

Name:

Vision Critical...

The “straight goods” on how to...

- 1. Define your future,**
- 2. Grow your business...and,**
- 3. Improve your bottom line!**

Presented by:
Donald Cooper, MBA. HoF
Certified Speaking Professional

Prepared specially for

NAMC



Vancouver, BC ~ June 24, 2013

THE DONALD COOPER CORPORATION

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Tel. (416) 252-3704 Toronto, Ontario, Canada

THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, HoF

Every business owner needs to spend a few hours with Donald Cooper...it changes everything!

Randy Ketelsen, President of America's #1 RV Dealership

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

Editor of Profit Magazine

Donald, your two presentations were rated #1 and #2 out of the 40 seminars and workshops that we offered.

Sterling Event Management, USA

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BIOGRAPHY

Donald Cooper, MBA, HoF
Certified Speaking Professional

BORN: Toronto, Canada, 1941

EDUCATION: Honours Business Degree and MBA from the Ivey Business School, University of Western Ontario,

BUSINESS EXPERIENCE:

1) Cooper Canada, 18 years: Executive, Director and major Shareholder:

Cooper Canada became a world-leading manufacturer of protective sports equipment and a Canadian brand icon, growing from humble beginnings to employing over 3000 people. It was also Canada's largest maker of fine leather goods under the Buxton brand name.

Cooper Canada was a major exporter and importer...and operated an offshore manufacturing facility in Barbados for 13 years.

2) Alive & Well, 13 years: Founder, President and Chief Visionary Officer:

Alive & Well was a visionary fashion retail business that received 7 awards for marketing, service and business excellence in just 3 years, including being voted Canada's Outstanding Innovative Retailer by the Retail Council of Canada.

This unique "Warehouse Boutique" concept in Markham, Ontario, fundamentally reinvented the very idea of what a retailer could be and attracted international attention. Alive & Well achieved sales per sq ft of 3 times the national average for stores of its type.

3) International Business Speaker and Coach, 20 years:

Donald is respected by clients in 40 industries throughout the world as a "thought leader" and passionate visionary. His benchmark work on business Vision and leadership fundamentally transforms businesses...and business people. He brings to any results-based discussion a rare balance of reality, integrity and possibilities.

Donald has helped 1000s of clients to create an more extraordinary business by doing the right thing extraordinarily well. Specifically, his focus is on creating clarity of purpose and direction, a compelling competitive advantage, a top-performing team and long-term profitability.

As a world-class innovator and communicator of ideas, Donald has been awarded the prestigious Certified Speaking Professional designation, the highest *earned* designation in the world of professional speaking. He has also been inducted into the Canadian Speaking Hall of Fame.

As part of his commitment to the next generation of business leaders, Donald speaks at MBA Schools around the world as he travels the globe for clients.

Free the spirit...unleash the mind:
NAMC – Vancouver - 2013



“Keepers”

Vision Critical...

The “straight goods” on how to...

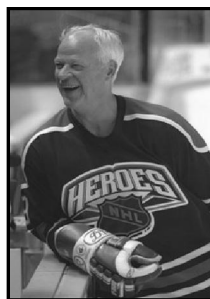
1. Define your future,
2. Grow your business...and,
3. Improve your bottom line!

Donald Cooper, MBA



***A quote from the great
Gordie Howe:***

When asked why players in
his day always wore a cup,
but rarely a helmet, Gordie
replied...



***"You can always get someone else to do
your thinkin for you."***

“Keepers”

Every business is tough!



- Unless we love it...and,
- Have a burning desire to do it better.

How much time do you spend proactively working “ON” the business?

1. Improving the product and the customer experience.
2. Proactively marketing.
3. Developing & managing your team.
4. Improving operational efficiency.
5. Managing your ‘numbers’.
6. Planning your future.



“KEY CHALLENGES” AUDIT

	We face increased competition for our customers' loyalty, money, time and attention.
	Shrinking margins.
	We need to better understand our target customers ...who they are, why they buy and what they <i>really</i> want.
	How to do more business with existing customers and how to attract new and profitable customers.
	We need to do a better job of creating and delivering compelling customer-owning Value that will “grab” our target customers, clearly differentiate us, make us “famous”...and grow our bottom line.

Lets face it...mediocrity is not an option!

If we're trying to succeed by being mediocre,
once our customers have been to Disney World
...we're doomed!



Illuminations...
Light Show - EPCOT

"Keepers"

**Creating
'extraordinary':**

**20-storey car parking
tower in Wolfsburg,
Germany.**

- a)** takes 80% less space,
- b)** costs less to build,
- c)** retrieves cars faster.



The 2 levels of business improvement:

**#2: Where we can be by doing what
has *never* been done before.**

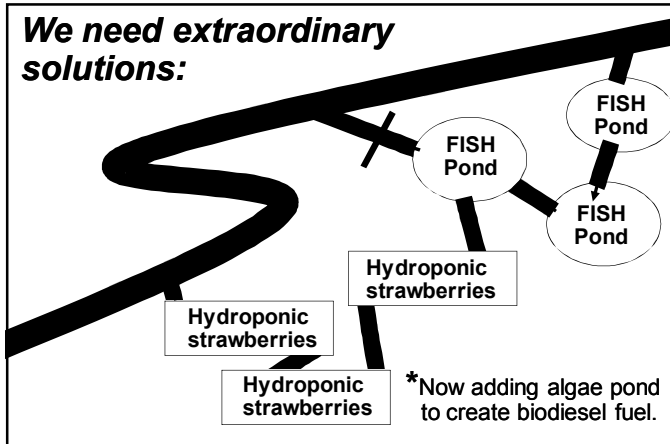


**#1: Where we can be by copying
the best.**



Where we are now.

“Keepers”



What are you “FAMOUS” for?

Yard House restaurants are famous for...
“The world’s largest selection of draft beer”.



Over 150 types of draft beer listed on their website, including a gluten-free beer and beer and ice cream floats.

To create an extraordinary future...

we must be extraordinary leaders and managers.



As leaders, our first job is 'clarity'...

1. The customer value and experience that we commit to **deliver**.
2. What we commit to **become**.
3. How we'll **get there**.
4. The extraordinary **bottom line** we'll generate...and,
5. How we commit to **behave** along the way.



...“commitments”...not goals, targets, aims and objectives.

“Keepers”

Business “leadership”, according to Grandma Cooper!

“We need to get everyone singing from the same hymn sheet.”

We have...

- a) Promise makers...and,
- b) Promise keepers.



The power of being committed to a clear “purpose”!

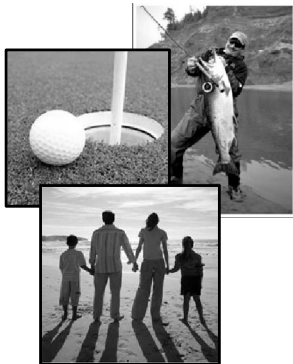
An 11 year survey of 207 companies shows that businesses committed to a clear **purpose** averaged 570% higher gains in earnings!



...Book – “Corporate Culture and Performance”.

Bonus thought: *Clarity is also the 1st step to “having a life”:*

When everyone on our team is clear about our commitments, they don’t have be micro-managed...and we don’t have to be there every minute.



“Keepers”

Some clarity on this Vision thing!

Our Vision is **NOT** a sign in the lobby that says...

OUR VISION

We love our customers,
We honor the diversity of our staff,
God is a nice person,
The planet’s a great place to hang around,
We’ll work hard and have fun!

...The management

OUR VISION

We believe that values-based leadership, combined with clear and genuine operating principles, allows an organization to reach its full potential.

These company values are more than just words. We strive to live them each and every day. That is what you can expect from each employee in our business.

Our Purpose – ‘Alive & Well’

1. **Our customer purpose:** To help women of all ages, in southern Ontario, look and feel more beautiful, respected, energized and confident by selling fashions & accessories, respectfully and at a fair, affordable price. No games, no tricks, no lies.
2. **Our investor purpose:** To generate an ROI for our shareholders of at least 15%.
3. **Our employee purpose:** To be a safe, respectful, challenging, uplifting and rewarding place for top retail performers to work.
4. **Our ‘community’ purpose:** To be respectful of, and a positive force in, our community...and on our planet.

“Keepers”

Our statement of Values:



1. Deliver Wow Through Service

Core Values Frog (or CVF for short) thinks anything worth doing is worth doing with WOW. To WOW, CVF differentiates himself by doing things in an unconventional and innovative way. He goes above and beyond the average level of service to create an emotional impact on the receiver and to give them a positive story they can take with them the rest of their lives.



2. Embrace And Drive Change

CVF can not only handle constant change but expects it and embraces it with open arms. CVF never accepts or becomes comfortable with the status quo but is always thinking of ways to change processes, perspectives, and opinions. Hopefully for the better. Without change, CVF can't continue to provide the superior service that is the Zappos Family trademark.



3. Create Fun And A Little Weirdness

CVF has a sense of humor. He knows that it's good to laugh at himself every once in a while. Work shouldn't be synonymous with drudgery. CVF can find fun and weirdness even when the rubber meets the road, and we're getting lots done. Being a little weird requires being a little innovative, and CVF is always looking for a chance to fully engage in his work and bring out the fun and weird side of it.



Our Vision is ...

A clear and measurable statement of what we commit to become to be a profitable and responsible market leader in 3 to 5 years!

OUR VISION

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

It will inform, focus, challenge & inspire everyone on our team.

“Keepers”

...but how
can we know
the future?

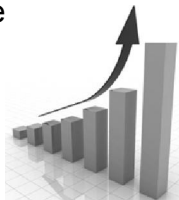
Le Petit Mort
 Psychic Fair
 Cancelled
 due to unforeseen
 circumstances

There are actually 2 kinds of ‘future’:

#1. The future that will happen...

- population & demographics,
- changing tastes & priorities,
- invention & discovery,
- political & economic change
- war & terrorism.

#2. The future that we commit
to proactively create.



Our future is **NOT** a
guessing game...



...it's a **COMMITTING**
game!



“Keepers”

Vision Statement--- Splendido Amore Pizza

- 1) We are committed to being a 4 location chain of upscale, 80 seat, licensed pizza and pasta restaurants in the greater metropolitan area, in three years, with sales of \$6.5 million...and an ROI of 18%.
- 2) We will offer award-winning traditional and gourmet pizzas, pastas and salads in an open kitchen, authentic Mediterranean setting. Quality, service and prices will be above average. We will have 80 ft candles of lighting overall, low noise level and a “no tipping” policy. We will be named the “best pizza” in Cincinnati within 3 years.
- 3) We will achieve the highest possible rating for cleanliness & food handling.
- 4) We are committed to creating an internal business environment that makes us the preferred restaurant employer in our area, within one year.
- 5) We are committed to being the most efficient restaurant in our segment in our area, with the highest sales per employee, within two years.
- 6) We will commit 1% of sales to helping the disadvantaged in our community. And, we will deliver free pizza to firemen and volunteer workers helping in all major disasters in our community.

Defining “SUCCESS”:

Our business will be “successful” when...

1. We can be happy.
2. We make a profit.
3. We have more family time.
4. We have less stress.
5. When the business is saleable.
6. _____
7. _____

Think...

- | | | |
|------------------------|---------------------------|-----------------|
| - sales volume. | - customer satisfaction. | - time away. |
| - \$ profit, ROI. | - staff turnover of ____. | - life balance. |
| - no debt. | - employee safety. | - can be sold |
| - \$_____ in the bank. | - share price grows by | for \$_____. |
| - market share. | ____% a year. | |

Bonus Tip:

The 5 Keys to a successful partnership:

1. Shared **vision**.
2. Shared **values**.
3. Shared **commitment** to the business.
4. Confidence in each other's **competence**.
5. Rapport with each other's **personality**.

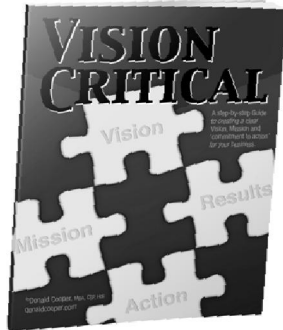


Note: A family biz is simply a partnership...

The “Vision Critical Guide”:

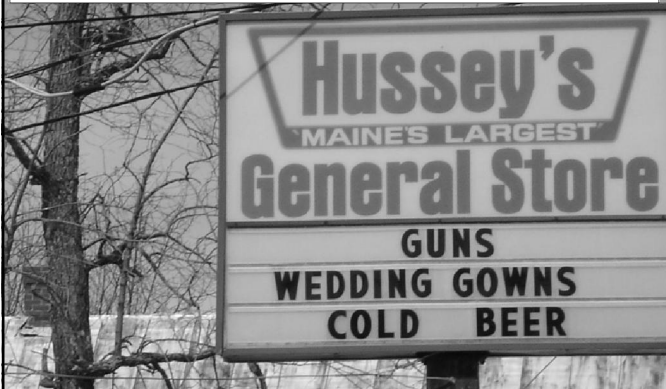
- Insights,
- Tools and,
- Templates

...to design the future
of your business..and
your life!



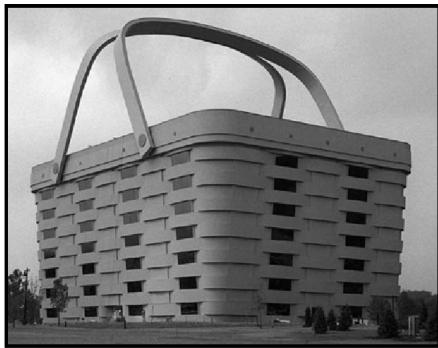
“Keepers”

Our Vision keeps us focused!



Our Vision keeps us passionate!

Are you
passionate or
complacent?



Our Vision allows us to train and hire for what you're committed to become...

Without a clear Vision we tend to train & hire for the immediate past!

...our Vision is a powerful recruitment tool.



“Keepers”

Be a serious student of your numbers:

1. Raise prices by 5% = bottom line ↑ by \$____.
2. Increase sales ↑ 5% = bottom line ↑ by \$____.
4. Reduce expense 5% = bottom line ↑ by \$____.

Trucking company “fired” unprofitable customers and routes and improved their bottom line by \$12 Million.

If you own the business, is it paying you once, twice...or three times?

1. A salary equal to what you could get working for someone else.
2. An ROI of at least 10%.
3. Rent.

And, do you have an exit strategy and an eventual and a catastrophic succession plan?



Reality Check: Given our Vision and Profit Commitment, do we have...

1. The business model,
2. The people talent,
3. The working capital,
4. The leadership ability and commitment...

...to get us there? If not, how will we get what we don't have?

"Keepers"

Don't have an emotional attachment to an uneconomic business model.

To be profitable, a typical Ontario farm needs to be about 3000 acres...

...but the average farm in Ontario is only 300 acres.



Reality Check: Will the business you're in, doing it the way you are now, be a financially and emotionally healthy place to be, in 3 to 5 years?

Investment math 101:

Because of the value of the land, this marina can be sold for \$30 mil.

It lost \$600,000 last year. How much of a bottom-line turnaround is required to make it worthwhile to keep operating as a marina?

...\$2,400,000.



“Failure to execute”...one of the biggest problems in business today:

“Businesses don’t die from a single shot to the head...they die, slowly but surely, from a **1000 uncompleted tasks!**”

...soft ice cream machine broken for 2 summers.

“Keepers”

Finally...creating our extraordinary life!

Don’t make the business your “neat fort”!



Create your extraordinary life:

1. Book time for yourself and family as you would for any other important customer.
2. Create family traditions...they’re the glue.
3. Hug more.
4. Go to any live theatre, concert or sports event.
5. Treat yourself. Buy the best linens and biggest bath towels you can find.
6. Buy any kitchen gadget by OXO...live with great design.

“Keepers”

7. Use the alphabet to trigger new experiences:
Every week or month do something new starting
with picking Apples and end with a trip to the Zoo.
8. Give back...volunteer...practice random acts
of kindness.
9. Get “A 1000 Things To Do Before You Die.”
10. Listen to more good music and less bad news.
11. All those things you’re saving for special
occasions...get them out and use them now!
‘Life’ is a special occasion.

A promise of on-going help!

Free “booster shots”!

Monthly E-tips on how to...

- Sell more,
- Manage smarter,
- Grow your bottom line...and,
- Have a life!



Your special ‘free stuff’ Website :

To access...

1. Free Biz Tools,
2. This presentation Handout.
3. A link to ‘Vision Critical Guide’,

Type into an address bar...

www.donaldcooper.com/namc2013



The Guide is \$24.00

“Keepers”



THE DONALD COOPER CORPORATION

Speaking and coaching internationally on marketing, management and business innovation



BUSINESS “KEY CHALLENGES” AUDIT SHEET

Clients around the world, in over 40 different industries, find this Key Challenges Audit Sheet to be most helpful in identifying areas in their business that need focus and innovation.

Using your “mouse”, put an **X** beside each business challenge that you believe you are currently facing, or might face over the next 3 to 5 years. It will take about 3 minutes to complete this Audit Sheet.

Full Name		Company	
Phone #		Email	
Put X on all that apply ↓	Business Key Challenges Audit		
1		We face increased competition and/or shrinking margins.	
2		We need to better understand our target customers...who they are, why they buy and what they <i>really</i> want.	
3		We need to do a better job of creating and delivering compelling customer value and experiences that will “grab” our target customers, clearly differentiate us and grow our bottom line.	
4		We need to do more business with existing customers and attract new and profitable customers.	
5		Some of our current and target customers may not be aware of all the value we offer.	
6		We need to communicate our value story more effectively in a marketplace suffering from increased competition, customer confusion, cynicism and communication overload.	
7		We need to find innovative and affordable ways to promote our business in a market where traditional advertising is too expensive.	
8		We need to increase profitability by at least ____%.	
9		Our industry faces trust or image issues that we must overcome to create customer confidence.	
10		We’re “under attack” from offshore competitors , “private label”, or by new technologies that threaten our business.	
11		We serve a shrinking or declining market and need to reinvent or relocate ourselves.	
12		We need to find, motivate and keep top performers at every level of our organization.	
13		There’s a need to improve our focus and productivity . We need to create a culture of commitment and accountability...and we must deal more effectively with non-performance.	
14		We need to train and develop our staff more effectively in order to grow the business and remain competitive.	
15		We need more clarity and consistency from the top.	
16		We need more effective and consistent implementation of our ideas, decisions and processes.	
17		We need to create true two-way communication throughout our organization in a way that improves service, efficiency, innovation, profitability and employee satisfaction.	
18		We need a clearer Vision for the future of our business...and a Plan to get us there.	
19		We do not have the working capital we need to operate or grow the business effectively.	
20		Our industry and our market are changing quickly . Our current business model may not get us where we need to be. So, we need to redefine and/or reinvent some aspects of our business.	
21		There’s a lack of clarity about who will lead, manage and/or own our business in the future.	

Product Order Form

DESCRIPTION	Language	Price	Qty	Total
Vision Critical Guide – 31-page (Electronic Workbook – PDF)	English	24.00		
Vision Critical Guide – 31-page (Electronic Workbook – PDF)	French	24.00		

Canadian Tax Schedule:

5% for BC, AB, NWT, YK, NU, SK, MB, QC
 14% for PE
 13% for ON, NB, NL
 15% for NS
 GST / HST # 868 161 043

ADD APPLICABLE CANADIAN TAX (see Tax Schedule)

TOTAL PAYMENT

Hard copy format available: If you would like a quote to print a large volume (with your company logo on the front cover) please contact Sharen Skene, Director of Marketing at sharen@donaldcooper.com.

IMPORTANT: Our Vision Critical Guide **will be emailed to you as a PDF**. It is important that you include your **email address** and phone number so that we can ensure you receive your Guide.

Email address: _____

SHIPPING DETAILS: *** Please print clearly ***

First Name: _____

Last Name: _____

Company: _____

Shipping Address: 1: _____

Shipping Address: 2: _____

City: _____ Prov/State: _____ Postal/Zip: _____ Country: _____

Tel Number: _____

CREDIT CARD PAYMENT DETAILS:

Credit Card # (Visa or Mastercard): |_____|-|_____|-|_____|-|_____| Exp Date: |____|/|____|

Cardholder's Name: _____

Signature of Cardholder: _____

* Cardholder will pay total amount shown to card issuer according to cardholder agreement

The Donald Cooper Corporation

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THE DONALD COOPER CORPORATION

SPEAKING INTERNATIONALLY ON MARKETING, MANAGEMENT & BUSINESS INNOVATION

NAMC - 130624
Vancouver, BC - N

FEEDBACK & FOLLOW-UP

1) SUBSCRIBE TO DONALD'S FREE ELECTRONIC NEWSLETTER:

☐ YES, please subscribe me to Donald's FREE, monthly, thought-provoking & idea-generating E-NEWSLETTER.

PLEASE PRINT CLEARLY

First name _____ Last name: _____

Position/ Title: _____

Company _____

Email address _____

City _____ Prov/State _____ Tel: (____) _____

***We respect your privacy!** We do not lend or sell your contact info to anyone for any reason.*

2) OVERALL PRESENTATION RATING ON DONALD'S PRESENTATION :

On a scale of 1 to 5 (with **5** being "informative, entertaining & uplifting") I would rate this presentation as a 1 2 3 4 5 6 (please circle your choice)

3) COMMENTS: (and "yes" you can quote me) _____

PLEASE CONTACT ME: *(you will need to complete the CONTACT section above)*

- ☐ I'd like to Donald **come back again** to deliver more of his business insights.
- ☐ I have a specific meeting/conference and that I would like to consider **booking** Donald.
- ☐ I'd like to personally **recommend** Donald to a specific association or business group.
- ☐ I'd like to receive information about Donald's 1-day "**Business Management Workshops**".

PLEASE GIVE THIS SHEET TO DONALD AFTER HIS PRESENTATION

The Donald Cooper Corporation E-mail: sharen@donaldcooper.com

Tel 1-(416) 252-3704