Rob Shallenberger

Rob is a former fighter pilot and one of the world’s leading authorities on planning and productivity. He has spoken for and trained more than 200 organizations.

Rob has always been intrigued by adventure and had a drive to challenge himself. After graduating from Utah State University and earning an MBA from Colorado State University, he became a fighter pilot in the United States Air Force. During his time in the Air Force, Rob was also an Advance Agent for Air Force One. This was an exciting time because he was able to work with foreign embassies, the secret service, and the White House staff.

As an F-16 pilot and Air Force One Advance Agent, Rob experienced first-hand what a high-performance culture looked like. In that world, the standard is perfection, yet the perfect flight has yet to happen. So, an integral part of the culture was the debrief. In the debrief, the pilots would develop lessons learned to repeat successes and eliminate failures and mistakes. Part of the fighter pilot culture is that when a pilot is tasked with something, they do it right and do it on time. Rob found this high-performance culture fun, exciting, and results-focused. What makes the fighter pilot culture elite are the people and the extensive training that align processes and efforts!

Rob wanted to bring this same high-performance culture to the public and private sector, so it has been the perfect match for him to partner with his father, who had already been researching high-performance for decades. Together, Rob and Steve founded Becoming Your Best Global Leadership and continued the research, which culminated, initially, in the release of their first book, Becoming Your Best: The 12 Principles of Highly Successful Leaders. Following the release of Becoming Your Best, they went on to author five other books including Start with the Vision: The Six Steps to Effectively Plan, Create Solutions, and Achieve Your Goals; Conquer Anxiety, and How to Succeed in High School (for teenagers and their parents).

Rob considers it an honor to have personally trained hundreds of organizations around the world focused on the 12 principles of highly successful leaders and the big three habits from Do What Matters Most. He loves to hear stories about how these habits have transformed lives, both personally and professionally.

Like his father, Rob’s primary focus is on his faith and family. He’s been married for 23 years and has four children.