



**ROBERT ROSEN**  
AUTHOR, *JUST ENOUGH ANXIETY:*  
*THE HIDDEN DRIVER OF BUSINESS SUCCESS*  
Founder and CEO of Healthy Companies International

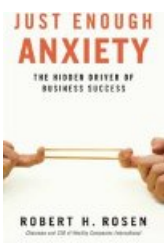
Psychologist, business entrepreneur, and CEO adviser Robert Rosen has a unique perspective on what sets great leaders and winning companies apart. He has interviewed more than 300 top executives from companies around the globe, including Toyota, Procter & Gamble, Novartis, PepsiCo, Chevron, Cadbury Schweppes, Medtronic, Lucent, UBS, Ogilvy & Mather, and Eli Lilly. His firm, Healthy Companies International, has worked with industry giants such as Johnson & Johnson, Northrop Grumman, Intel, Boeing, ING, and PricewaterhouseCoopers.

Bob has an uncanny ability to tap into both the personal and professional sides of great leaders to uncover what lies beneath their success. He has a knack for synthesizing, organizing, and translating his discoveries into meaningful and practical insights and advice. And, as a consummate story teller, he skillfully integrates his own life experiences to reinforce his message.



**The Catalyst: How You Can Become an Extraordinary Growth Leader**

"A radical, totally original book on how to create and sustain organic organizational growth. A must-read for all managers." ~ *Warren Bennis, distinguished professor of business, University of Southern California, and coauthor of Transparency and Judgment*



**Just Enough Anxiety: The Hidden Driver of Business Success**

After nearly two decades of research, Bob has uncovered the biggest secret of all. In his words: "The success of great leaders is all about creating just enough anxiety for growth and performance. More than any other leadership quality, this ability propels great leaders to the top. It enables them to embrace uncertainty and manage the ups and downs of a crazy world. It brings out their best performance, enables them to build great teams, and inspires and challenges their organizations. It is the hidden driver of business success."