

# 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**

**(delivered by telephone, Zoom or Skypeover a 4-month period)**

***"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 and every industry faces disruption from new technologies and competitors. 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 30 to 40 business management Conferences around the world each year, Donald accepts a limited number of Business Coaching assignments with business leaders who are committed to achieving extraordinary outcomes in 5 key areas:

1. Create and deliver compelling **customer value and experiences** that give them a clear competitive advantage, increased sales and increased profitability.
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 you're also the best kept secret.
3. Attract, engage and retain a dedicated, **top-performing team**. Every business needs to become a 'talent magnet'. Also, how to deal effectively with non-performers.
4. Improve **management effectiveness**, develop world-class **operating efficiency**, and improve **profitability** now and for the long term. How to delegate and grow without losing control.
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, value differentiation, the customer experience, sales 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 partner disagreements or generational differences in business goals, capabilities or 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 business leaders who want to face reality, embrace a clearer and 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 or Skype info-sharing session with him to create clarity about the specific challenges and opportunities to be addressed...and the specific outcomes you wish to achieve.

Then, you'll receive from us our set of 4 '**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 other 2 'Tools' require about 40 minutes. These Assessment Tools will provide Donald with an excellent grasp of how you define 'success' in your business and your lives and the challenges and opportunities as seen through the 'eyes' of the key players. These 'Biz Tools' will also deliver a clear understanding of whether or not everyone on your Team 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 the last 3 years of financial statements.

**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 ongoing time together with him.

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

Your coaching with Donald will take place over a 4-month period, during which Donald will guide and challenge you and your Team through a series of powerful bottom-line business insights and interactive discussions to address specific challenges and required outcomes in the areas of:

- sales and marketing,
- management effectiveness, clarity and accountability,
- staffing, talent attraction and staff engagement,
- business culture,
- operations, process, systems and internal communication,
- organizational structure,
- profitability and profit improvement,
- clarity of Vision for the future of the business and business model assessment,
- family and partnership...succession planning and exit strategy (if applicable).

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 significant difference in a short time, supported by his complete set of copyrighted '**Business Assessment & Management Implementation Tools**' covering the areas of value creation, proactive marketing, management and leadership, clarity, efficiency and profitability, talent attraction, business culture, financial management, profitability, urgency and accountability...and Vision & Mission.

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**Who should be invited** to participate in the initial and ongoing coaching conversations? The initial conversations will be with the owner(s) of the business and from there it will be mutually determined which managers will be included in subsequent sessions. Every client is different. One size does not fit all.

While it's important to think 'inclusively', one should not invite managers in front of whom the most important strategic conversations can't be had on subjects such as managerial or departmental non-performance, profitability, succession and ownership changes.

**The importance of the 4-month follow-up commitment:** The 4 months of follow-up is important to ensure that effective implementation is taking place. Donald will ensure that progress is being made, action commitments are being met; he'll answer questions, clarify dilemmas, discuss strategy, facilitate, remove roadblocks and be a sounding board.

### 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, in just two generations, 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, generate long-term profitability ...and, in some cases, to exit the business gracefully and profitably.

### 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 few days for the future of our business.

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**The investment:**

Your investment in this Management Coaching Program, including all preparation and the 4 months of on-going telephone coaching tailored to your specific challenges and opportunities is just \$9,800.

A 50% deposit is required to secure your booking. The balance is due 10 days before the start of coaching. Or, if you wish to start quickly, the entire amount can be paid in one payment.

**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.**