



12 LEADERS[®]

12 hand-picked entrepreneurs, leaders, and influencers

12 months of high-impact, results-based learning and development

1 powerful and transformative experience

FOR THE FEW. THE BREAKTHROUGH LEADERS.
12 Leaders is the most selective and measurably impactful one-year program for executives, entrepreneurs, and influencers committed to turning vision into impact.

MAKING THE IMPOSSIBLE POSSIBLE

“12 Leaders is a powerful innovative program for developing transformative personal effectiveness, leadership and teamwork. My 12 Leaders experience has helped me rethink what is strategically possible for organizational success, personal well-being, and philanthropic impact for the larger world.”

– Ann Lawrence, Partner in the global law firm DLA Piper and founder of Pink 51, combining women’s advancement and philanthropy

“12 Leaders is an innovative, science-based, uniquely customized strategic program for entrepreneurs and entrepreneurial leaders who want to unlock and ignite far greater business success while also making the world a better place. Exceptionally valuable.”

– Rod C. Fallow, President, Swagelok Northern California

“I wasn’t really that excited about having yet another ‘coach.’ I thought I had the best coaches in the world. But Robert Cooper and 12 Leaders drew out far more of the best in me—and that has changed my direction, from good to great to making ‘impossible’ possible. 12 Leaders and Robert Cooper were what I needed and I didn’t even realize it—but I do now!”

– John Eliason, Founder and CEO, First Financial USA, a repeated winner of “Best Places to Work,” founder of Connect software, Rewire Lab, and author of *Rewire*

“Last year we achieved the sales goal we set for three years from now. Then last November we set a new goal for sales four years from now - and then we blew through that goal this year! We’re even more excited about what’s next!”

– Rod C. Fallow, President, Swagelok Northern California; 12 Leaders® alum

“In Q4 last year, our sales are up 35% (year on year) and we are poised to pass the target we set for four years from now!”

– Graham Brodock, CEO and President, Kris-Tech Wire Company; 12 Leaders® alum

The Challenge

12 Leaders began over a decade ago with a challenge first put to us by a top global brand: Design a robust and dynamic curriculum to maximize the personal and professional growth of passionate entrepreneurial leaders.

Our interpretation of that challenge was **12 Leaders—a high-impact, results-based program for game-changers and industry transformers who are committed to achieving extraordinary results by adopting and applying the most targeted and cutting-edge insights.**

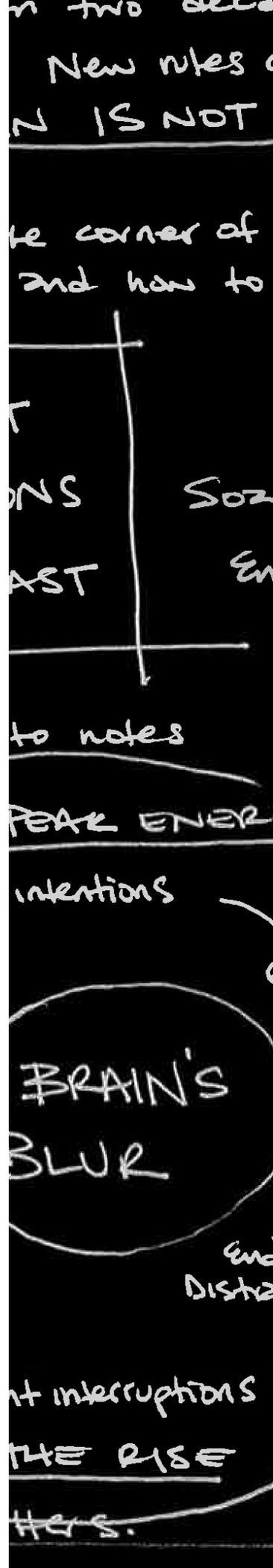
With input from some of the world’s best thinkers across a wide range of disciplines, we created and led a hugely successful one-year program for twelve handpicked entrepreneurs, leaders, and influencers, placing a special emphasis on identifying where small adjustments in vision and action can create the greatest impact.

Over the years, we’ve incorporated the latest neuroscience advancements and accelerated growth research to create what is today one of the most powerful and effective programs in the world for breakthrough leaders, entrepreneurs, and influencers.

12 Leaders – The Opportunity

Three years ago we broke new ground by taking the program directly to prominently recognized entrepreneurial men and women. This powerful enhancement has allowed for an increased interaction among a diverse membership with great accomplishments and varied perspectives.

For the 12 who choose to embark on this journey, their lives will be forever changed. But we also know this program isn’t for everyone. Only a select few possess the inherent drive and deep ambition required to tap into such concentrated potential, which is why we enforce a fierce and unwavering qualification process.



The ideal candidate is a talented and ambitious entrepreneurial thinker with a proven track record of success who wants to grow his or her business 100x+ in clearly differentiated ways and triple personal and organizational effectiveness.

At its core, 12 Leaders is about an attitude—a commitment to challenge the boundaries of possibility and discover the infinite scope of one's own personal legacy. While the program may only last a year, the benefits endure for a lifetime.

Program Design

12 Leaders consists of four one-day group sessions, as well as monthly individualized check-ins and strategic advisory meetings. **This structure allows each element—from the design of the group sessions to each one-on-one gathering—to be fully customized in real-time.**

What's more, the program is tailor-made to produce the greatest significance in the least amount of time and identify where (and how) strategic ingenuity can be applied to amplify daily performance. This commitment to accelerated progress is just one part of what makes 12 Leaders vastly different from any other program of its kind.

Why never more than twelve in a group?

Over the course of thousands of workshops, we've identified that a max of twelve is the right number for maximizing the best possible outcomes. While we have certainly witnessed good (and even great) results with groups of all sizes, the most consistently exceptional and enduring impact comes from groups of 12 or fewer leaders.

Why only a year (and no renewals allowed)?

Science shows us that without the confines of a well-defined timeline, the brain finds ways to delay growth and remain unchanged. By instituting a stringent, one-year curriculum, we are able to accelerate the growth process in ways that would otherwise be impossible.

Why is it crucial to “Beat the Brain?”

The most significant obstacles to hyper-achievement reside in the default wiring of our brains. Day after day, new science demonstrates how we are wired to balk at change, miss opportunities, undermine relationships, and succumb to distractions. Our untapped capacity to create and achieve is limited by the brain in ways that most people, even the best leaders, cannot fully grasp. Learning to recognize those brain traps and implement simple workarounds—in essence, hacking human nature for good—creates a basis for rapid, sustained development.

Return on Investment

While, of course, 12 Leaders is tax-deductible as a business expense, it is not a typical “education expense.” It's an investment in your best possible future.

Starting on Day 1, each participating member's desired ROI is clearly defined. From there, we work to identify top growth success targets and uncover clear metrics and key performance indicators.

Here are a small handful of highlights from the broad range of metrics that 12 Leaders members use:

- ✓ Winning more new clients or customers
- ✓ Increasing sales and profitability
- ✓ Multiplying key strategic “breakthrough allies”—the ones best positioned to measurably strengthen or speed the success of a business
- ✓ Creating more of the right strategic vantage points to sense and seize previously unseen opportunities to fast-track success, reduce effort, and provide more personal room for growth
- ✓ Building a distinctive Idea Bank with an array of best ideas and IP opportunities aimed at multiplying

future income-generating and difference-making successes

- ✓ Raising the clarity of focus and scaling significance of “doing good”: getting more traction in this key aspect of life and leadership
- ✓ Increasing personal energy and focus levels in work and life
- ✓ Raising the effectiveness/profitability of a firm/company/group as an elite team that creates the greatest value per minute and progress per dollar
- ✓ Shifting from weak “be good” goals and actions to more powerful “get better” goals and actions
- ✓ Saving on overhead in the latest highly effective business practices that are often overlooked
- ✓ Elevating your overall level of engagement and performance
- ✓ Clarifying and pilot-testing new business or personal opportunities

Core Faculty

12 Leaders draws on the insights of a remarkable team of colleagues to create game-changing and industry-transforming results—using scientifically based insights, ultra-practical tools, counterintuitive wisdom, and disciplined metrics. The primary 12 Leaders insights and one-on-one advisory work are guided by Robert Cooper and Suanne Sandage:

Robert Cooper, Ph.D., is an independent scholar, neuroscientist, *New York Times* bestselling author, and trusted advisor to a number of top CEOs and entrepreneurs. He is founder and CEO of Cooper Strategic, Cooper Neuroscience Lab and 12 Leaders®, has been called “the ultimate business guru for the new millennium.” His books have sold more than four million copies. He and the Cooper Strategic team have advised the world’s best companies, earned top accolades for quality, value, impact, and



lasting results from speaking engagements and workshops, and have coached executives and entrepreneurs to new heights of personal and organizational success. Visit CooperStrategic.com for independent ratings, reviews, video clips, and comments on his leadership work.

Suanne Sandage, M.S., is an acclaimed peak performance advisor and coach. Her individualized work draws on decades of experience and a database of over one million leaders and entrepreneurs—along with in-depth experience with Robert Cooper and his team for more than two decades. She is founder and president of Services for Success, Inc. Her clients include founders, executives, entrepreneurs and teams from healthcare, financial services, security, technology, engineering, architecture, education, manufacturing, and retail.



Among the more than fifty other Cooper Colleagues who provide specific insights for 12 Leaders across the year include:

Gerald de Jaager has consulted to more than 75 organizations around the world and provided training to more than 20,000 leaders. A Phi Beta Kappa graduate of Yale who taught at Yale (where he was rated as one of the ten best teachers) and attended Yale Law School, his clients have included Apple, General Electric, Intel, and Toyota. He is the author of four books for leaders, including *See New Now: 25 Brief Stories for Big Breakthroughs*.



Michael Parrish DuDell is an entrepreneur, international keynote speaker, and the bestselling author of *Shark Tank Jump Start Your Business*—the official business book from ABC’s hit show *Shark Tank*. Recently ranked as one of the top three most popular business authors by Amazon.com, Michael has been featured by CNBC, Bloomberg TV, CNN, *The New York Times*, WABC,



Business Insider, *Yahoo*, and *FORBES*, where he is a regular contributor. He currently hosts *The Next Crop*—a web series sponsored by Citrix GoToMeeting that showcases the next generation of business and media influencers.

Susan Duggan, Ph.D., is a Fulbright Scholar and Alexander von Humboldt Foundation Fellow, co-founder of the Silicon Valley World Internet Center and the current CEO of Smart World Center, a think tank finding innovative collaborative solutions for a better world. For more than thirty years, as a strategist, researcher, and program designer, she has found powerful ways to bring together leaders from business, government, and education to work on crucial projects.



Michael Gordon, Ph.D., is the Arthur F. Thurnau Professor of Social Entrepreneurship and Business Administration at the Ross School of Business, University of Michigan. He is an award-winning educator and author, a social innovator honored by the Smithsonian Institution (three times). He is recognized as one of the information age's leading innovators. His book *Inclusivity* is based on the most complete, in-depth empirical study yet on how to create social enterprises.



Nanxi Liu is co-founder of Nanoly Bioscience and founder and CEO of Enplug, Inc., a technology company building the largest network of interactive indoor digital billboards—named one of the “Top 30 Startups to Watch” by Entrepreneur Magazine. She was a Fellow at the Clausen Center for International Business & Policy at the University of California; she won the Dell Social Innovation Award; and led the team that won the British Airways Ungrounded Innovation Competition.



Pricing

When offered within an organization, the intense personal attention given to each participant results in standard fees of \$250,000 or more per person, with proven immediate and lasting ROI. For this special program we have reduced these fees. The fee for participation in 12 Leaders has been adjusted to less than half of these standard fees: to \$125,000.

Each 12 Leaders group has a maximum of 12 members. The program is 12 months, with no renewals. This powerful neuroscience-based program structure accelerates individual growth and elevates the trajectory of unprecedented new results.

PROGRAM ELEMENT	PROVIDES
Fast-Start Roadmap Set initial goals for best possible outcomes	One 60-minute call with Robert Cooper, Ph.D.
Accelerated Growth Sessions Custom designed and led by Robert Cooper	Two 1 ½ Day Accelerated Growth Sessions, custom designed and led by Robert Cooper, Ph.D.
High Performance Profile Identify personal high performance traits, strengths, trait alignments and limitations that are unique to each individual. Drawing on a peak performance database with over one million entrepreneurs, leaders and influencers.	One High Performance Profiles, with custom individual interpretation, discussed by phone for approximately one hour; pinpointing key focus areas for increased energy, effectiveness, time savings, ingenuity and impact. These insights are utilized throughout program, and can multiply your successes. Additional High Performance Profiles may be purchased at \$495 (regularly \$795) and include a one hour interpretation session and potential composite profile interpretation session if you include a spouse or key team member.
Weekly Progress Check-In	30-minute review each week by phone or e-mail with a Cooper colleague, with customized interaction or response. Includes added prep time by Cooper colleagues
Twice-a-Month 45-Minute Strategic Advisory Calls One-to-One with Robert Cooper, Ph.D.	\$125K 12 Leaders Program Includes Twenty 1:1 Strategic Advisory Calls with Robert Cooper, Ph.D., scheduled across the year of the program.
Access to Exclusive Content Includes more than 150 essays and more than 80 audios by Robert Cooper	Yes
SUMMARY	<ul style="list-style-type: none"> • Customized Fast Start Roadmap Call (one 60-minute call) • One High Performance Profile with phone interpretation and forward plan, plus composite High Performance Profile interpretation (1 hour) • Two 1 ½ Day Accelerated Growth Sessions, custom designed and led by Robert Cooper, Ph.D. • Weekly phone or e-mail progress check-in with Cooper colleague • 20 45-Minute Strategic Advisory Calls one-to-one with Robert Cooper, including 40 hours of preparation time by Robert Cooper • Access to exclusive 12 Leaders content and resources

Join 12 Leaders

Eligibility to join 12 Leaders is decided through both evaluation and conversation.

We extend membership invitations to entrepreneurs, leaders, and influencers with a successful track record, hard-won wisdom, and a deep drive to continue learning and growing.

Fill out [this form](#) on the 12Leaders.com website to request more information and receive a detailed breakdown of the daily, weekly, and monthly structure of the program.

12 Leaders draws on the experience of our other companies:



See [12Leaders.com](#) for profiles of selected past 12 Leaders members, FAQs, and an expanded list of our global team of high-level colleagues with specialties in key fields.

[Click here](#) for the profiles of selected 12Leaders graduates.

“I cannot convey in words how incredibly impactful 12 Leaders has been, and continues to be, on my business and life—Robert Cooper and the 12 Leaders team have continually exceeded every one of my high expectations.”

- Neal Mody, strategist, co-founder of Ambature, and founder of Zoic Capital: The Life Sciences Fund

“As a long-time participant in several of the best known thought leader and coaching programs, I want to say how incredible 12 Leaders has been for us to help us grow exponentially and set the stage for not just 2X growth in a year; but at least 10X growth in the next 36 months. As I said to one candidate, ‘You’ll be blown away by the value you receive from an investment in 12 Leaders.’ More than powerful principles, great strategies, concepts, and effective tools, 12 Leaders facilitates a meaningful transformation in your personal and business life to the best you can possibly be and helps you capture what’s missing with a fresh introspective vision and perspective where Dr. Robert Cooper is a master at unwrapping your ultimate potential and gifts. My wife, Sharee, and I cherish the friendship we developed with Robert and Leslie and will be forever grateful for the significant impact they made (and continuing influence they have) in our lives!”

- Douglas Andrew, CEO and founder of Paramount Financial Services, Inc., Unseen Fortune, and Abundant Living

“One of the goals in 12 Leaders® is to help elevate the vantage point and success trajectory of each individual leader so that their teams and companies keep benefiting from increasingly higher levels of performance and opportunities to achieve bigger goals sooner.”

- Rod Fallow, President Swagelok NC