



Results & Highlights

RECORD-SETTING PERFORMANCE. DELIVERED.

Results

Optimizing Leader's Brains

CREATING RECORD-SETTING PERFORMANCE

NEW DISCOVERIES. **SMALL CHANGES.** REMARKABLE RESULTS.

Cooper Strategic was built to bring the most powerful little-known discoveries from neuroscience, new data, and Tier 1 performance methods into boardrooms, C Suites, and the offices of every founder and entrepreneurial leader with big dreams and the drive to make them happen. For twenty years, our clients measured results have set records .

In a world that seems complicated, challenging, and uncertain, we are simpler, faster, and more precise.

Our Clients



“DESERVES MORE THAN FIVE STARS”

The Leadership Forum, surveying 300 leaders from 90 organizations, comparing Cooper to 20 widely known authorities and speakers. Cooper rated highest on every scale.



“A NEAR-PERFECT FIT FOR OUR CRAZY TIMES.”

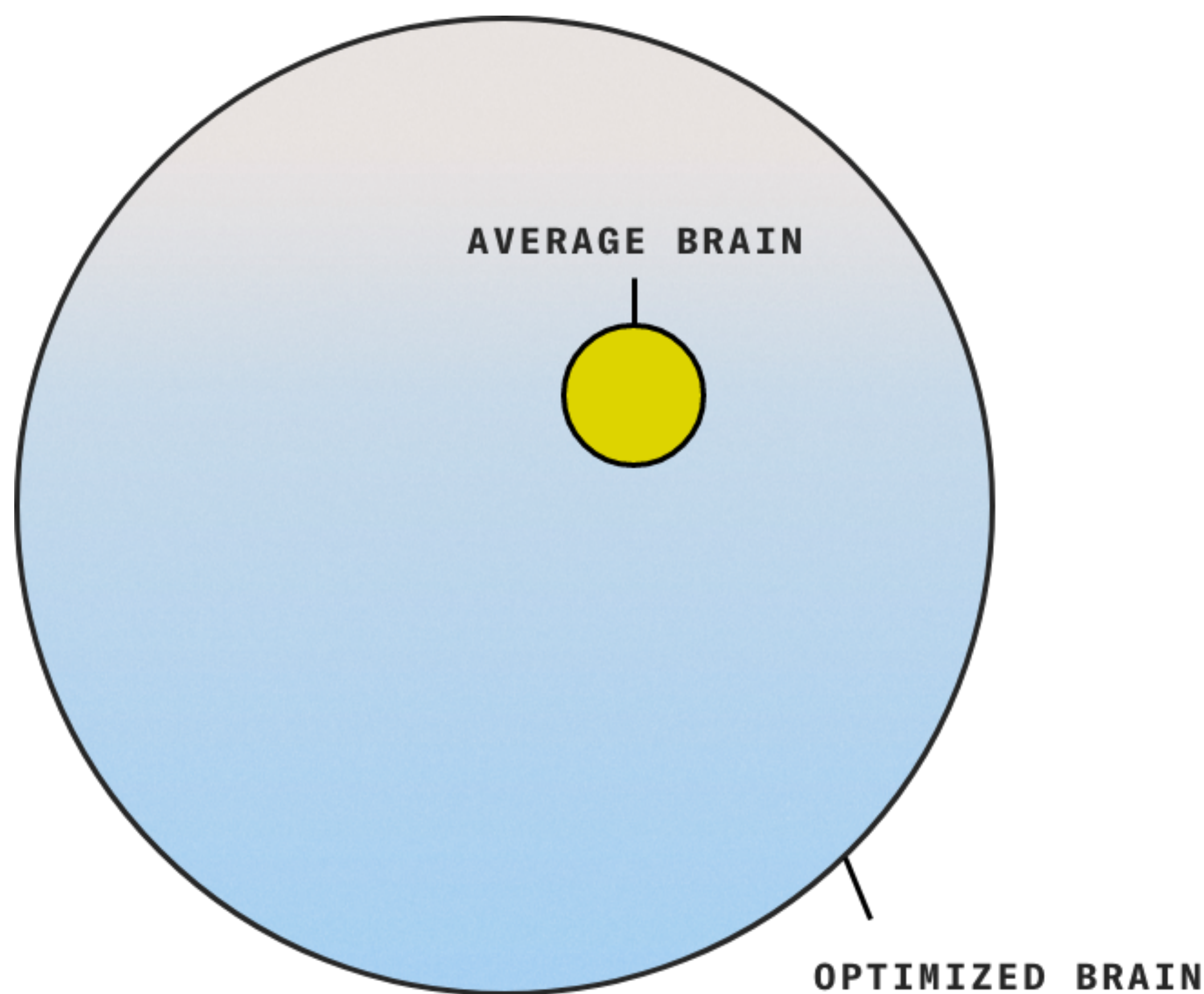
USA Today



“MOST INFLUENTIAL THINKERS” AWARD”

Independent Panel of Industry Experts and CEOs

Our Principles



01

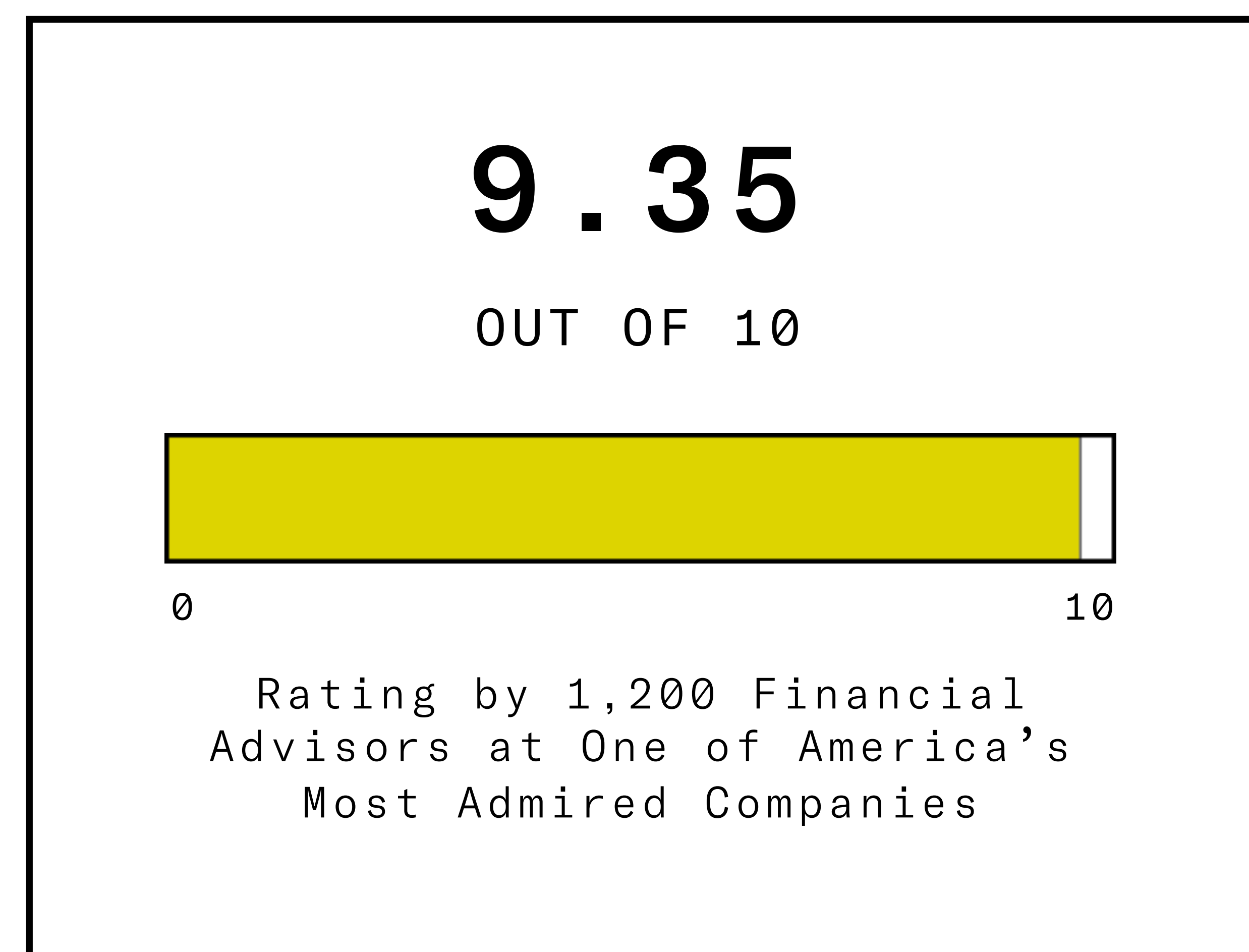
NEW DISCOVERIES

An optimized brain changes everything. We draw on the latest brain science and best instincts of our team—which includes top strategists, neuroscientists, performance psychologists, innovation and behavior change specialists, along with Tier 1 Navy SEALs, fighter pilot commanders, record-setting athletes, and make-it-happen experts.

02

SMALL CHANGES

Yesterday's solutions and best practices are today's muddling mediocrity. The best approaches are becoming more precise and powerful every day. We know, because we are discovering and validating them, often conducting leading-edge research on vital breakthrough areas that no one else is studying. We draw on a peak performance research database of more than a million leaders, entrepreneurs, and other game-changers. We find where the smallest changes can make the biggest difference.



03

REMARKABLE RESULTS

We continually challenge the edges of what others think cannot be achieved. One record-breaker who is a consultant to our team set a world record not by the typical small increment but by being 15 times faster than anyone in history.

What record-setting results can you achieve with the right advice from a team that sees new opportunity where others only see limits?

One example of results achieved by leaders and teams who work with us.

325%

MORE ENERGY

275%

MORE ENGAGEMENT

500%

MORE LEARNING

280%

MORE PRODUCTIVITY

4x

MORE INNOVATION

2x

SPEED TO GOALS



Robert Cooper, PH.D

Robert Cooper, Ph.D., is the founder and CEO of Cooper Strategic. He is a neuroscientist, New York Times bestselling author (with over 4 million books sold), and a leading high-performance business strategist.

Called “a national treasure” by Professor Emeritus Michael Ray, Ph.D., of the Stanford University Graduate School of Business, Cooper emphasizes scientifically based insights, ultra-practical tools, counterintuitive wisdom, and disciplined metrics. He recently earned a second Ph.D., at University College London, conducting original research on where learning meets initiative in the brains, time and performance of exceptional leaders and teams. From industry nominations, experts, and an independent panel of judges interviewing CEOs, Cooper was named one of the “**Most Influential Thinkers**” for his impact on leadership and people strategy—“a definitive list of the top influencers who challenge conventional thinking, are visionary and transformational, bring credibility both inside and outside the business, command the respect of peers and key stakeholders, and add real value to the business.”

To learn more, visit:

[COOPERSTRATEGIC.COM](https://www.cooperstrategic.com)



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[RATINGS & ENDORSEMENTS](#)

[OUR CLIENTS](#)

[ROBERT COOPER](#)

[COOPER STRATEGIC TEAM](#)

[RESULTS](#)

Our Services



KEYNOTES

AND IN-COMPANY PROGRAMS

We customize and deliver virtual or in-person sessions aligned with each client's highest targets. Popular exclusive topics, based on our original research and data, include:

- > Leading the Way Forward: Applying the Untapped New Sources of Competitive Advantage
- > Apex Operating Systems: The New Neuroscience of Redesigning Time and Focus for Leaders and Teams
- > High Performance from Anywhere: The New Neuroscience and Tools for Working Smarter-Remotely and In Person
- > The Tier 1 Performance Advantage: The Split-Second Adaptive Skills to Achieve Anything and Face Everything
- > Trust 2.0: The New Neuroscience of Connection, Loyalty and Communication
- > Genuine Influence: Revolutionizing How Customers Buy and Top Teams Work-to Multiply Sales

Keynotes In Action



Opening Keynote for 1,500 YPO Leaders



Excerpts from customized LEADERSHIP TRAINING based on our Neuroscience Research

Our Services



STRATEGIC CONSULTING

We serve as strategic thinking partners to exceptional executives, founders, advisors, professionals, entrepreneurs, and teams who are growth-driven, mission focused, and truly committed to transforming how they innovate, collaborate, and accelerate to win more of today's biggest opportunities and tomorrow's.



CUSTOMIZED PODCASTS

Robert Cooper's podcast, "Upwire®: Unlocking Your True Potential," has been downloaded over a million times and was chosen as one of the top neuroscience podcasts. Our new podcast, Neuro: Getting the Most from Your Brain, Your Time and Your Performance is poised to be one of the most successful podcast launches yet. Robert brings that same level of inspiration, new discoveries, and ultra-practical application tools to designing customized podcasts for organizations. These customized podcasts provide a distinctive and enduringly valuable development resource that can be accessed on-demand 24/7 by every member of your team and organization to drive record-setting results.

"SMALL RULES, BIG RESULTS"



An example of a professionally produced podcast

"THE CUSTOMER SERVICE EXPERIENCE. ANTICIPATE WITH NAN SUMMERS"



An example of Robert hosting an interview with a member of the Cooper Strategic team

"BEING MORE STRATEGIC"



An example of a live, customized podcast for a closed corporate audience

"RISING THROUGH CHALLENGING TIMES"



An example of a customer hosting and interviewing Robert for a customized podcast

Our Services



TIER 1 PERFORMANCE COACHING

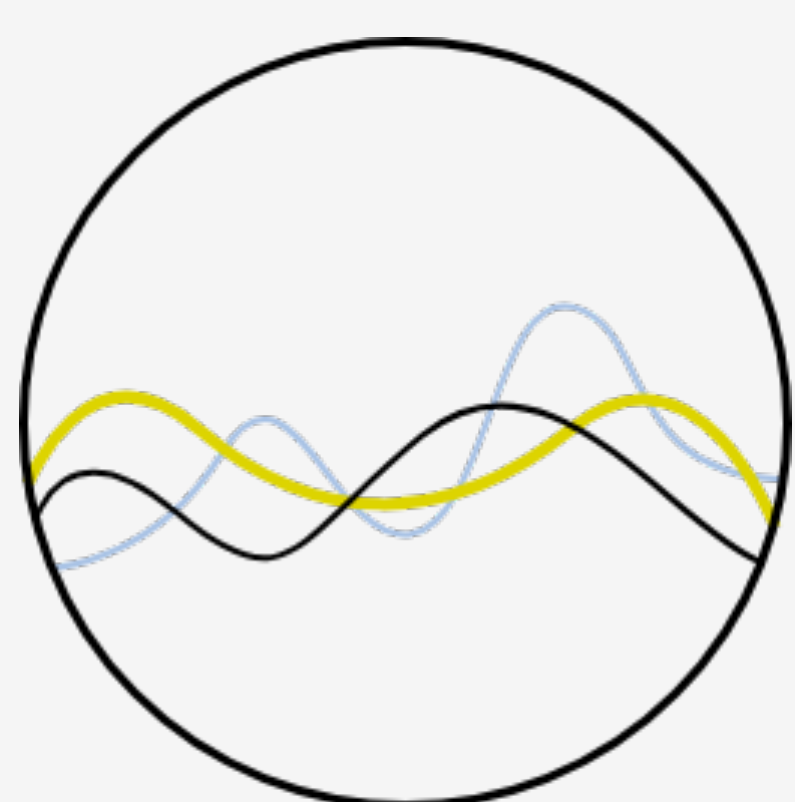
If you could select a dream team of peak performance coaches it would be the team we have assembled at Cooper Strategic. In addition to Robert Cooper, our team includes handpicked leaders and operators—Tier One Navy SEALs, fighter pilots, and a Naval Special Warfare Command mission planning specialist, and world record-setting athletes. For example—along with others who have been forged by the fire of intense experiences as entrepreneurs and leaders, including the strategist labeled “Mr. Creativity” and a “Serial Innovator” by The Economist, the co-creator and co-founder of the Disney Institute and Experience, and many more.

1:1 Executive Coaching
WITH ROBERT COOPER

Available to a few selected leaders and entrepreneurs each year.

Tier 1 Performance Coaching
WITH COOPER STRATEGIC TEAM MEMBERS

These individualized and team coaching engagements incorporate our apex operating system blueprints, tools, and tactics, combined with each coach’s tested learning, mission focus, and world-class experience in helping each unique client make more of the right decisions in today’s fast-changing, challenging circumstances—and enabling them to win more of the right opportunities.



SOFTWARE

BY COOPER STRATEGIC

Drawing on global data, neuroscience research and predictive analytics, our team has developed new software tools that can be rapidly implemented and provide distinctive ways to elevate individual and team performance—and exponentially grow sales.

Results



Designed and led programming for all leaders and divisions; presented special programs for customers and spouses; spoke at Directors Roundtable on multiple occasions.

"YOUR INSPIRING AND NEUROSCIENCE-BASED LEADERSHIP MESSAGE IS ESSENTIAL TO EVERYONE COMMITTED TO CREATING THE BEST POSSIBLE FUTURE."

- Agnew Meek, Vice President

"OF ALL THE DIRECTORS ROUNDTABLE SESSIONS, YOURS HAVE CONSISTENTLY RECEIVED THE HIGHEST RATINGS."

- Chuck Harstad, Vice President
(selected as a "Legend of the Industry")



Led leadership development action learning programs at nine worldwide manufacturing sites, for all shifts, along with additional customized programs for leadership, R&D, global sustainability team, and other top functions.

"OF ALL THE PROGRAMS WE HAVE SPONSORED, YOURS HAVE CREATED THE GREATEST POSITIVE IMPACT AND LASTING VALUE."

- Dane Parker, Director of Operations and Sustainability

"YOUR WORK HAS MADE A MAJOR DIFFERENCE TO OUR LEADERSHIP, TEAMWORK, AND RESULTS ACROSS SO MANY OF OUR FABRICATION PLANTS WORLDWIDE."

- Tim Hendry, Vice President of the Technology and Manufacturing Group and Director of Fab Materials

"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 CONVINCING MY MANAGEMENT THAT BY HONORING THE GREATNESS IN EVERY EMPLOYEE, WE ALL BENEFIT."

- Louis McNerney, Program Manager

"YOUR SERIES OF SPECIAL PROGRAMS ON EMOTIONAL INTELLIGENCE IN LEADERSHIP AND TEAMWORK HAVE TRULY INSPIRED US AND GIVEN US NEW SKILLS TO PERFORM AT A HIGHER LEVEL AS WE ALSO MAKE A POSITIVE DIFFERENCE TO THE LIVES OF EVERYONE WORKING HERE."

- Bill Abraham, General Manager, Intel Costa Rica

Results



Worked with top regional executives on leadership and teamwork effectiveness in dynamic, challenging competitive space. Customized presentation for company's All Leaders Conference.

“YOUR MESSAGE RESONATES. LIVES ARE LIFTED. PERFORMANCE RECORDS ARE BEING SET. “YOU LIVE YOUR MESSAGE.”

- Larry Mills, Senior Technology Manager

“AS ALWAYS, YOUR PRESENTATIONS HAVE BEEN MOTIVATING AND PERSONALLY INSPIRING. YOUR WORDS AND ENERGY ARE STILL WITH ME.”

- Patricia Hurchalla, Manager



Customized presentations, workshops, and action learning for more than 2,000 top executives and leaders worldwide, and “bootcamps” for emerging leaders. All programs included elements from “The New Neuroscience of High-Performance Leadership and Teamwork” and “Invisible Habits.”

“YOUR WORK HAS MADE A LASTING DIFFERENCE TO SO MANY OF OUR LEADERS.”

- Ken Kelzer, VP Global Vehicle Components and Subsystems

“POWERFUL INSIGHTS AND TOOLS WITH GREAT VALUE FOR OUR LEADERSHIP TEAM.”

- Gerald Johnson, EVP, Global Manufacturing

“EVERY SESSION HAS CREATED NEW BREAKTHROUGHS IN OUR LEADERSHIP THINKING AND TEAMWORK.”

- Ken Morris, VBP, Autonomous and Electrification Vehicle Programs

“YOU HAVE MADE A VERY SIGNIFICANT POSITIVE IMPACT ON MY LEADERSHIP.”

- Travis Hester, Global VP of Customer Experience

“YOUR WORK HAS HELPED MORE THAN A THOUSAND GM LEADERS CREATE A NEW AND ENDURING MINDSET AND SKILLSET FOR RECORD-SETTING PERFORMANCE.”

- Dane Parker, Chief Sustainability Officer

Results



Designed and led customized Worldwide Innovation Forum session for all senior leaders; taught at company's Senior Leaders' University; led multiple programs for global leadership team and Catalyst Program for emerging leaders. Topics have included emotional intelligence, teamwork, and the habit of winning.

“PHENOMENAL. CONTINUES TO CONTRIBUTE TO SIGNIFICANT GROWTH OF OUR TOP 100 LEADERS AND EVERYONE THEY INFLUENCE. IN THE YEARS WE HAVE WORKED TOGETHER WITH YOU AND COOPER STRATEGIC, WE HAVE LEARNED SIGNIFICANTLY BETTER WAYS TO PERFORM AT HIGHER LEVELS AND TO DO SO WITH EMOTIONAL INTELLIGENCE - A POWERFUL AND ENDURING WAY FOR US TO UNLOCK MORE OF THE POTENTIAL IN OUR LEADERS AND TEAMS AS WE SERVE THE WORLD'S COMMUNITIES.”

- Ahmet Bozer, EVP and President, Coca-Cola International



Created and led customized programs for Disney Institute and Disney Experience Leaders. Topics have included elements from “The New Neuroscience of Emotional Intelligence in Leadership and Teamwork,” “Unlocking Your Vast Untapped Potential for Leadership and Life.”

“YOU TRULY IMPACTED THE WAY THAT WE CREATED AND ADVANCED THE DISNEY EXPERIENCE AND INSTITUTE. YOUR CONSULTING AND PROGRAMS ON EMOTIONAL INTELLIGENCE WERE DEEPLY INSIGHTFUL FOR US, AND WE HAVE INCORPORATED SO MANY OF YOUR INSIGHTS AND PRINCIPLES BECAUSE THEY FIT SO WELL WITH THE DISNEY BRAND.”

- Nan Summers, a co-creator of the Disney Experience and Disney Institute



More than 50,000 company leaders and team members participated in virtual self-paced development program designed by Cooper Strategic, on unlocking potential and developing high performance. Highest rated self-paced development program for HP.

“YOU BROUGHT TOGETHER A DISPARATE GROUP OF PEOPLE AND HELPED THEM SEE THEIR OWN POTENTIAL AND THE WORLD THROUGH DIFFERENT EYES - OPEN TO NEW POSSIBILITIES.”

- Peguero Nathalie, HP Learning Center

Results



Designed and delivered multi-year leadership development and teamwork program for 300 top leaders and emerging high-potential leaders worldwide.

“THE BEST LEADERSHIP SESSIONS I HAVE EVER BEEN PART OF. YOUR NEUROSCIENCE OF LEADERSHIP PROGRAMS AND INSPIRING EXPERTISE ON THE PRACTICAL APPLICATION OF EMOTIONAL INTELLIGENCE HAVE MADE AN EXTRAORDINARY DIFFERENCE IN HOW WE LEAD, INNOVATE AND COLLABORATE.”

- Bill Watkins, CEO



Innovative interactive session for company leaders and leaders of blue-chip customer companies, followed up with customized programs for four global divisions.

“YOUR WORK WITH OUR LEADERS HAS MADE A REAL AND LASTING DIFFERENCE IN OUR HIGH-PERFORMANCE MINDSETS AND APPROACHES TO UNLOCKING MORE OF THE POTENTIAL IN ALL OF US.”

- Michael Schmitt, EVP



Two-year leadership development program for all senior and mid-level leaders in emerging markets. Rated the most inspiring and highest-value program in these regions in the bank's history, contributing to successful implementation of one of the largest business expansions in the bank's history.

“YOUR WORK WITH OUR LEADERSHIP TEAM HAS MADE A SIGNIFICANT AND LASTING DIFFERENCE TO HOW WE LEAD AND WIN NEW OPPORTUNITIES.”

- Dominic Bruynseels, CEO, Emerging Markets

Results



Forum presentations for more than 400 top leaders in the UK, Europe, Asia, and North America, followed by weekly methodology for creating breakthroughs—resulting in hundreds of pilot tests and improvement breakthroughs in winning new customers, elevating service responsiveness, increasing referrals, and measurably impacting leadership and team effectiveness.

“I CONTINUE TO RECEIVE COMMENTS FROM ACROSS THE WORLD THAT THIS HAS BEEN THE BEST LEADERSHIP PROGRAM IN OUR GLOBAL SERIES.”

- John Ainley, Group HR and Corporate Responsibility Director, Aviva

“A LIFE-CHANGING LEARNING EXPERIENCE.”

- Toni Miller, Business Management Director, Real Assets, Aviva Investors

“LIKE SO MANY OF US AROUND THE WORLD WHO ATTENDED YOUR SPECIAL PROGRAM ON BREAKTHROUGH LEADERSHIP AND TEAMWORK, TO SAY IT MADE A HUGE DIFFERENCE TO OUR WAYS OF WORKING AND LIVING WOULD BE AN UNDERSTATEMENT. TO THIS DAY WE STILL APPLY KEY INSIGHTS AND TOOLS YOU TAUGHT US.”

- Robin Stevens, Global head of Digital at Aviva Investors

Top-4 Professional Services Firm

Designed and facilitated one-of-a-kind program for senior partners, partners, managers, and staff on “winning in a changing world” and “mastering trusting relationships.” The highest-rated leadership program in the firm’s history.

“YOUR SPECIAL ANNUAL PROGRAM THESE PAST FIVE YEARS HAS MADE A SIGNIFICANT DIFFERENCE TO EVERY OFFICE MANAGER PARTNER AND TEAM.”

- Managing Partner and Chief Financial Officer, Americas

Results



U.S. Department
of Veterans Affairs
Veterans Health
Administration

For all leaders across the department, helped design and deliver multi-year program of in-depth sessions on leadership and emotional intelligence and helped design a comprehensive emotional-intelligence-based VHA Healthcare Leadership Institute.

“I WANT TO THANK YOU FOR SERVING AS A KEYNOTE SPEAKER AT OUR LEADERSHIP PROGRAM. VHA. A WORLD OF EXCELLENCE. YOU HAVE CLEARLY REINFORCED OUR NEED TO FIND OUR UNTAPPED 90 PERCENT. YOUR WORK WITH THE VHA HEALTHCARE LEADERSHIP INSTITUTE THESE PAST YEARS HAS EMPHASIZED TO OUR KEY LEADERS THAT WE MUST CONTINUE TO RAISE THE BAR.”

- Michael Kussman, M.D., Acting U.S. Undersecretary of Health

“THE LAST THING I NEEDED WAS ANOTHER DAY AWAY FROM THE OFFICE... THIS MIND FRAME CHANGED THE MOMENT YOU FIRST STARTED TALKING. YOU ARE BY FAR THE MOST INFORMATIVE, POWERFUL, PRACTICAL AND ENTERTAINING SPEAKER I HAVE HAD THE PLEASURE TO HEAR THROUGHOUT MY MANY YEARS IN PUBLIC SERVICE.”

- Jerry McFerin, U.S. Department of Veterans Affairs



For all leaders across the department, helped design and deliver multi-year program of in-depth sessions on leadership and emotional intelligence and helped design a comprehensive emotional-intelligence-based VHA Healthcare Leadership Institute.

“AS I REFLECT ON OUR MULTI-YEAR ‘LEADING THE WAY FORWARD’ INITIATIVE WITH COOPER STRATEGIC, THE INCREASED EFFECTIVENESS, ENGAGEMENT, AND TEAMWORK HAVE HELPED US SIGNIFICANTLY AS WE LIVE OUR VALUES, INNOVATE IN NEW WAYS, GROW PROFITS, AND GO OUT OF OUR WAY TO HELP OUR EMPLOYEES AND COMMUNITIES.”

- Randy O’Leary, CEO

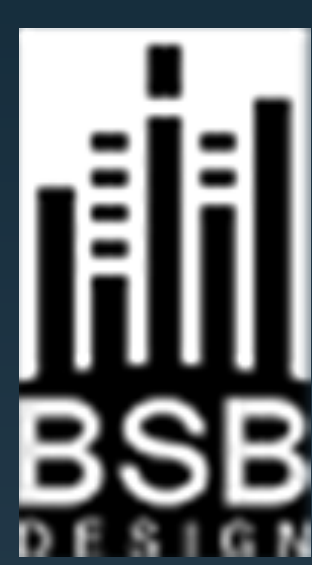
Results



A three-year in-company initiative across multiple divisions for this fast-growing residential builder. In the first year alone, effectiveness and teamwork changes contributed to a 15% profit increase without building one additional home.

“ABSOLUTELY OUTSTANDING. ACROSS THIS PAST YEAR, YOU AND YOUR TEAM HAVE TRULY INSPIRED AND CHALLENGED US TO APPLY NEUROSCIENCE-BASED AND DATA-BACKED NEW WAYS TO UNLOCK MORE OF OUR POTENTIAL AS WE EXPAND OUR VISION AND TRANSFORM HOW WE LEARN, MANAGE CHANGE, AND LEAD. THIS HAS ALREADY HELPED US REINVENT KEY ASPECTS OF OUR CLIENT SERVICE EXPERIENCE AND INNOVATE IN WAYS THAT ARE NOT COMMON IN OUR PROFESSION. WE ARE COMMITTED TO BEING A HIGHER-PERFORMING ORGANIZATION IN ALL OF THE WAYS THAT BETTER SERVE OUR CLIENTS AND COMMUNITIES.

- Randy Nail, CPA, CEO



Worked with the board and executive committee of this half-century-old firm to innovate and leverage its storied history in new ways. Provided ongoing support for transformative leadership across the firm.

“THIS IS THE MOST COMPELLING SET OF BREAKTHROUGHS I HAVE EVER SEEN. COOPER ALWAYS STRETCHES US TO REACH BEYOND GOOD AND GREAT FOR WHAT IS POSSIBLE.”

- Doug Sharp, former CEO and Chair

“AMAZING IMPACT. MY WORK FOR THE PAST SEVEN YEARS WITH ROBERT COOPER AND COOPER STRATEGIC HAVE GREATLY EXPANDED MY LEADERSHIP SKILLSET AND ADDED SCIENCE AND DATA BEHIND MY GROWING AND PASSIONATE VISION OF WHAT CAN BE ACHIEVED IN THIS INDUSTRY.”

- Dan Swift, CEO and President

Results

 Swagelok

Swagelok Northern California

A three-year in-company initiative across multiple divisions for this fast-growing residential builder. In the first year alone, effectiveness and teamwork changes contributed to a 15% profit increase without building one additional home.

“ACHIEVED OUR 7 YEAR SALES GOAL IN TWO YEARS. LAST YEAR WE ACHIEVED THE SALES GOAL WE SET FOR THREE YEARS FROM NOW. WE THEN SET A NEW GOAL FOR SALES FOUR YEARS FROM NOW - AND WE BLEW THROUGH THAT GOAL THIS YEAR.”

- Rod Fallow, CEO



BANK OF AMERICA

Designed and led neuroscience-based development sessions for regional office leaders and advisors, and also special sessions for advisors and invited clients.

“PHENOMENAL POSITIVE COMMENTS FROM PARTICIPANTS IN YOUR PROGRAMS IN DALLAS AND NOW THIS REGION. WE’RE NOW UP TO SIX PROGRAMS IN ALL FOR OUR LEADERS AND ADVISORS AND THEIR CLIENTS.”

- Livingston Albritten, Market President, Bank of America, and Market Executive, Merrill

 Capital One

Designed and led “Emotional Intelligence in Leadership and Teamwork” programs for more than 500 key leaders

“TRULY CHANGED HOW WE LEAD AND WORK TOGETHER.”

- Organizational Development Team

Results

PHILIPS

Designed and delivered "Leading in a Changing World: The Winning Mindset" for the top 600 global leaders of this 20-billion-dollar global company.

"OUR LEADERS FOUND YOUR INSIGHTS TO BE EXCEPTIONALLY VALUABLE AS WE COMMIT TO RAISE PERFORMANCE AND INNOVATION FOR OUR BRANDS AND COMPANY."

- Frans van Houten- CEO

Urban Land Institute

Designed and delivered series of leadership programs.

"WOW. YOU ARE FANTASTIC." THE BEST REVIEWS OF ANY PROGRAM WE HAVE HAD. THE REVIEWS AND RATINGS REFLECT HOW INSPIRING YOU ARE AND THE IMMEDIATE AND LASTING VALUE OF YOUR NEUROSCIENCE-BASED INSIGHTS AND TOOLS."

- Janine Pesci, Managing Director, Programs



Customized series of in-company leadership and teamwork programs.

"THE NURSING LEADERS, MEDICAL LEADERS, AND ADMINISTRATIVE LEADERS ALL GAVE YOU THE HIGHEST RATINGS I HAVE EVER SEEN. YOUR NEUROSCIENCE WISDOM, STRATEGIC INSIGHTS, AND PRACTICAL VISION, BACKED BY LEADERSHIP IMPLEMENTATION, ONCE AGAIN EXCEEDED OUR EXPECTATIONS AND YOUR EDUCATION WILL HELP US ADVANCE ON ALL LEVELS.... WE CAN NEVER THANK YOU ENOUGH FOR HELPING US MAKE A SIGNIFICANT DIFFERENCE."

- Kim Hollon, Executive Director, SVP, Methodist Medical Center, Methodist Hospitals of Dallas (a collection of five hospitals); Dallas, TX

Results

LeadershipTrust

"Leading in a Changing World" initiative for executives and managers from more than fifty UK organizations.

"AN INSPIRING AND TRULY VALUABLE PROGRAM UNLIKE ANY OTHER THAT WE HAVE SPONSORED. THE PARTICIPANTS GAVE IT SUPERB RATINGS."

– Planning Director and Team

CIPD

Addressed annual conference for this U.K.-based professional body for HR and people development with more than 150,000 members.

"YOU ARE ONE OF THE MOST INSPIRING AND POWERFULLY IMPACTFUL SPEAKERS WE HAVE EVER HAD."

–Lois Whittaker, Managing Director



AMERICAN EXPRESS
CENTURION

Global strategic session in France for 300 leaders of this most-exclusive American Express business line.

"YOU MADE A MAJOR DIFFERENCE IN HELPING US RAISE OUR PERFORMANCE AND INCORPORATE MORE EMOTIONAL INTELLIGENCE INTO OUR BRAND AND SERVICE."

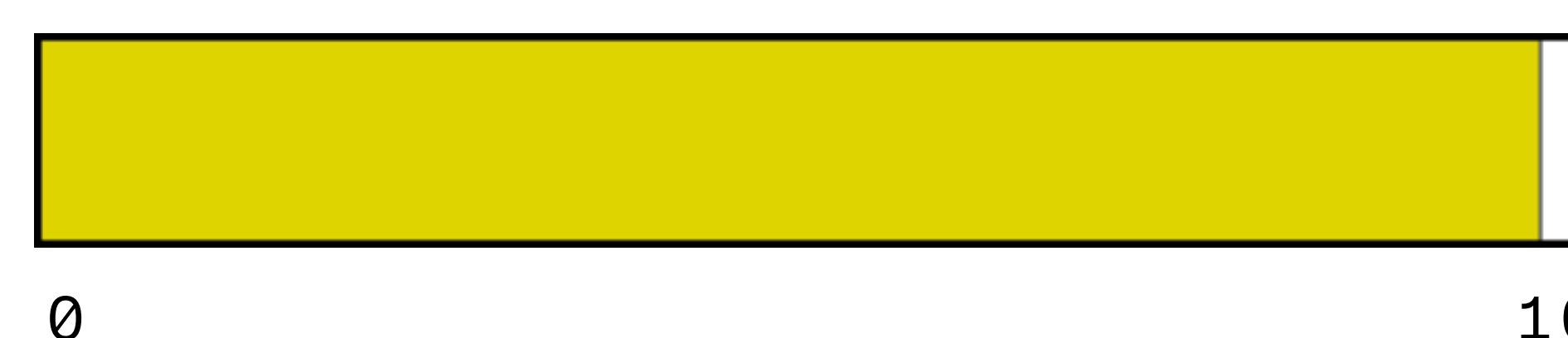
– Centurion Global Leadership Team

Most Admired Financial Services Company

Highest-rated multi-year program, "Doubling Sales and Referrals," for 2,500 financial advisors

9 . 35

OUT OF 10



Results

Most Admired Financial Services Company

Customized leadership development for 30 regional leaders and their organizations, and leadership and sales development program for a diversified group of 75 representatives.

“THESE PROGRAMS STARTED MY RECORD-SETTING WORK WITH YOU FOR MORE THAN A DECADE.”

– Matt Plocher, Managing Partner, Los Angeles
(his office now holds almost every one of the highest records in the company’s history)



Multi-year leadership development program.

“YOU DELIVERED ONE OF THE HIGHEST RATED PROGRAMS IN OUR HISTORY.”

– Kelly Walsh, Director, IWI

Beaumont

Leading the Way Forward Program for Medical, Nursing and Administrative Leaders.

“THE MEDICAL, NURSING, AND ADMINISTRATIVE LEADERS HAVE CONSISTENTLY GIVEN YOU THE HIGHEST RATINGS FOR THIS SPECIAL SERIES OF LEADERSHIP DEVELOPMENT SESSIONS.”

– Dr. Paul LaCasse, CEO of Beaumont Botsford Hospital



Session on “The New Neuroscience of Doubling Production” to over 1,000 attendees

“COOPER PROVIDES A PATHWAY TO UNDERSTAND OURSELVES AND ACHIEVE THE SEEMINGLY IMPOSSIBLE. ELEGANTLY SIMPLE AND EASY TO APPLY.”

– Paula Van Ness, former CEO, Make-A-Wish Foundation, CEO, Starlight Childrens Foundation

Results



Leading-edge development sessions for investment advisors.

“ROBERT COOPER IS AN OUTSTANDING AND INSPIRING PRESENTER WHO GIVES EVERY AUDIENCE ACCESS TO MEANINGFUL DISCOVERIES AND IMMEDIATELY-USEFUL TOOLS FROM HIS TEAM’S LEADING-EDGE RESEARCH. HIS NEUROSCIENCE AND STRATEGIC THINKING HAVE NOT ONLY RECEIVED HIGHEST RATINGS FROM OUR TOP GROUPS OF ADVISORS BUT-OVER THE PAST DECADE-HAVE BEEN ESPECIALLY VALUABLE TO ME PERSONALLY AND AS A LEADER.”

–Eric Grey, SVP

Public/Invitational Programs

EXAMPLES




LESSONS IN LEADERSHIP DISTINGUISHED SPEAKER SERIES

For five straight years, Robert Cooper was the highest-rated faculty member in this large national program sponsored by top universities and business schools.

More than 100,000 attendees rated the sessions each year, and its faculty included seven other highly regarded leadership speakers. Cooper’s training rated highest in all categories in each of the program’s five years.

Public/Invitational Programs

EXAMPLES

	<p>YOUNG PRESIDENTS' ORGANIZATION PACIFIC EDGE CONFERENCE</p>
<p>Cooper Strategic played a key strategic design role in this biggest-ever YPO Conference, with more than 1,500 attendees. Robert Cooper delivered the opening keynote and three different TED-style sessions.</p>	
<p style="text-align: center;">“YOU HAVE BEEN A PHENOMENAL STRATEGIC PARTNER AND PRESENTER FOR THIS CONFERENCE THAT WAS RATED THE MOST SUCCESSFUL EVENT OF ITS KIND IN YPO HISTORY.”</p> <p style="text-align: center;">—Steve Robinson, YPO Chair</p>	

<p style="text-align: center;"><u>The Leadership</u> FORUM</p>	<p>THE LEADERSHIP FORUM</p>
<p>For more than 15 years, this speaker series brought top business and leadership thinkers to an audience of executives and other leaders more than 300 organizations and featured over twenty widely recognized leadership authorities. Cooper's ratings were the highest ever achieved.</p>	
<p style="text-align: center;">“ROBERT COOPER RECEIVED THE HIGHEST RATINGS IN OUR PROGRAM'S HISTORY, INCLUDING INHERENT VALUE, USEFULNESS, APPLICABILITY, DELIVERY, AND OVERALL RESULTS.”</p> <p style="text-align: center;">— John C. Horton, founder and president, The Leadership Forum</p>	

Public/Invitational Programs

EXAMPLES

	<h3>12 LEADERS</h3>
<p>A super-selective a one-year program we have run for more than a decade for executives, entrepreneurs, and influencers who are committed to turning vision into impact.</p>	
<div style="display: flex; justify-content: space-between;"> <div data-bbox="111 1016 947 1716"> <p>“ACHIEVED OUR SEVEN-YEAR SALES GOAL IN TWO YEARS. LAST YEAR WE ACHIEVED THE SALES GOAL WE SET FOR THREE YEARS FROM NOW. WE THEN SET A NEW GOAL FOR SALES FOUR YEARS FROM NOW-AND WE BLEW THROUGH THAT GOAL THIS YEAR.”</p> <p>– Rod Fallow, CEO, Swagelok Northern California</p> </div> <div data-bbox="947 1016 2035 1716"> <p>“SALES ARE UP 35% YEAR ON YEAR, AND WE ARE POISED TO PASS THE TARGET WE SET FOR FOUR YEARS FROM NOW. THANK YOU, ROBERT AND COOPER STRATEGIC.”</p> <p>– Graham Brodock, CEO and President, Kris-Tech Wire Company</p> </div> </div>	

	<h3>TIER 1 PERFORMANCE COACHING</h3>
<p>Some of the company programs listed above were also supported by peak performance coaching with executives and leadership teams.</p>	

Other Examples



MANAGING PARTNER, NORTHWESTERN MUTUAL

“Dr. Robert Cooper and his team are the primary consultants I have worked with over the past decade as we have set new records, and then set them again year after year, in almost every growth, value, and performance category of our company. Cooper Strategic has been crucial in helping us set the highest records in our company’s history.”

– Matt Plocher, Managing Partner, Los Angeles



Swagelok Northern California

CEO, SWAGELOK NORTHERN CALIFORNIA

For more than five years, Dr. Robert Cooper and the Cooper Strategic Team have worked closely with Fallow, his successor Tony De Luca, and the executive committee and leadership team of this record-setting regional distributor of a precision manufacturing company. This 65-person team has led the global company year after year.

“We achieved our seven-year sales goal in two years! Last year we achieved the sales goal we set for three years from now. We then set a new goal for sales four years from now - and we blew through that goal this year!”

- Rod Fallow



CEO, BSB DESIGN (ARCHITECTURE/DESIGN FIRM RECOGNIZED FOR VISION & INNOVATION)

For nearly a decade, Dr. Robert Cooper and the Cooper Strategic Team have worked closely with Swift as he has advanced his leadership capabilities and re-envisioned and led the process of transforming his acclaimed firm as well as the architecture-engineering field.

“Robert Cooper has had a phenomenal impact on my thinking and performance as a leader—and our growth as a firm.”

- Dan Swift



CEO, BARCLAY, EMERGING MARKETS

Cooper, supported by the Cooper Strategic team, worked over a four-year timeframe providing personal strategic coaching for Bruynseels and members of his executive team, contributing to successful implementation of one of the largest business expansions in the bank’s history.

“Your work with me has made a significant and lasting difference to how I lead.” -

- Dominic Bruynseels, CEO, Emerging Markets

Other Examples



CO-FOUNDER AND CEO, GLOBAL GAMING INITIATIVE & JUKKO

(WINNER OF TWO “BEST IN THE WORLD” AWARDS FOR BEING A CHANGEMAKER AND ADVOCATE FOR STRONG COMMUNITIES)

CEO Sarquis and the members of her team were coached for two years by Robert Cooper and Cooper Strategic as they built Global Gaming Initiative and transformed it into Jukko.

“I’ve learned about building a great team, an elite team, and not settling for anything less. I’ve learned how to streamline my efforts, align everything I do with what really matters most, connect the near with the far in everything I do, and build strong alliances with people and organizations that will be in this with me for the long haul... Robert was with me in a deep and heartfelt way at every step.”

- Elizabeth Sarquis



FOUNDER AND CEO, FIRST FINANCIAL USA

Cooper, supported by the Cooper Strategic team, provided one-to-one strategic coaching for Eliason on a range of his entrepreneurial endeavors as he re-invents First Financial and develops and launches several new business platforms, including True Freedom.

“I had had coaches before. And I’m very impatient and outspoken—I was kicked out of the last executive group I had been in for expressing my frustration with the slow pace. Then I met Robert Cooper. He was stretching me and challenging me so much all the time that my brain hurt. I’m good at seeing ahead, but Robert’s better. He widened my angle, helped me strategize better, and then helped me see how to make the right things happen faster.”

- John Eliason



CEO, VIEW HOMES

Cooper, supported by the Cooper Strategic team, provided personal strategic coaching for O’Leary and members of his leadership team over four years. In the first year alone, effectiveness and teamwork changes contributed to a 15% profit increase without building one additional home.

“As I reflect on our multi-year Leading the Way Forward initiative with Cooper Strategic, the increased effectiveness, engagement and teamwork have helped us significantly as we live our values, innovate in new ways, grow profits, and go out of our way to help our employees and communities.”

- Randy O’Leary

Other Examples

DARIUS
CAMPBELL

PLATINUM-SELLING SINGER-SONGWRITER WITH FIVE
TOP-TEN SINGLES, PROMINENT PHILANTHROPIST

Cooper coached Campbell over the course of seven years on a range of his endeavors.

“Until I met Robert, I wasn’t sure that I could sustain a professional career and also give back fully to the world. Robert gave me the game-changing insights, along with the practical tools, to do both, and to do each of them with more passion, deeper commitment, and greater success than I had thought possible. The more that I solidify those skills and practices into ‘invisible habits’ that I execute without thinking, the better my life, my relationships, and my professional and charitable work become.”

- Darius Campbell

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