"No matter how long we work, no matter how little we sleep, no matter how hard we try, very few of us are achieving the results we have imagined or hoped for. Science shows there is a better way. Calm Effectiveness unlocks your hidden potential to thrive under pressure in a complex and chaotic world. As this program reveals, the next frontier isn't just in front of us, it's also inside us."

- Robert K. Cooper, Ph.D.

The *Calm Effectiveness* Skillset

Do you have it?

Now you can capture the benefits of this groundbreaking approach that unlocks hidden capacity to excel in a changing world. With crystal-clear questions, uncommon wisdom, and proven solutions to **work smarter, not harder – with more energy, focus, and calmness.**

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 *Calm Effectiveness* Skillset** –- a unique way that star-performing individuals and teams rise above pressure, and maximize their focus on the people and priorities that matter most. 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 **why calm effectiveness is the key to new results**
- Simple, yet powerful new tools for **doubling energy and attentiveness, mastering stress with the instant calming sequence, and creating work-life balance**
- Key **effectiveness tools that set star-performing teams apart from the rest**

The *Calm Effectiveness* 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.

Calm Effectiveness VHS (23 minutes)

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

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