



# ABFI FAMILY LEADERSHIP SERIES EFFECTIVE MANAGEMENT & SUCCESSFUL SUCCESSION

Date: **March 29, 2022** Time: **11:30AM-1:00PM**

Cost: **FREE**

Online Workshop

**FREE REGISTRATION**

## Description:

Based on his 'life in the trenches' as a world-class manufacturer, award-winning retailer and 25 years as an international management coach, Donald will share some of his most important insights about effective management and business succession:

1. As business owners, leaders and managers, our 1st and most important job is 'clarity' about 10 things. All Session registrants will receive Donald's copyrighted Biz Clarity Tool to actually calculate a 'Clarity Score' for their business.
2. Donald will share his 6 requirements for a successful partnership or family business, including his 'Partnership & Family Business Audit Sheet'. When a partnership or family business is struggling, it's always because of the absence of one or more of these 6 factors.
3. Every business in the world talks about 'goals, targets, aims and objectives'. Donald will reveal how replacing all these weak and wishy-washy words with one powerful word... 'commitments'... transforms the culture and improves clarity, commitment, urgency, accountability and profitability.
4. You will receive the 'straight goods' on how to create a clear, specific and measurable 'Operational Vision' for the future of your business, including Donald's breakthrough article on, 'The Truth About Vision & Mission...they aren't what you think they are!'
5. Donald will share several key insights and Case Studies of succession successes, pitfalls and nightmares from his personal experience and extensive coaching around the world. He will also share his 'Saleability Score' template.
6. Each Session attendee will receive free access to all of Donald's copyrighted, 'Business Assessment & Management Implementation Tools'.



### Presented by:

**Donald Cooper, MBA, CSP, HoF**  
**THE DONALD COOPER CORPORATION**

Donald Cooper was born in Toronto, Canada. 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.

Donald earned an MBA from the Ivey Business School in London, Ontario...followed by 18 years at Cooper Canada, the family business. In just two generations the business grew from humble beginnings with just 11 employees to become a world leader in protective sports equipment and a Canadian Brand icon, with over 2,800 employees. If you grew up playing sports in Canada, you've probably had Donald's last name on some part of your body!

Cooper Canada manufactured in Toronto and Cambridge, Ontario and operated an offshore factory in Barbados for 13 years. The company exported to 24 countries, survived being unionized, sourced product overseas, bought competitors, dealt with partnership and family issues, became a publicly traded company and, finally, sold out for a number of strategic and family reasons.



# ABFI FAMILY LEADERSHIP SERIES EFFECTIVE MANAGEMENT & SUCCESSFUL SUCCESSION

## More about Donald Cooper

At the age of 43 Donald reinvented himself as an award-winning fashion retailer. Starting with sales of \$15 the first day, he fundamentally redefined the customer experience for which he received 7 Awards of Excellence for marketing, service and business innovation, including being voted Canada's outstanding innovative retailer by The Retail Council of Canada. Donald has been "in the trenches".

For the past 20 years, as a management speaker and business coach, Donald has helped clients in over 40 industries throughout the world to rethink, refocus and reinvent themselves to create 5 key outcomes...

1. Create a clear and compelling competitive advantage,
2. Market and promote more effectively in a crowded and cynical marketplace,
3. Attract, lead and retain a dedicated and top-performing team,
4. Manage more effectively to improve long-term profitability...and to,
5. Create a clear direction for the future of their business and their life...and a plan to get there.

For his unique bottom-line business insights, compelling presentation style and tireless commitment to clients, Donald has been awarded the Certified Speaking Professional (CSP) designation, the highest earned designation in the world of professional speaking. He has also been inducted into the Canadian Speaking Hall of Fame.

Donald's management and succession insights will inform you, challenge you, disturb you, inspire you...and leave you with a new and powerful understanding of your business, your future and your life!