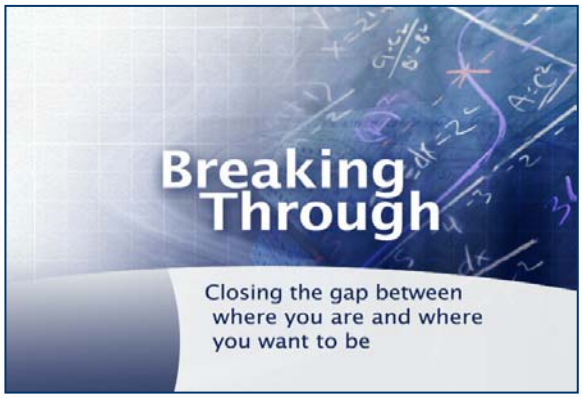
"All of us have within our reach, every single day, untold opportunities for discovery and growth. We are given the chance - at every turn and in every moment of our lives and work - to overcome challenges and awaken more of our hidden capacity. Yet few of us ever take advantage of this opportunity. One of the primary reasons is that we lack a formula for Breaking Through. That's what this new program is about."

- Robert K. Cooper, Ph.D.



The Formula for *Breaking Through*

Do you have it?

Now you can capture the benefits of this groundbreaking approach on closing the gap between where you are and where you want to be. With crystal-clear questions, uncommon wisdom, and proven solutions to **master changing conditions and seize opportunities**.

This video program is jam-packed with inspirational, one-of-a-kind scientific insights and ultra-practical new tools. Robert K. Cooper, Ph.D., shares **The Formula for *Breaking Through*** – a unique way for star-performing individuals and teams meet rising expectations and overcome barriers. Front-line employees, professionals, and leaders at all levels will find compelling questions, fresh perspectives, proven tools, and time-saving answers. This video contains:

- The latest scientific insights on **achieving new results…even if no one else can**
- Simple, yet powerful new tools for **improving daily interactions in half the time, doubling focus power every hour of the day, and maximizing future success with a two-minute strategy today**
- Key **effectiveness tools to accomplish what others think is "impossible"**

The *Breaking Through* video program, with its accompanying *Personal Advancement Guide*, offers a unique way for leading-edge trainers and coaches to focus on key insights and tools from Dr. Cooper's work with star-performing individuals, leaders, and teams worldwide.

Dr. Robert K. Cooper has been called a "national treasure" by Stanford Business School Professor Michael Ray and named "the ultimate business guru for the new millennium" by *USA Today.* An acclaimed educator on how exceptional leaders and teams liberate untapped human capacities and excel under pressure, Dr. Cooper is also recognized for his pioneering work on the practical application of emotional intelligence and the neuroscience of trust, initiative, and leadership. A former U.S. Marine and All-American swimmer, his articles have been published in *Strategy & Leadership Journal.* His best-selling books have sold more than four million copies. In a recent survey of managers and professionals from more than 90 organizations, his work was compared to twenty widely recognized leadership authorities. Dr. Cooper rated highest on every scale, including inherent value, usefulness, applicability, delivery, and overall results.

Breaking Through VHS (23 minutes)
Purchase: $695
Rental: N/A
Support Materials: Personal Advancement Guide w/ Leader's Guide
✱Additional programs in Set: Calm Effectiveness ($695) and The Power of One ($695). All three may be purchased as a set for $1600.

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