

ANTHONY ROBBINS' BIOGRAPHY



For more than a quarter of a century, 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 for his strategic intellect and humanitarian endeavors. His non-profit Anthony Robbins Foundation provides assistance to the homeless, elderly and inner-city youth, and feeds more than one million people in nine countries every year through its international holiday “Basket Brigade.” Robbins has directly impacted the lives of nearly 50 million people from 80 countries with his best-selling books and audiotape products, public speaking engagements, and live appearances.

What began as a commitment to helping individuals transform the quality of their lives has grown as Robbins is called upon 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. Robbins is an international best-selling author, producer of the #1 audio coaching system of all time, award-winning speaker, Chairman overseeing five private companies and Vice Chairman of two companies. Robbins has been honored by Accenture as one of the “Top 50 Business Intellectuals in the World,” by American Express as one of the top six business leaders in the world to coach their entrepreneurial clients, by Justice Brian White as one of the world’s “Outstanding Humanitarians,” and by the International Chamber of Commerce as one of the top ten “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 has been a member of the team working for a negotiated electoral solution for peace to the strife and conflict that have devastated the Venezuelan people and their economy. Robbins has worked with political and business leaders in diverse world communities such as South Africa, England, Indonesia, Cuba, Panama, Venezuela, and the United States of America. 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 even inspire conflicting parties to create a mutually beneficial and compelling vision that is aligned with their respective values and raises the standards by which they live. The process can generate profound impact with momentum and flexibility for sustained progress for their local communities.

Successful Entrepreneur & Honored Business Strategist

A successful entrepreneur, Robbins serves as Chairman of five private companies and Vice Chairman of two companies, including one public company, that together generate nearly half of \$1 billion in revenue per year. While diverse in characterization, all seven 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, 300-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

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group. From Rebus Publishing, a 25-year-old consumer health and science publisher that has built an outstanding reputation for expertise in the areas of health, fitness and nutrition through its association with Johns Hopkins University, Duke University and UC Berkeley to Discovery Toys, one of North America's leading direct sellers of educational toys, books and software, utilizing approximately 30,000 educational consultants from the U.S. and Canada. All of these companies mirror Robbins' own pursuits of a higher standard of living.

Leaders and achievers who are already at the pinnacle of success in their respective fields call upon Robbins to be their strategic advisor when they face critical decisions requiring a comprehensive search for creative options and a systematic evaluation of probabilities and consequences. American Express asked its entrepreneurial clients who they would select if they could choose anyone in the world to personally coach them to take their business 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.

Strategic Advisor to World Leaders

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

Philanthropist

Robbins was one of the founding strategists in the creation of the Presidential Summit for America's Promise, in which systems were designed that helped generate over 2 million mentors for young people throughout the United States. Four Presidents and Secretary of State Colin Powell partnered in the process. What began 25 years ago as Robbins' individual effort to feed two homeless families has now grown into the Anthony Robbins Foundation's international holiday "Basket Brigade" that feeds more than one million people in nine countries every year and has provided support or initiated programs in 2,046 schools, 758 prisons and more than 100,000 health and human service organizations and homeless shelters to assist the homeless, elderly and inner-city youth. Starting 12 years ago, Robbins personally sponsored a class of disadvantaged 5th graders in Houston, Texas by becoming their personal mentor and sponsor of their college education. In 2003, 22 student "Champions" expect to graduate from college—an experience that Robbins made possible. Robbins personally supervises a "Youth Leadership Academy" each year, which helps more than 600 students and teachers design and initiate programs to bring 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. Robbins is the recipient of the "Timmie" Award for humanitarian efforts by the esteemed Touchdown Club of Washington, D.C. Furthermore, Toastmasters International recognized him as one of the world's greatest speakers and awarded Robbins the Golden Gavel Award, their most prestigious honor.

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Internationally Best-Selling Author

Robbins is an internationally best-selling author with five books published in 14 languages and is the creator of the #1 personal and professional development system of all time—Personal Power—that alone has sold more than 35 million audio tapes worldwide. He is 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. Robbins has created a system of “total immersion” which produces the education, strategies, and momentum for measurable and lasting change. Robbins is also the founder of Mastery University which brings together leading experts from their respective fields in the world to train leaders from around the world. 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 with Dan Rather, NBC News, ABC, 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 an acting role in the hit movie “Shallow Hal.”

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, championship sports teams (including America’s Cup Winner, America 3; Stanley Cup finalist, Los Angeles Kings; NBA Champion San Antonio Spurs; and other teams in the NHL, MLB, and NBA), elite athletes and coaches (including André Agassi; Greg Norman; and championship winning athletes in the NFL, PGA, USTA and NASCAR) and legends in entertainment (such as Quincy Jones and Anthony Hopkins).

Innovator in Psychology and Intervention

Robbins has joined forces with Cloé Madanes through the Robbins-Madanes Center for Strategic Intervention to create formalized training tools and programs for the therapeutic community. For more than 30 years, Madanes has been one of the world's most recognized educators and trainers of therapists worldwide. Two of her books are considered fundamental texts—*Strategic Family Therapy* and *The Violence of Men*. Her work is cited in the testing procedures of 25 of the 50 states for certification of psychologists.

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.