

THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



Cooper now delivers high-value Virtual Programs!

Donald Cooper's bottom-line management, marketing and profitability insights are now available from a safe distance!

With all that's going on in the world, more than ever, businesses need to sell more, manage smarter and improve their bottom line. They also need to focus, challenge and energize their Team. And Industry Associations and Chambers of Commerce need to find innovative ways to deliver real bottom-line value to their members.

After delivering almost 3,000 live programs, from Keynotes to 2-day Boot Camps, and hundreds of Biz Coaching assignments in over 40 industries throughout the world, I'm now going virtual. That's the new reality...and the beginning of wisdom is the recognition of reality.

Our most requested topics:

- a) **"Accelerate Your Business...**the 'straight goods' on how to sell more, manage smarter, grow your bottom line...and have a life."
- b) **"Create Your Compelling Service Advantage...**how to amaze your customers, differentiate your business...and grow your bottom line!
- c) **"Winning the Talent Wars...**8 essential steps to attract , lead & engage a top-performing team."
- d) **"Vision Critical...**how to manage, innovate and thrive in a very different tomorrow!"
- e) **"Succession Planning & Exit Strategies...**preparing your business and yourself for the most important financial transaction of your life!

What will a Donald Cooper 'Virtual Program' look like?

A Donald Cooper 'Virtual Program' can be a 1-hour or 90-minute stand-alone Session, or can include follow-up interactive group Sessions and 1-on-1 remote Biz Coaching to facilitate effective implementation. We all know that creating compelling customer value, impactful marketing, more effective management and improved profitability doesn't happen from a single session.

Donald's commitment to extraordinary outcomes:

I don't deliver 'canned sessions'. Every program is researched and tailored to deliver each client's desired outcomes. One size does not fit all. My client and industry research include extensive telephone interviews with event organizers and 8 - 10 of your typical attendees in order to better understand and address their key challenges and opportunities.

We provide a few insightful pre-event 'homework' assignments that help attendees prepare for a transformational experience. Then, all our Programs include a step-by-step **Implementation Guide** and free access to our complete set of **'Business Assessment & Management Implementation Tools.'** These self-guiding tools and templates have helped thousands of clients determine exactly where their business is now, where it needs to be...and how to get from here to there.

About Donald Cooper, MBA, CSP, HoF:

Donald has been both a world-class manufacturer and an award-winning retailer. He 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 in London, Ontario, followed by 18 years at **Cooper Canada**, the family business. From humble beginnings, Cooper Canada became the world's leading maker of hockey equipment and a Canadian Brand icon. As a growing family business, Cooper Canada bought competitors, went public, imported, exported to 20 countries, opened an offshore factory in Barbados, and grew to over 2,800 employees.

At age 43, Donald reinvented himself as a visionary retailer of ladies' fashions and gifts, creating a 13,000 sq. ft. destination 'Warehouse Boutique' in which he fundamentally redefined the customer experience. For this he was voted Canada's Outstanding Innovative Retailer. As both a manufacturer and a retailer, Donald has been 'in the trenches'.

For his transformational business insights and unique ability to inform, challenge and inspire audiences around the world, Donald 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. For more info about Donald, go to donaldcooper.com.

What clients say about Donald's Sessions:

- 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 session that we've attended. He delivers effective insights and tools that will have a profound impact on any business.
- The best, bottom-line business session offered by our Association in 20 years.
- Awesome insights; edgy, engaging humour; passion and humanity...the whole package.
- Donald, your two sessions were rated #1 and #2 out of the 40 sessions offered at our 3-day Conference and Trade Show.
- I can honestly say that this was the most eye-opening, forward-thinking and helpful business event I've attended.

The 'big myth' about Virtual Programs!

Call them Webinars, Zoom Conferences, or whatever, there's a big myth out there that speaker fees for these Programs should be a lot less than for live Sessions because, somehow, they're easier to do, or not as effective. First off, we offer virtual Zoom Programs that are effective...otherwise, I wouldn't do them.

And, with our commitment to deliver only high-value Programs, they're not any easier to research, tailor and create. Then, we use a professional studio for remote delivery and technical support to ensure that everything works perfectly, just as you would use professional AV support at a live event. Your reputation is at stake, as is ours. We take that seriously!

For more info about Donald's high-value, bottom-line Virtual Programs, contact us at...

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