

The best day you ever had was not an accident.

What if that day was not your peak, but your floor?



ROBERT COOPER, PH.D.

NEUROSCIENTIST · HIGH-PERFORMANCE STRATEGIST

Robert Cooper turned down scholarship offers from Michigan, Princeton, and Duke to enlist in the U.S. Marines, served six years, and used the GI Bill to pay for everything after. Two doctorates followed — the first in psychology, the second in the neuroscience of leadership and learning at University College London. He is a jet pilot and a former All-American swimmer. The decades since have gone to one line of work: proving that a person's best day can be built on purpose, and then scaled upward from there.

A New York Times bestselling author with more than six million books sold, he stopped publishing with the major houses in 2006 to put everything into original research.

As CEO of Cooper Strategic, he works from a peak-performance database of more than a million leaders, professionals, and teams. His research centers on where learning and initiative intersect — in the brain, then in the goals, behavior, and working life of the person carrying it.

Everyone has a playbook. Almost no one has the engine. His global team is not the usual bench: neuroscientists and predictive-analytics experts, yes — and also Tier One Navy SEALs, veterans of Delta Force, fighter pilots, and world-record-setting athletes. Together they work where new neuroscience and deeper data press against the known limits of human capacity, and where The Tier One Performance Advantage™, Uncatchable Lead™, and The Possible State™ come to life. The work is scientific, ultra-practical, frequently counterintuitive — and measured.

ENGAGEMENTS

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Client names are held in confidence.

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4.9 / 5.0

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