

ACCELERATE YOUR BUSINESS

A transformational 1-day forum presented by management guru Donald Cooper!

A MANAGEMENT FORUM TO
CREATE CLARITY, FOCUS
AND COMMITMENT ACROSS
YOUR ORGANIZATION



EDMONTON

Tuesday, September 30, 2008

7 am to 5 pm at the Radisson Hotel
4440 Gateway Boulevard

CALGARY

Thursday, October 2, 2008

7 am to 5 pm at the Radisson Hotel
2120 16th Avenue N.E.

COST TO ATTEND

\$125 per person [plus gst]*

INCLUDED IN YOUR REGISTRATION FEE:

A full-day with Donald Cooper
Forum materials
Breakfast, lunch and breaks
Opportunity to network with your peers
Parking

*Forum fees subsidy available to rural participants by contacting the Alberta Business Family Institute, Creating Pathways project office at 780-672-0376. Rural is defined as any area outside of the urban centers of Edmonton and Calgary and you must be registered for the Forum to be eligible for the subsidy.

TO REGISTER

For more information on this exciting opportunity and to register, go to:

www.manufacturinginnovation.ca

WHY SHOULD YOU ATTEND THIS EXTRAORDINARY ONE DAY MANAGEMENT PROGRAM?

Managing any business today is tough...and getting tougher. All companies are faced with more demanding customers, more and stronger competition, increased complexity and shrinking margins. Mediocrity is no longer an option! On top of that, great staff are hard to find and keep...and that problem won't go away any time soon.

To succeed, you must be extraordinary! You have to look at ways to be more productive...creating compelling customer value, world-class operating efficiency and a business environment that attracts, challenges and retains the best people. This is not possible without clarity, focus and accountability at every level of your business.

Everyone on your team must be clear about your commitments to customers, to each other and to the bottom line. They must be committed to specific outcomes, held accountable for their performance and rewarded for their success. So we must all manage smarter.

In just one day, Donald will deliver the "straight goods" on how to:

1. Create and deliver compelling, customer-owning value and experiences that will "grab" your target customers, clearly differentiate you from your competitors and grow your bottom line.
2. Develop more effective management practices that will create innovation, efficiency, commitment and accountability at every level of your organization. Management practices that will make you more price-competitive, service-competitive and profitable.
3. Attract, lead and retain a top performing team.
4. Visualize and create an extraordinary and more profitable future. A future that will fulfill, challenge and reward you, your investors and your team.

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WHO SHOULD ATTEND?

This program is specifically designed for the owners, CEO's and managers of any business that wants to create compelling customer value, world-class operating efficiency, a sustainable and more profitable future and an "unfair advantage" over their competitors. Typically, the more management people that attend from an individual company, the more extraordinary the results.

WARNING: This program is not for "wimps"! It is a full day of tough questions, brilliant new insights and incredible breakthroughs. The process requires integrity, self-awareness, the courage to face reality, the optimism to see an extraordinary future...and the commitment to create that future.

WHAT CAN YOU EXPECT?

As a participant, you will take away management insights and techniques, a complete Workbook and step-by-step Implementation Guide, all of which will greatly improve clarity, commitment, innovation and accountability at every level of your business. To quote one Edmonton business owner, "Donald's Management Forum 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."



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WHO WILL YOU LEARN FROM?

Donald Cooper, MBA, CSP, HoF, is respected by business owners and managers throughout the world as a thought-leader and passionate visionary in the important areas of marketing, management and business innovation.

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

If you grew up playing sports in Canada, you've probably had Donald's family name on some part of your body. Cooper Canada became a world leader in the

design and manufacture of sports equipment and a Canadian Brand icon.

Now, based on his real-world business experience, Donald has helped thousands of business managers in over 40 industries to sell more, manage smarter, grow their bottom line ...and have a life.

For his unique ability to inform, focus, coach and inspire business leaders, Donald has been inducted into The Canadian Speaking Hall of Fame.

Go to www.donaldcooper.com to learn more about Donald.