

From *The New York Times*
bestselling author of *The Other 90%*

GET OUT OF YOUR OWN WAY

The 5 Keys
to Surpassing
Everyone's
Expectations

ROBERT K. COOPER, Ph.D.
AUTHOR OF THE NEW YORK TIMES BESTSELLING *THE OTHER 90%*



“This book deserves more than five stars. Robert Cooper has surpassed all my expectations, again! In our work with hundreds of senior managers and scores of the country’s best and brightest thought leaders, **Dr. Cooper’s work has received the highest ratings, including inherent value, usefulness and overall results.** Get your brain to act as a coach instead of a critic; an ally instead of an antagonist; an energizer instead of a demoralizer? In *Get Out of Your Own Way*, Dr. Cooper will teach you how... and more.”

- **John C. Horton**, Founder & President,
The Leadership Forum, Atlanta, GA

“This book is truly an inspiration! Our brains can be our worst enemies when it comes to living the lives we really want to live. 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, *The One Minute Manager®*

A truly inspiring book on leading in a changing world. Filled with fresh insights, bold strategies and practical tools, this is **vital reading for leaders and teams.**

- **Stephen R. Covey**, author, *The 7 Habits of Highly Effective People* and *The 8th Habit: From Effectiveness to Greatness*

“Dr. Robert Cooper has given us far more than a book about exceeding our expectations. He provides stories and insights about growing courage, raising our practical intelligence, and learning skills that broaden our horizons while helping us get through the day successfully. Most of all, *Get Out of Your Own Way* is a book based on the author’s strong trust in the farther reaches of our human potential. It is **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, and bestselling author of *Peak Performers* and *Second to None*

“*Get Out of Your Own Way* is **filled with wisdom, practical tools, and fresh ideas.** This is Dr. Robert Cooper’s **most amazing book** and will **clearly exceed your expectations.**”

- **Dr. Jim Loehr**, CEO, LGE Performance Sciences, and *The New York Times* bestselling co-author of *The Power of Full Engagement*

GET OUT OF YOUR OWN WAY

"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 from *Get Out of Your Own Way* 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 new book.** Filled with surprising scientific insights, enlightening stories, real life examples, and practical tools to improve our lives and work, it's a **must-read** follow-up to *The Other 90%*."

- **Dawn Sorenson**, Vice President of Organizational Effectiveness, Methodist Health System, Methodist Hospitals of Dallas

"We spend our lives trying to find new ways to handle what is in front of us, never realizing that **the tools for greater success are right here inside us.** *Get Out of Your Own Way* **puts the keys to the best future in your hands.**"

- **Mike de Irala**, Executive Director, Powertrain Manufacturing Operations, Ford Motor Company

"Robert Cooper **redefines what's possible in individual and team achievement.** This is more than just a book; it's a **highly credible action-guide you'll want to call upon again and again.**"

- **Lawrence Taylor**, Retired President, Pinkerton Security

"Once again Dr. Cooper has created an **exceptional resource for unlocking your hidden potential to achieve what everyone else thinks you can't.** In *Get Out of Your Own Way* he provides an enlightened look at the way your brain functions affect your day to day actions and **gives you the uncommon tools that separate the best from all the rest.** This book is a **must** for everyone looking to break their personal Execution barrier and achieve big goals."

- **James D. Murphy**, Afterburner Fighter Pilot,

Author of *Business is Combat* and *Flawless Execution*, Founder & CEO: Afterburner, Inc.

"Dr. 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. *Get Out of Your Own Way* is **essential reading.**"

- **Gary Hall, Jr.**, five-time Olympic gold medalist and the fastest swimmer in the world

"Robert Cooper has done it again... *Get Out of Your Own Way* is **highly energizing and encouraging advice** for all leaders and entrepreneurs. **Read it and re-read it...** this book **offers great hope in this crazy frantic-paced world.**"

- **Doug Sharp**, Chairman, BSB Design

"**An extraordinary, much-needed book!** Dr. Cooper provides a pathway for better understanding ourselves and how we can achieve the seemingly impossible. He pinpoints five invaluable keys that are **elegantly simple and easy to apply.** This is a **must-read!**"

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