

Peter Sheahan

Counter intuitive business thought leader, author, speaker

Peter Sheahan has spent a decade teaching business how to flip their thinking and find opportunity where others cannot. He believes that the real money gets made in the cracks, and that the opportunity for mind-blowing success is all around us. The problem is we get conditioned by our experience, blinded by our business models and conned by the popular media to believe success is a product of the economic conditions.

Peter's clients include NewsCorp, Google, Hilton Hotels, GlaxoSmithKline, Harley Davidson, Cisco and Goldman Sachs. Many of which engage him on an ongoing basis to provoke their leaders to re-think their assumptions and challenge them to find innovative ways of doing business. He has been described by one of his clients as the "guy to call when you want your answers questioned".

Peter's success is driven by his ability to identify areas of untapped potential within organizations, develop the unique thought processes needed to profit from them, and then catalyze the key individuals to take the risks required to make it a reality. Clients consistently remark on the depth of his insight, the global nature of his business perspective and the comprehensive research he does into their industry, their organization, its model and the current threats and opportunities they face.

Peter's fifth book *Flip*, an international best-seller available in 25 countries, emphasizes the need for leaders to have mindset flexibility. It explores the changing nature of leadership; evolving business models; and unpacks dozens of strategies for finding opportunity and making money in tough economic times.

Peter walks his talks, and can speak from personal experience. A former General Manager of a \$10 million hotel business, he has established himself as highly successful entrepreneur. In addition to his world renowned thought leadership practice, Peter is also the CEO of the Centre for Skills Development (CSD). The CSD specializes in large scale social change projects and now runs the largest face-to-face financial literacy program for teenagers in the world. In partnership with Apple, the CSD developed and continues to run the ground breaking Beyond Chalk program, working with educators to create 21st Century learning environments. More recently the CSD has taken on IBM as a client and is running development programs in large corporations and



Government departments teaching staff how to use technology to foster collaboration and drive productivity in their organizations.

Peter's sixth book, *Making it Happen* guides individuals through the 5 key strategies required to turn good ideas into great results. Or better said, turn opportunity into profit.

Peter's outstanding achievements were first officially recognized in 2003 when Peter had the honor of being named Young Entrepreneur of the Year in his home state.

He is best known though for his skills as a presenter and his ability to customize his expertise to meet the needs of the audience. He has delivered more than 2000 presentations to over 300,000 people in 15 different countries. In 2006, Peter was awarded the National Speakers Association Keynote Speaker of the Year, as voted by his peers.

Seen as a global thought leader, Peter's insights into business trends and the changing needs of customers and staff make him a regular presenter on *Fox Business*, as well as appearing on ABC and the BBC as well. In 2008 Peter was a featured expert in a five-part global series on Innovation on CNBC, and he has been written up in the Washington Post and Fast Company Magazine.

Peter Sheahan is a unique and inspiring thought leader whose ideas and experiences are changing the face of the business world.

Peter Sheahan talks about:

FLIP: A counter intuitive guide to driving innovation, adapting to change and building a sustainable competitive advantage

Making it Happen: How to turn good ideas into great results

Talent Magnet: How to build a powerful employment brand through impactful leadership and inspiring cultural change

Next Gen Profits: Attract, engage and profit from the next generation of customers and talent

Minds Unleashed: Interactive experiences which draw ideas out of your own people

Client testimonials

“ Peter's vibrant energetic style engaged the team to think about thriving and surviving with Generation Y. He is living proof of Generation Y and turns it on!

- **Ericsson**

“ Peter was able to communicate with staff of all ages.



- Woolworths Limited

“ Brilliant! Awesome! Amazing! Inspirational! The only thing we'd do differently next time would be to book you further in advance so we have you present on the first day of our event - you set a great tone and really energize and inspire. We will have you working with BP again very soon.

- BP

“ I find Peter to be unsurpassed in his ability to engage senior executives. Peter can draw out of your people answers to questions they did not know they had. He will even have them question the very answers they come up with. Peter is clearly world class educator.

- Corporate Executive Board

“ Peter's sessions are always high energy, very informative and most importantly thought provoking. His session on Fl!p opened our leaders' minds to a whole new way of thinking about our business, and of their role in it.

- GSK

“ Peter, you amaze me. Your ability and willingness to customize material that resonates with audiences and reinforces brand goals is incredible. As the executive producer of countless conferences for owners, general managers and directors of sales for the Hilton portfolio of brands, I've hired speakers that range from ex-presidents to mountain climbers to Nobel Laureate economists. You deliver more bang for the buck than all of them! Your performance for my client last week was right on target, and the material was 90 per cent new from the material you used with another of my clients just ten months ago. Thanks for always helping me look good and deliver results for my clients!

- Counterpoint, Inc.

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