



Robin Pou is an Executive Coach, Author, and Founder of a leadership development firm with a mission to make bad leadership extinct by building people into high achieving leaders who grow meaningful businesses and value their teams in the process.

As an executive coach and frequent keynote speaker on leadership trends, he works with Fortune 500 executives and CEOs of high-growth organizations.

His clients have included GM Financial, Southwest Airlines, The Match Group, BNSF Railroad, the Dallas Morning News, and State Farm. In his book, *Performance Intelligence at Work*, which he wrote with renowned sports psychologist Julie Bell, Robin brings the principles of sports psychology to the business arena. Industry leaders leverage these principles to defeat leadership doubt, gain greater confidence, and achieve peak performance.

Robin's leadership development programs operate to inspire, teach, and train leaders to become confident leaders who win again and build businesses that matter. Robin was first to unearth the concept of leadership doubt and the Four Doubt Types™. Using his proprietary assessment tool developed through thousands of hours of research and coaching sessions, Robin and his team help leaders understand and overcome their doubts to reach their potential. Robin also shares his latest leadership insights in a popular weekly newsletter called [The Confident Leader](#).

As an established thought leader on modern management, leadership trends and career development, Robin's insights have been featured in leading media publications including Bloomberg and Forbes. Robin is also a contributor to the Dallas Morning News, and he frequently appears on podcasts to share his unique leadership insights.

Robin started his career as an attorney before shifting to the business world where he became a successful entrepreneur who founded three companies and oversaw their growth by serving as Chief Operating Officer.

Robin lives in Dallas, Texas with his wife Karen and their three kiddos: Robert, Cate, and Boyd (and their pandemic puppy, Charlie). Also, Robin serves as a chief advisor and strategist to the top leaders of numerous non-profit organizations, each of whom are pioneer leaders in their verticals.