



Bob Cooper Bio

Bob Cooper is the founder and President of RL Cooper Associates, a healthcare organizational and management consulting firm launched in 1999. Mr. Cooper possesses over 30 years of experience assisting organizations with the development, engagement, satisfaction, and retention of its most important asset - the people who work for them. Mr. Cooper's purpose is to help individuals and groups to reach their full potential.

Bob created The Organizational Huddle Process™, an approach that develops high performance teams, enhances patient and staff satisfaction, and promotes a culture of individual and group accountability. The Nursing Executive Center of The Advisory Board Company rated The Organizational Huddle™ as a Grade A Best Practice. Mr. Cooper has extensive experience in executive coaching, strategic planning, staff and leadership development. He is the author of three books "Huddle Up – Creating And Sustaining A Culture Of Service Excellence," "Leadership Tips To Enhance Staff Satisfaction And Retention," and "Heart and Soul in the Boardroom," Bob holds an MS in Human Resource Management and a BA in Economics.