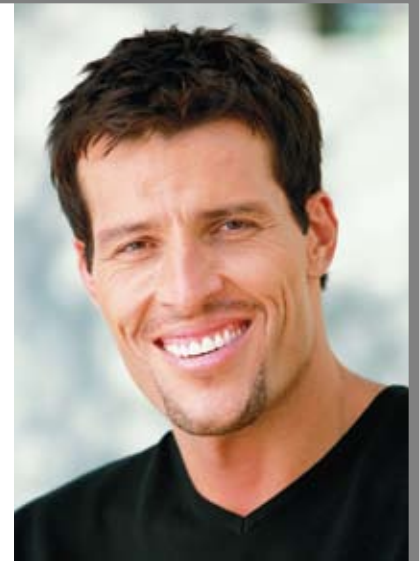


Anthony Robbins

World Authority on Leadership Psychology



For the past three decades, Anthony Robbins has served as an advisor to leaders around the world. A recognized authority on the psychology of leadership, negotiations, organizational turnaround, and peak performance, he has been honored consistently for his strategic intellect and humanitarian endeavors. His nonprofit Anthony Robbins Foundation provides assistance to inner-city youth, senior citizens, and the homeless, and feeds more than two million people in 56 countries every year through its international holiday “Basket Brigade.” Robbins has directly impacted the lives of more than 50 million people from over 100 countries with his best-selling books, multimedia and health products, public speaking engagements, and live events.

What began as a young person’s desire to help individuals transform the quality of their lives has grown into Robbins’ lifelong crusade as he is called on by leaders from every walk of life—presidents, political leaders, advocates for humanity, CEOs of multinational corporations, psychologists, peak performance athletes, world-class entertainers, teachers, and parents. Since fathering the life coaching industry, Robbins has produced the #1-selling audio coaching system of all time. He also is a corporate Vice Chairman, and Chairman overseeing five private companies. Robbins has been honored by Accenture as one of the “Top 50 Business Intellectuals in the World”; by Harvard Business Press as one of the “Top 200 Business Gurus”; by American Express as one of the “Top Six Business Leaders in the World” to coach its entrepreneurial clients; by Forbes as a Top 100 Celebrity; by Justice Byron White as one of the world’s “Outstanding Humanitarians”; and by the International Chamber of Commerce as one of the top 10 “Outstanding People of World.”

Peace Negotiator & Humanitarian

Robbins has been selected as Vice Chairman of Health, Education, and Science for the United Nations Research Center for the International Council for Caring Communities (ICCC) NGO. Working with the Organization of American States, the Carter Center, and the United States Agency for International Development (USAID), Robbins helped negotiate an electoral solution for peace to the strife and conflict that have devastated the Venezuelan people and their economy. Robbins has collaborated with political and business leaders in diverse world communities such as South Africa, England, Cuba, Panama, Venezuela, and the United States. Robbins is also a national spokesperson for the Wellness Community, a nonprofit organization that provides support, education and hope to people with cancer and their loved ones. Through participation in professionally led support groups and educational workshops, people affected by cancer learn vital skills that enable them to regain control, reduce isolation and restore hope, regardless of the stage of disease. Through his strategies for “Leadership in Times of Crisis” and his systems for “Indirect Negotiations,” Robbins has participated in negotiations that have broken the patterns of violence and de-escalated the rhetoric that invites it. Robbins has worked on teams that not only help mitigate further devastation and facilitate peaceful decision-making among conflicting parties, but also inspire conflicting parties to create a mutually beneficial and compelling vision that is aligned with their respective values, raising the standard by which they live. He is also the recipient of the Timmie Award, given by the esteemed Touchdown Club of Washington, D.C. for humanitarian efforts.



Strategic Advisor to World Leaders

Robbins has met with, consulted, or advised international leaders including Nelson Mandela, Mikhail Gorbachev, Margaret Thatcher, Francois Mitterrand, Princess Diana, and Mother Teresa. He has consulted members of two royal families, members of the U.S. Congress, the U.S. Army, the U.S. Marines and three U.S. Presidents, including Bill Clinton. Robbins has had the unique opportunity to identify patterns and model the underlying strategies generating consistent results for some of the most successful individuals in the world.

Successful Entrepreneur & Honored Business Strategist

A successful entrepreneur, Robbins serves as Chairman of five private companies and Vice Chairman of one company that together generate nearly half a billion dollars in revenue per year. While diverse in characterization, all six—plus their five holding companies—are geared toward Robbins' creed of improving the quality of life for people around the world—from Namale Resort & Spa, the award-winning, 325-acre tropical paradise in the Fiji Islands, to Twinlab Corporation, the highest-rated nutraceutical company honored in 2003 with the Consumer Satisfaction Award as Top Rated Retail Brand by Consumerlab.com, an independent testing group. Robbins' pursuit of creating and contributing to a higher standard of living is reflected by one of his subsidiary companies, Rebus Publishing, a leading consumer health and science publisher that has been communicating healthy ideas for more than 25 years through such avenues as the "UC Berkeley Wellness Letter" and "Johns Hopkins Health After 50" newsletter.

Leaders and achievers already at the pinnacle of success in their respective fields call on Robbins to be their strategic advisor when they face critical decisions requiring creative options and a systematic evaluation of probabilities and consequences. American Express asked its entrepreneurial clients whom they would select if they could choose anyone in the world to personally coach them to take their businesses to the next level if price were no object. Robbins was chosen along with Bill Gates, Donald Trump, Warren Buffet, Lee Iacocca and Ross Perot.

Philanthropist

A founding strategist of the Presidential Summit for America's Promise, Robbins helped design systems that generated over two million mentors for young people throughout the United States. Four Presidents and Secretary of State Colin Powell partnered with Robbins in the process. What began nearly 30 years ago as Robbins' individual effort to feed two homeless families has now grown into the Anthony Robbins Foundation's international holiday "Basket Brigade," which feeds more than two million people in 56 countries every year. His foundation has provided support or initiated programs in more than 2,000 schools, 700 prisons and 100,000 service organizations and shelters. More than 12 years ago, Robbins personally sponsored a class of disadvantaged fifth graders in Houston, Texas, by becoming their personal mentor and sponsor of their college education. In 2003, these student "Champions" graduated from college—an experience that Robbins made possible. Each year, Robbins oversees his foundation's Discovery Camp, which helps more than 100 students from 18 countries design and initiate leadership programs to take home to their local schools.



Award-Winning Speaker

In addition to his global efforts to facilitate leadership, peace and philanthropy, Robbins is an award-winning speaker who has addressed such distinguished audiences as the British Parliament, Harvard Business School, the Gorbachev Foundation's Cold War Forum, the Presidents' Summit for America's Future, the State of the World Forum, Vice President Al Gore's Putting Customers First Conference, and the World Economic Forum. In 2006, he was invited to speak at the prestigious Technology, Entertainment and Design (TED) Conference, attended by the world's most influential thinkers and leaders, including the founders of Google and Vice President Al Gore. Toastmasters International recognized Robbins as one of the world's greatest speakers, awarding him the Golden Gavel Award, its most prestigious honor. One of the most sought-after speakers in the world, more than three million people from over 80 countries have attended Anthony Robbins' live seminars or speaking engagements.

Internationally Best-Selling Author

Robbins is an internationally best-selling author with five books published in 14 languages, and he is the creator of the #1 personal and professional development system of all time—Personal Power; more than 35 million audiotapes have been sold worldwide. Robbins has created a system of total immersion that produces the education, strategies, and momentum for measurable and lasting change. Robbins is also the founder of Mastery University, which brings together the world's leading experts from their respective fields. In the past, Robbins' co-facilitators have included General Norman Schwarzkopf and Secretary of State Colin Powell on leadership, Dr. Deepak Chopra on psychoneuroimmunology, Peter Lynch and Sir John Templeton on finance, and Vice President Al Gore on creating peace in troubled times.

Mass Media Veteran

Robbins has developed and produced five award-winning television infomercials that have continuously aired on average every 30 minutes, 24 hours a day somewhere in North America since their initial introduction in April 1989. His work has been featured in major media including Time, Newsweek, Fortune, Forbes, Life, GQ, Vanity Fair, Business Week, Tycoon, Success magazines, the CBS Evening News, NBC News, ABC's Prime Time Live, Fox News, CNN and A&E as well as newspapers, radio programs, and Internet media worldwide. Robbins has been mentioned or featured in 15 major motion pictures, including a cameo role in the hit movie "Shallow Hal." In 2007, he was named to Forbes magazine's "Celebrity 100" list

Authority on Peak Performance

Highly respected as the nation's foremost authority on the psychology of peak performance and personal, professional, and organizational turnaround, Robbins has advised and counseled Fortune 500 CEOs, world-renowned medical doctors, legends in entertainment, and championship sports teams including America's Cup winner, America 3; Stanley Cup finalist, Los Angeles Kings; NBA Champion San Antonio Spurs; and other teams from the National Hockey League, Major League Baseball and the National Basketball Association. He has worked with elite coaches and athletes, including UFC Champion Chuck Liddell, tennis greats André Agassi and Serena Williams, and golf legend Greg Norman, along with champions from the National Football League, the PGA Tour, the U.S. Tennis Association and NASCAR.



Innovator in Psychology and Intervention

As a recognized catalyst for developing systems and strategies for accelerated and lasting transformations in individuals worldwide, Robbins has been sought after by psychologists and psychiatrists for training. He has joined forces with Cloé Madanes through the Robbins-Madanes Center for Strategic Intervention to create training materials and programs for the therapeutic community. For more than 20 years, Madanes has served as world-renowned teacher of therapists. Two of her books are considered classic texts—Strategic Family Therapy and The Violence of Men. Robbins and Madanes are actively involved in the Council for Human Rights of Children at the University of San Francisco, a prestigious international think tank created to develop and codify methods to ensure the rights of children are maintained and championed. Robbins was among the speakers featured at the Council's 2005 meeting at the University of Oxford, where he addressed "Alternatives to Institutionalization of Children and Youth in Crisis." He also has been a featured speaker at The Evolution of Psychotherapy Conference, the world's largest psychotherapy conference that brings together more than 10,000 industry leaders from around the world every five years.

Family Man

Robbins' commitment to creating an enduring legacy that will impact the world is surpassed only by his passion for family as a dedicated father of four children and a loving husband to his wife, Sage Robbins.

