively', one should not invite people to attend in front of whom the most important strategic and profitability conversations can't be had.

### The all-important 4 months of follow up:

The next step is that Donald makes himself available for regular telephone follow-up coaching for 4 months after our day together. These sessions are to answer questions, clarify, discuss strategy, facilitate, remove roadblocks, to be a sounding board and ensure that implementation is taking place, commitments are being met and progress is being made.

### 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.**

Donald started his business career at the age of 6, sweeping the floor in the family business for 5 cents a day. Long days and low pay...excellent early training for an entrepreneur.

He earned an MBA from the Ivey Business School at the University of Western Ontario, followed by 18 years at **Cooper Canada**, the family business. From humble beginnings with just 11 employees, Cooper Canada became the world's leading maker of hockey equipment and a Canadian Brand icon with over 2,800 employees.

As a growing family business, Cooper Canada bought competitors, went public, became unionized, imported from and exported to 30 countries and opened an offshore factory in Barbados.

At age 43 Donald 'fired' himself from the family business and reinvented himself as a **visionary fashion retailer.** He fundamentally redefined the customer experience, for which he received seven Awards of Excellence for marketing, service and business innovation, including being voted Canada's Outstanding Innovative Retailer. Donald has been in the trenches.

For the past 20 years he has worked with business owners and managers in over 40 industries throughout the world to improve clarity of purpose, create compelling customer value, market more effectively, manage more efficiently, deal with difficult issues and generate long-term profitability.

For his unique ability to inform, challenge and inspire even the most cynical business audiences, Donald has been inducted into the **Canadian Speaking Hall of Fame.** For more info about Donald and his work, including a number of short video clips, go to [donaldcooper.com](http://donaldcooper.com).

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**What clients say about Donald's Boot Camp and Coaching programs:**

- Every business owner needs to spend a few hours with Donald Cooper. It changes everything.
- Donald's management program 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. An awesome reality-check for business leaders.
- The best, bottom-line business session that I've attended in 20 years.
- This has been an important day for the future of our business.

**The investment:**

Your investment in this Management Coaching Program, including all preparation and the 4 months of on-going telephone follow-up coaching is just \$9,800, plus travel from Toronto. A 50% deposit is required to secure your dates. The balance is due 10 days before the meeting date.

**For more info, or to book your time with Donald, contact us at [donald@donaldcooper.com](mailto:donald@donaldcooper.com), or by phone in Toronto, Canada at 1-416-252-3703.**