



ROBERT COOPER, Ph.D.

RATINGS AND ENDORSEMENTS

Here are several highlights of the many positive comments, endorsements, top rankings, and ratings we continue to receive worldwide:

THE LEADERSHIP FORUM

"I take great pains to ensure that members of The Leadership Forum are exposed to the very best and latest thinking on leadership and executive development. Over the years, our program—over 300 members strong and represents more than 90 organizations—has featured over twenty widely recognized leadership authorities, including Jim Collins, Ed Lawler, Richard Ross, Alvin Toffler, Jon Katzenbach, Fred Reichheld, Gary Hamel, Warren Bennis, Don Tapscott, Adrian Slywotzky, and Noel Tichy. As a recent faculty member at The Leadership Forum, **Robert Cooper received the highest ratings in our program's history, including inherent value, usefulness, applicability, delivery, and overall results.**"

—John C. Horton, founder, president of The Leadership Center, Leadership Forum

SENIOR MANAGEMENT INTERCHANGE

An independent consulting group polled top executives from a wide range of fields and industries about the impact of Cooper's leadership methods and tools. That numerical rating was **4.9 out of 5.0**.

TOP GLOBAL RANKING: "MOST INFLUENTIAL THINKERS"

Cooper has repeatedly been voted one of *HR* magazine's Most Influential International Thinkers. This ranking recognizes the practitioners and thinkers/academics who have had the greatest influence in the field of people strategy. The peer-based ranking is intended to create a definitive list of the top influencers based on elements such as:

- Challenges conventional thinking
- Brings credibility ... both inside and outside the business
- Commands the respect of peers and key stakeholders
- Adds real value to the business
- Is visionary and transformational

A long list was developed from industry nominations, experts, and HR's editorial teams' expertise. An independent panel of judges debated the names to create a shortlist. Ashridge Business School interviews were also conducted with business leaders/CEOs, media commentators, and city analysts.

LEADING HEALTHCARE INSTITUTION

130 medical and administrative leaders were surveyed about the value and impact of Cooper's work: Value: **4.81 of 5.0**; Usefulness: **4.81 of 5.0**; Applicability: **4.61 of 5.0**; Delivery: **4.94 of 5.0**.

LEADING HOSPITAL SYSTEM

100 medical and administrative leaders were surveyed about impact of Cooper's leadership sessions:
Value: **4.5 of 5.0**; Usefulness: **4.5 of 5.0**; Delivery: **4.8 of 5.0**.

EXECUTIVE LEADERSHIP FORUM

Ratings from 300 executives and managers:
Impact: **9.42 of 10.0**; Delivery: **9.71 of 10.0**.

MANUFACTURING AND SERVICE INDUSTRIES

75 leaders in manufacturing and service industries assessed the impact of Cooper's leadership sessions:
Value: **4.73 of 5.0**; Usefulness: **4.67 of 5.0**; Applicability: **4.58 of 5.0**; Delivery: **4.87 of 5.0**.

A TOP-RATED UNIVERSITY EXTENSION LEADERSHIP PROGRAM

For leadership keynotes, seminars, workshops, and application sessions:
Value: **4.9 of 5.0**; Usefulness: **4.9 of 5.0**; Delivery: **4.9 of 5.0**.



COMMENTS:

CEOS, MANAGERS, PROFESSIONALS, BUSINESS SCHOOL PROFESSORS, MEDIA

“Robert Cooper is a national treasure.” – Michael Ray, Ph.D., Professor Emeritus at the Stanford University Graduate School of Business

“Robert Cooper is the ultimate business guru for the new millennium. He’s tough as nails – a former U.S. Marine who served during the Vietnam War and an All-American swimmer – yet caring and sharing. He’s never met a challenge he wasn’t ready to tackle. He’s concerned with helping you win in business and life, while doing it in an ethical manner... His message is sound, and a near-perfect fit for our crazy times.” – *USA Today*

“I am very impressed with Robert Cooper’s work. He has done an outstanding job bringing together the most responsible research in a wide range of areas impacting human performance under pressure.”
– James E. Loehr, Ph.D., performance psychologist, author of *Mentally Tough* and *The Power of Full Engagement*

“Robert Cooper is an inspirational and truly insightful leader!” – Stephen R. Covey, author, *7 Habits of Highly Effective People*

“A timeless and unforgettable message! Nothing else in the leadership field compares to the emotional intensity and practical value of this work. Share with everyone you know.”
– Ken Blanchard, *The One Minute Manager*

“Every once in a while a work on leadership comes along that forever changes our view of what’s possible in our daily lives and in the world of work. Robert Cooper brilliantly upends conventional thinking about human capacity, leadership and excelling under pressure.” – Nancy L. Badore, Ph.D., Founding Director, Executive Development Center, Ford

“Goes right to the heart of what matters most in leadership and life. Robert Cooper delivers priorities for us all!” – Bob Nelson, Ph.D., *1001 Ways to Reward Employees*

“Quite simply the best book I’ve ever read. I have had time to consider and implement much of what I learned. I can assure you that the practical value keeps paying off!” – Ross Stevens, VP, American Express

“Cooper delivers compelling insights on how to use our inner resources to awaken the enormous possibilities within reach of us all... Cooper’s generous use of well-researched facts and his talent for storytelling, make for... the most worthwhile one-day presentation to be found anywhere.” – Business Book Review

“If you read and apply only one book this year, I suggest that it be this one: *The Other 90%*. Robert Cooper deserves more than five stars for writing the most effective book I have ever seen for drawing on scientific evidence of how the mind and body work to point the way to optimum performance.” – Excerpt from a five-star review on Amazon.com by Donald Mitchell, its Top Business Book Reviewer as rated by Amazon customers for being “a clear-minded critic who supplies the most helpful, honest, tell-it-like-it-is opinions about books”

“Robert Cooper is right on target!” – Burt Nanus, Ph.D., professor at the University of Southern California Business School, Founder of USC’s Leadership Institute, and co-author of *Leaders: Strategies for Taking Charge*

“His health and fitness books are among the best researched and most helpful published during the past decade.” – *The Detroit News*

“A masterpiece.” – Charles Garfield, Ph.D., professor at San Francisco Medical School and best-selling author of *Peak Performers*

“Robert Cooper is a wise leader worthy of your attention.” – Kate Ludeman, Ph.D., CEO of Worth Ethic, and former vice president at KLA Instruments

“Cooper’s works are destined to become classics. They are among the very best business books published during the past decade.” – James E. Ericson, founder of the Masters Forum

“Filled with insightful counseling. Executives and professionals looking for an understanding of emotional intelligence can find it here.” – *The New York Times*

“Cooper shows us that to get the best performance requires an integrated approach. He has done us all a great service.” – Laura A. Liswood, senior examiner for the Malcolm Baldrige Quality Award and Bain & Co.’s Customer Retention Board

“Cooper’s work is thoughtful, insightful, and exceptionally practical. It is vital for everyone who wants to make a difference in their organization, community, or personal life.” – Barry Z. Posner, Ph.D., Dean, Leavey Graduate School of Business, Santa Clara University, author *The Leadership Challenge*

“It has been said that Cooper’s work is ‘a masterpiece’ and the ‘best on the subject.’ I concur with both comments.” – Kerry J. Redican, Ph.D., professor, Virginia Tech University

“Robert Cooper is an authentic leader grounded in the realm of possibility. That’s where I want to live and work. I can’t speak highly enough about this leader and his program. Applying its principles is crucially important for everyone who cares about the future.” – Gayle Holmes, founder and first CEO of MenTTium, cited by the U.S. Department of Labor as the model for mentoring systems nationwide

“Robert Cooper provides an incredible journey through the real story of success in life.” – Eunice Azzani, Vice President, Korn/Ferry International, and Chair of the Board, San Francisco Chamber of Commerce

“Robert Cooper provides a must-take journey for the 21st century leader.” – Charlotte Roberts, co-author of *The Fifth Discipline Fieldbook*

“Cooper’s work could benefit every sales professional and business manager.” – Robert Webster, Vice President, GlaxoSmithKline

“Cooper’s work may be the very best on achieving and maintaining highest health and performance under pressure.”
– *The Sun-Sentinel (Ft. Lauderdale)*

“Robert Cooper’s leadership message is essential to everyone committed to creating the best possible future.” – Agnew Meek, Vice President of 3M

“Practical, sensible advice for leaders...” – *Publishers Weekly*

“A valuable contribution to the literature.” – *Library Journal*

“Lively and well-documented, Cooper’s work offers many bright, practical ideas.” – “Report on Business,” *Toronto Globe & Mail*

“Cooper teaches specific, measurable ways for leaders and teams to succeed at levels we have long considered ‘impossible.’” – Eldon McBride, Manager of Executive Education and Development, Boeing Corporation

“Deserves more than five stars. In our work with hundreds of senior managers and scores of the country’s best and brightest thought leaders, Cooper’s work has received the highest ratings, including inherent value, usefulness and overall results.” – John C. Horton, Founder & President, The Leadership Forum, Atlanta, GA

"I conduct several different leadership courses for an agency of the Department of Defense. During each multi-day course I mention Executive EQ several times, and I give away a copy of the book because of the important information and exercises it contains. I love the book. I have gone through several copies that I've carried with me on the road, all marked up and dog-eared. Interestingly enough, the vast majority of my course students 'get it.'" – William Corsair, KS

"The perfect book to deal with today's workplace challenges. ... Cooper is a national treasure. This book isn't instant gratification. It is mastery." – Michael Ray, Ph.D., Professor Emeritus, Stanford University Graduate School of Business

"Truly an inspiration! Combining the latest scientific research with inspiring real-life examples, Robert Cooper shows how we can use five simple tools to recalibrate our brains and become our best selves." – Ken Blanchard, co-author, *One Minute Manager*

"A powerful program for anyone aspiring to peak performance in leadership and life." – Charles Garfield, Ph.D., Clinical Professor of Psychology, University of California Medical School at San Francisco

"Filled with wisdom, practical tools, and fresh ideas. This is Robert Cooper's most amazing book and will clearly exceed your expectations." – Dr. Jim Loehr, CEO, LGE Performance Sciences, co-author of *The Power of Full Engagement*

"Robert Cooper delivers a powerful roadmap towards clear thinking that all innovators, leaders, and teams should embrace as they create the future – in business, technology, education, or their own personal lives. I will employ many of his methodologies in our high-level think tank sessions to discover the next breakthroughs in leadership and organizations." – Susan J. Duggan, Ph.D., CEO, Silicon Valley World Internet Center

"I wholeheartedly endorse this remarkable leader and his new book. Filled with surprising scientific insights, enlightening stories, real life examples, and practical tools to improve our lives and work." – Dawn Sorenson, VP, Organizational Effectiveness, Methodist Healthcare of Dallas

"I love this book! Brilliant insights, a powerful and compelling message, and completely practical. Absolutely hits the mark!" – Jim Loehr, Ph.D., CEO, LGE Performance Systems, advisor top athletes and executives, author, *The Power of Full Engagement*

"Once again Cooper has created an exceptional resource for unlocking your hidden potential to achieve what everyone else thinks you can't. He gives you the uncommon tools that separate the best from all the rest." – James D. Murphy, author of *Business is Combat* and *Flawless Execution*, Founder & CEO: Afterburner, Inc.

"Robert Cooper can motivate even the most highly motivated of us. He addresses human behavior and peak performance in bold new ways that every leader and athlete can understand. Essential reading!" – Gary Hall, Jr., five-time Olympic gold medalist and the fastest swimmer in the world

"Cooper provides a pathway to understand ourselves and achieve the seemingly impossible. He pinpoints 5 keys that are elegantly simple and easy to apply." – Paula Van Ness, former CEO, Make-A-Wish Foundation, CEO, Starlight Childrens Foundation

"This is a path-breaking book that stands out among all of today's management publications. Executive EQ gives you all of the pieces you need to move your career and organization into a more vital, successful way of doing business in these times of chaos and opportunity." – Michael Ray, Ph.D., Professor Emeritus, Stanford University Graduate School of Business

"A treasure trove of valuable insights and immensely practical information. Cooper's work gives the reader a sense that great research has been done on his or her behalf. I have total admiration for this book's value." – Stephen R. Covey, Ph.D., chairman Institute for Principle-Centered Leadership and author of *The 7 Habits of Highly Effective People*

"An impressive, comprehensive guide to personal effectiveness. If you want to be on 'the Performance Edge' for the 21st century, this is the book!" – Charles C. Manz, Ph.D., professor Arizona State University, author, *Super Leadership: Leading Others to Lead Themselves*.

"The best leadership seminar I have ever attended!" – Marlys K. Riedel, Manager, Boeing

"Absolutely the best leadership seminar I have ever attended, with many excellent ideas for improving leadership and productivity." – John Farrell, COO, KT Associates P.C.

"By far the best leadership seminar ever attended." – Durene C. Cupp, Manager, ITT

"Truly inspiring for leading in a changing world. Filled with fresh insights, bold strategies and practical tools." – Stephen R. Covey, author, *The 7 Habits of Highly Effective People* and *The 8th Habit: From Effectiveness to Greatness*

"This is the BEST day I have spent out of the office in a very long time. Inspirational, extremely valuable!" – Patty Miller, Wells Fargo

"...For anyone who wants a more fulfilling personal and work life for themselves and others, Robert Cooper's presentation is a must!" – Michael Bigley, Crawford & Company

"I cannot tell you what a difference this seminar has made in my life. I use it every day. It has helped me so much to deal with my staff (all 120+ of them!) and balance work and home." – Dana Boudreaux, Sonesta Hotels, New Orleans

"The nursing leaders, medical leaders, and administrative leaders gave you the highest ratings. Your strategic healthcare insights and practical vision, backed by leadership implementation, once again exceeded our expectations and your education will help us advance on all levels.... I don't think we can ever thank you enough for helping us make a significant difference." – Kim Hollon, FACHE, Executive Director, SVP, Methodist Medical Center, Methodist Hospitals of Dallas (a collection of five hospitals); Dallas, TX

"My sincere and heartfelt thanks for your strategically brilliant, meaningful, actionable, and inspiring work with our leadership group. You made an incredible impact! I have heard nothing but positive, enthusiastic response from those who were fortunate enough to be there. We will be incorporating your work, insights, and tools into our ongoing work on service and leadership excellence. You are truly an inspiration." – Cindy Harrison, VP HR, president of American Hospital Association, Leadership Group

"Cooper's Lessons in Leadership program was AMAZING! He is so full of life and has a true understanding of getting a company's needs met by meeting the employee's needs." – Maree V. Turrell, CSBA, Sacramento, CA

"Cooper's program is the most useable material I have ever experienced!" – David S. Miller, VP, First Union National Bank

"The Lessons in Leadership Program with Dr. Cooper was life changing for me." – Deborah Jacourx, Manager, Microsoft, Seattle

“Cooper is the best speaker I have ever heard! His presentation was awe-inspiring & very practical.” – Patricia D. Johnson, Amway

“I have implemented the methods and techniques learned at Cooper’s seminar and we have seen a marked improvement in our entire department.” – Millie LeBlanc, Good Samaritan Medical Center, MA

“Robert Cooper is an amazing speaker! I recommend for all organizational leaders.” – Heather Brytan, Director of Strategy, Medtronic

“Exceptional, motivating, exhilarating, key for the future, passionate, inspirational.” – San Francisco Chamber of Commerce

“Through your enthusiasm, passion and understanding of the issues faced by our organization, you inspired our directors to stretch their individual and collective vision.” – San Francisco Chamber of Commerce

“Your ability to present research, supplemented by appropriate personal experiences, was rewarding and motivational. I was especially impressed, Robert, with your style. I felt you were encouraging people and offering help without attempting to take any credit.” – Howdy S. Holmes, President and CEO, Chelsea Milling Co.

“As always, your presentation was both motivating and personally inspiring. Your words and energy are still with me.” – Patricia Hurchalla, Verizon

“Evaluation scores were excellent, as were your individual comments. Your content was indeed inspirational, thought provoking and key to any leader’s effectiveness. No wonder you enjoy the reputation you do!” – Barbara Woodrick, U.S. Department of Veteran Affairs

“WOW! WONDERFUL! TREMENDOUS! FANTASTIC! These are some of the adjectives used to describe your superb presentation!” – James Tucker, President and CEO, International Association of Fairs and Expositions

“A thousand thanks for a superb presentation, which could not have been more moving. Your talk was deep, moving and fun, a perfect combination!” – John McCarthy, IHRSA International

“Thank you so much for sharing your passion and expertise. You are an incredible human being!” – Ginny Rodriguez, *The Washington Post*

“Your course and the book has been transforming my life. You’ve brought together a disparate group of people and made them see the world through different eyes – open to new possibilities. Thanks for helping us see the forest.” – Nathalie, HP Learning Center

“WOW! What can I say other than you were fantastic!” – Janine Pesci, Managing Director, Programs, Urban Land Institute, Washington, D.C.

“You definitely struck a nerve – you spoke to our soul. Thanks again for your time, talent, enthusiasm and energy!” – Elaine, Community Memorial Hospital, Menomonee Falls, WI

“Exceeded our expectations! Love the phrase ‘discretionary genius.’ If we all really owned the full understanding of that phrase, we could truly release the hidden potential in others. I don’t think we can ever thank you enough for helping us make a difference!” – Kim Hollon, Executive Director, Methodist Medical Center, Dallas, TX

“Robert Cooper is the leading expert in his field... and one of the top thinkers of the day.” – Director’s Introduction, HRD Week

COMMENTS FROM HRD WEEK:

- Stunning – one of the best presentations I’ve ever witnessed
- Fantastic – I will remember parts of this all the way through the rest of my life
- Full of life
- Excellent, passionate, motivational
- Inspirational – very powerful words and concepts

THE LEADERSHIP FORUM – PARTICIPANT COMMENTS:

- Robert demonstrated that even in our high-tech world, high touch (caring about others), still defines success and growth.
- This session greatly exceeded my expectations. I am more analytical than emotional, but this session did an excellent job of bridging the two.
- Superb! Cooper’s passion is infectious and powerful.
- Excellent program! An approach that focuses organizations and relationships on the way human beings ARE rather than spending most energy on shaping conformist approaches within organizations. You can almost FEEL the opportunity for increased productivity and creativity.
- Excellent program! Anyone who sits in a room with Cooper for three hours and isn’t energized is in a coma.
- Incredible – thanks for speaking from the heart and reminding me why I am a leader.
- I was moved in so many ways. I will be a

better leader, and more importantly, a better father because of what I learned today.
• Dr. Cooper puts the “human side” back into business.

“We had an extremely high level of excitement after your presentation – you clearly delivered!” – J. Patrick Gallagher, Arthur J. Gallagher and Co., Itasca, IL

“Our business is built on the quality of our speakers. Our members gave you the highest scores ever! Thank you for reinforcing our high standards!” – Sid Johnson, General Manager, The Leadership Center, Atlanta, GA

“While we have used many consultants, I don’t think anyone has had as great an impact as you. The many positive comments include: ‘Cooper has forced me to re-examine my priorities and leadership style,’ and ‘This seminar is the best use of my time in the last five years,’ and ‘This is the best retreat ever!’ Thank you for the quality and depth you put into your presentation.” – James Ryan, VP for Outreach, Penn State

“Thank you for your enthusiasm and insightful commentary - an impressive kick-off to our tenth annual Global Conference!” – Michael Fischer, Partner, Deloitte & Touche, LLP

“Your style of delivery was absolutely brilliant and clearly had a powerful impact on delegates!” – Lois Whittaker, Institute of Personnel and Development, London

“Thanks for the difference you are making in the world.” – Matt Ploch, American Reinsurance Company, Chicago, IL

“This is by far, the best seminar on leadership that I’ve ever attended. Others haven’t really considered ‘people’ within the organization.” – Durene Cupp, ITT Industries, Roanoke, VA

“Robert Cooper presented from the heart. I felt the message more than just ‘hearing the words.’” – Mark Carter, NTB and Ipower Net, LLC, Grand Rapids, MI

“You made me understand that I have the opportunity to make a difference in my company. You refreshed my spirit and shared some practical mechanisms to help me along the way.” – Roberta Slowey, VP, A O Smith

“Your genuine concern with leadership issues and the well-being of humans in general is refreshing in this age. I can’t tell you what an impact you have made on my life.” – Brian Doty, VP, Amrinc

“Your presentation was revelational. Thank you for your message and your mission to change lives for the better.” – Kirk Jewell, *The Daily Oklahoman*, Oklahoma City, OK

“I was very moved/changed by your presentation.” – Beverly Taliaferro, Visteon

“I’ve never attended a seminar where...the speaker received a standing ovation – and I’ve seen Bob Pike, Ken Blanchard and Bill Gates, and others of your caliber. Robert Cooper did. I walked out of there so at peace, relieved and accepting of the idea that it’s OK to come at elevating business results in a smarter, strategic, kinder way.”
– Kathy Glaser-Brown, Milwaukee, WI

“You are a dynamic speaker Robert! Amazing!” – Wendy Curto, AICI

“It is easy to leave a presentation such as yours full of excitement and watch it fade as the next crisis hits. Your presentation resonated in ways I haven’t experienced before. I appreciate all you are doing for those, like myself, who may have gotten lost along the way.” – Jeff Oko, Eaton Corp

“Thought-provoking and enriching presentation – I have never seen such complete thought and applicability with regard to intellectual capital.” – Tobin Richardson, MBA Georgetown, Student Government President

“Your heart wisdom inspires and motivates me.” – Yoram Levy, Organizational Psychologist, Israel

“Thank you for making a difference in my life. I’m looking forward to my journey as I unlock that other 90%!” – Alice Terlecky, Sr. Manager Client Services, Pacific Life Insurance Co.

“God has given you this gift to touch others in a way that helps THEM touch others in a positive way.” – Suanne Sandage, President, Services for Success, Inc.

“Out of many seminars attended over the years – this was one of the best. You have given me a new perspective – new insights. I have new tools to shape my future.” – Mark Najjar, Area Manager, Business Information Group, Pfizer – Consumer Health Care

“I was very impressed with your ability to pull together a great collection of leadership and emotional intelligence topics in a way that was able to captivate an audience – for almost 7 hours! You have a talent for mixing the work aspects of leadership with ways to enrich non-work aspects of life as well.” – Toivo Mykkanen, Spokane Division – Hewlett-Packard

“More people in the world need to really listen and think about what you say.” – Matt Petroski – Carleton Technologies, Orchard Park, NY

“Robert Cooper is remarkable! It was a day-long presentation and Robert wrapped up with more energy than when he started... Robert’s words were well chosen – he imparts terrific passion and conviction. He is polished, wonderfully professional and really delivers the goods – simply superb!” – Anne Pace

“Your presence, words and message were more than illuminating, they were inspiring. The way you mixed concepts with information, energy and personal enthusiasm have helped me to raise the level of expectancy in my own work.” – Eric Kaufman, Insight Consulting, San Diego, CA

“After attending your seminar (Emotional Intelligence and 21st Century Leadership) in San Diego today, I felt compelled to express my sincerest appreciation for the gifts you have given me today. I call them gifts because I felt that I not only learned principles and the mechanics to apply them in my life, but I also walked away with a little piece of Robert Cooper that nobody else will ever have. Your passion for what you were sharing was obvious and touched me in a way that enabled me to regain some of the fire I had lost in the past few years. You challenged me to live my life on a higher plane with a nobler vision.” – Joe Davies

“After listening to you, I feel like someone understands – that I’m not crazy about my dream of working in a place where people are excited about what they are doing and respect those around them. In a stunning and unique way you reminded me of what is really important. I left the seminar more passionate than ever to give my best every day, honor the people around me and to trust my ‘other brains.’ I left feeling more alive than I have been for a long time.” – Jodi Kramer, Corporate Communications

“As a manager, I constantly battle the line between corporate objectives and the personal needs of employees. Reflecting on your presentation, I am determined to rededicate my focus to relating to people in a caring and sensitive way. I hope to lead by example and convince my management that by honoring the greatness in every employee, we all benefit.” – Louis J. McNerney, Intel Corporation

“Thank you for a wonderful conference in Dallas. It was one of the most inspiring conferences I’ve attended in years – with information that can be applied to both work and personal life. Your stories were extremely encouraging.” – Paige Mayfield, Manager of Partnership Marketing, Southwest Airlines

“I felt so much lighter and more hopeful about life as I reflected on your messages. There were so many useful tips and such wisdom contained in your seminar. More importantly, there was so much of you that you shared with your audience. Among the many leadership development presentations I have attended, yours was by far the best. It is evident you are doing the work you are meant to do and touching so many lives in the process. Thank you for sharing your gift and for helping me re-ignite my flame.” – Diane Bolden

“Very entertaining and thought provoking – highly motivational!”
– William C. Cameron – Chairman of the Board/CEO, American Fidelity Corp.

“Thanks for the tremendous gift of your presentation. Your message resonated. Lives were lifted. Keep investing your most precious commodity (time) with the priorities you so well spoke and obviously live.” – Larry Mills, Verizon VP

“Your presentation was inspiring. You have a gift for taking highly complex studies and boiling them down to snippets that can help us live a richer and longer life. Few presentations capture my attention in the way that yours did. Your mix of stories, music, photos and information is so powerful.” – Jo Anna Trierweiler, BMW

“The success of your presentation to our clients is best summarized by a note left by a CEO last week. ‘The day with Cooper will change my life.’ Thank you for sharing this powerful material with us. The employees represented in our meetings are no doubt seeing positive changes today thanks to your efforts.”
– Berman and Company, Washington, D.C.

“Standing ovations, excellent evaluations, satisfied universities – you are inspirational!” – Julie Gudlewski, NCAA

“I wanted to share with you what an impact you had on my life. After meeting you I purchased a few of your books and began a journey of transformation. I have more balance in my life and much less stress now. I credit you for inspiring me to start a healthier journey. I wanted you to know so you can be assured your messages are important and have had an impact.” – Linda Stephenson, Director of HR, Fidelity Investments

“The best presentation I have ever heard – no

presentation I have ever attended has had more impact on me personally. I bought six copies of the tape of your presentation and passed them on to clients. I have listened to my own copy at least once a month since last October.” – Christine Stephenson, Managing Consultant, CS Training & Consultancy Services

“Attending your seminar has changed my life forever. I was overwhelmed when you first stood up in front of 600+ people and said that part of your goal was to touch everyone in the room. You touched ME very quickly. Some of your techniques have helped me in my personal life – my relationships with my wife and kids – and has also made a difference in my work life and relationships.” – Rich Ham

“I came away from your extremely powerful and inspirational presentation totally inspired.” – Angela Wilde, Commissioning Editor - Fenman

“I can’t begin to tell you what an impact you make on our organization. It is not often that a single person can make such a difference. We challenge ourselves daily on how to incorporate more of your work into our learning.” – Colleen Thornsburgh, Director of Learning Services, Children’s Healthcare of Atlanta

COMMENTS ON EVALUATION FORM – CHILDREN’S HEALTHCARE OF ATLANTA (EMOTIONAL INTELLIGENCE AND LEADERSHIP FOR THE 21ST CENTURY)

- Leadership needs to learn from this!
- Excellent presenter – his passion will be hopefully be contagious to all that attended.
- Very motivational and insightful
- Wonderfully powerful message
- Most appropriate lecture to reflect work, life and living
- Very poignant
- This presentation makes me look forward to the next moment that I will move forward
- Let’s lead more with our hearts and not our budget. The community will be behind us.
- Very inspiring to be a better person overall – not just a better leader.
- Re-focusing – re-energizing – very heartfelt.
- The best presentation I have ever attended. Cooper’s presentation skills, his stories, his humanity were and are extraordinary. I was deeply touched this morning both personally and professionally.
- Extraordinary – very heartfelt and sincere. The message was one to apply to everyday processes not only at work but more to personal development. A part of this should be adapted to our orientation of new staff and ongoing leadership.
- Cooper is an incredible speaker with great insight into people and life.
- The brain in your heart will stay with me! This

lecture was the most profound I have ever received. Outstanding!!

- A very spiritual approach to living and working with heart.
- Most exceptional – life revealing.
- I have been thoroughly educated and inspired.
- Moving, touching, motivating, challenging.
- Brought tears to my eyes. Made me realize that I need to change where I am going right now!
- Robert truly touched my heart!
- Great reminder of what is really important
- Love the way speakers such as Robert stimulate you to think differently and renew energy
- Profoundly moving presenter both on a personal and professional level
- Right on the money – profound/awesome. I am honored to be here.

“The last thing I needed was another day away from the office. This mind frame changed the moment you first started talking. I thoroughly enjoyed your presentation. You are by far the most informative and entertaining speaker I have had the pleasure to hear throughout my many years in public service.” – Jerry McFerin

“Thank you for your passion and insight. This day will change my life.” – Roland Smith, President and CEO, AMF

“I was extremely impressed by the fact that everything you spoke about was both brilliant and insightful and yet also came from the heart.” – Dar Levy, Technical Recruiter, IBM Staffing

“This seminar was PHENOMENAL! As I sat there listening, I felt so good and empowered. I could feel the warmth and the passion radiating through the room. It was genuine.” – Debbie Nunn, National City Bank

“I really enjoyed your seminar at Xavier last week. Did I say enjoyed? My whole spirit was vibrating! I felt your message in my soul. I love you for your strength and honesty. I could see it in your eyes.” – Tony Scharmer

“Thought provoking, truly moving, deeply motivating, challenging and stimulating – completely value-added presentation.” – Global Conference in Swaziland, Tanya Santos, Investec Bank

“I continue to realize the value of the time I spent with you. Heartfelt thanks for sharing your brilliance – I feel honored to be part of your work and want you to know that I will both apply the work as well as continue to spread the message. You are an inspiration to our shared goal of making a difference.” – Lou Stagnitto, Kaiser Permanente

“I was thrilled with your program – especially touched by your personal sharing. You consistently give more than 100% of yourself – people cannot help but be moved by your authenticity.” – Nan Summers, Disney Institute

“You inspire that fire within me to continue to help others grow, lead, live and laugh. The biggest way you touched my heart and soul is by your example. Your willingness to share, your authenticity and your genuine effort in making a difference – this is unique in this world of pretense. What a gift you bring! You are a true leader.” – Carrie Galdes, Google

“Wow and double wow! Many thanks for the great ideas, the mechanisms, to build trust, leadership and energy! I’ve put a couple in place and can see the results already.” – Doug Lennig, Managing Director of Sales, Hilton Sales Worldwide

“Thanks for an awesome uplift with your messages from this newsletter. I’m much stronger than when I started reading it. Great stuff – keep it coming!” – Mike Fitch, Sales and Marketing Executive, Stratagem, Inc.

“I really love your work. You are such an inspiration and we have received so much positive feedback from your talk.” – Kim Foster, Corporate Communications, Liz Claiborne, Inc.

“You are the most extraordinary person I have ever met in my life. You have changed the group culture of a 62-year-old company!” – Maria Cumana

“Thank you for the fabulous presentation. Attendees keep stopping me to let me know how wonderful you were/are and how they’ve been applying what you said at the office and at home. You really touched a lot of people.” – Beth Shapiro, Tax Manager, Equity Office Properties Trust, Chicago, IL

“I am still processing all that you said last week. I really don’t think I will ever be the same after hearing what you had to say. It went straight into my heart.” – Amy Johnson, Programs Coordinator, Oakridge Early Childhood Center

“In every one of our presentations and workshops on Leadership and Team Building, we consistently refer to you and highly recommend you and your works. Keep up the great work – the WORLD needs you!” – Hal Shook, Life Management Services, LLC

"I wish to express my profound gratitude for your vision, commitment and particularly, your congruence and embodiment with which you deliver your compelling words. I am always touched by your level of presence and engagement. I am moved by your reverence for humanity and your belief in what is possible. You are my inspiration and model. I deeply appreciate who you are and what you've taken a stand for in the world." – Julie Shumelda, Tiburon, CA

"For making this year's Leadership Council a resounding success – many thanks! You touched and stimulated everyone who attended – at many levels and in special ways. You left everyone wanting more! You brought a passion and soul to the event that none will soon forget." – Lawrence McClure, Senior VP, Liz Claiborne

"I was unaware that you would be personally responding to my request. Your presentation was nothing short of PHENOMENAL! You truly can move a room with real-life issues. Your studies into what takes a management team from good to great and the methods in which you deliver it are spectacular." – Ryan Knott, President, HomeFirst Mortgage Corp

"I was blown away by your two presentations at the Nexus EQ conference. You were the best thing there!" – Andy Smith, Ph.D., EQ Coach, Practical EQ, Manchester, England

"Saying thank you is far too simple to express the group's awe of your presentation. You captured our minds and hearts and helped bring a dynamic perspective to the Executive Institute. The CEO's gained tremendous value from your insights and experiences. Thank you for a most dynamic session and for contributing to the success of the Institute." – LydiaThurston, Microsoft and MSN

COMMENTS FROM THE EXECUTIVE INSTITUTE (LEADERSHIP IN A CHANGING WORLD):

- High-energy, passionate presentation
- Robert's energy level is contagious!
- Energetic, practical, personal, thought provoking.
- Lots of new tools to improve energy, commitment, decision making. The high-energy, fast-paced presentation was most refreshing from other routine presentations.
- Small suggestions that if applied should give big results.
- High energy level and how little things can help us improve as leaders.
- Inspiring – unleashing potential.
- Great energy – great delivery style – full of ideas – great motivation – wonderful close.
- Personal challenge to lead more effectively and be genuine in doing so.

- Very engaging and thought provoking.
- Wove human and business together – brain, gut, heart.
- High energy, infused with humor – practices what he preaches.
- Motivated me to action!
- It was captivating – the best presentation ever!
- High energy – very encouraging and validating.
- Energy, enthusiasm, genuine – excellent – could not have been better!
- Energized – credible – articulate – entertaining – captivating.
- I will think about (and encourage others to think about) what's really important in life.
- Great reminder to take a reality check every day and inspire staff to do the same.
- Life-changing material!
- Great presentation – high energy – well communicated.
- Tremendously inspiring presentation.
- Powerful
- Sensational information.
- Robert Cooper is a practical genius – the whole presentation was profound.

COMMENTS FROM MELANIE ALLAN ON PRESENTATION TO CMCH:

- Great presentation – if we use only half of this we will be far better off!
- I gained so much – not just professionally, but personally too.
- He touched my heart and soul.
- By far, the best educational presentation I have been to at CMCH, and the best in my 25-year career in healthcare.
- Absolutely awesome! Excellent speaker – great motivator!
- The best presentation I have ever heard! - CEO

"Cooper was one of the most articulate, knowledgeable, dynamic and instructive speakers we have ever heard. He told us how to re-set our perspectives about what matters most in life. His presentation told us how to give every member of our team a chance to reflect, regain our bearings, renew our energy and awaken more of our untapped potential for leadership and life." – Dick Rashnick on presentation to ICD in Minneapolis



ROBERT COOPER is a neuroscientist and strategic advisor to a number of the world's top organizations: large and small, public and private. Drawing on decades of global experience with record-setting executives, entrepreneurs, scientists, advisors, and companies, and a peak performance database with over one million leaders, Cooper has drawn together a remarkable team of colleagues to help leaders that aim to achieve what everyone else thinks they can't—using scientifically based insights, ultra-practical tools, counter-intuitive wisdom, and disciplined metrics.

Praised as "a national treasure" by Stanford Graduate School of Business Professor Emeritus Michael Ray, for five straight years Cooper was the highest-rated faculty member in the Lessons in Leadership Distinguished Speaker Series sponsored by top business schools. He founded and, with his colleagues, teaches the most selective and measurably impactful leadership program on the planet: 12 Leaders. His books have sold over four million copies and appeared on all the major best-seller lists. Reviewing one of those books, *USA Today* called Cooper "the ultimate business guru for the new millennium."

Business leaders, top thinkers, and everyday readers have used words like "inspirational," "extraordinary," "cutting edge," and "life-changing" to describe them. The driving force at Cooper Strategic is a question: "What's the best way to truly help today's busy leaders gain insights and tools that will raise the quality of their leadership, their organizations, and their lives?"