



7

REASONS

— WHY —

PETE
COHEN

— WILL —

INSPIRE

YOUR AUDIENCE

 **PeteCohen**
KEYNOTE SPEAKER

Hiring the right keynote speaker is vital to make the most of any event.

Pete is renowned as the most inspirational speaker available and has a real and positive message to deliver. He works with leading global brands delivering fantastic keynote presentations, workshops and seminars.

He is the perfect choice for any audiences in all industries, because his work focuses on what makes us all human. He is a recognised authority on personal and professional development, leadership development, motivation and health and well-being. Pete will work with you to craft a program that works perfectly for your event agenda.

**What makes
Pete Cohen so
INSPIRATIONAL?**



REASON #1

Most importantly,
he knows this isn't ...
'The Pete Cohen Show'

It is all too common in the world of personal and professional development to come across key-note speakers who are seeking 'celebrity status.' Not Pete. He knows it's not about him. It's about you, your people and your audience. He's passionate about making a difference and it comes through on and off the stage. His commitment is simple: serve you and do whatever it takes to make your event a massive success.



REASON #2

He seeks to change
perspectives not
change people

People in organisations rarely change when you tell them what to do. People change when they are given a different perspective. Pete takes your key messages and delivers them in ways that give people a new way of looking at them. With this changed view they are better placed to engage with your business and adopt new and more productive behaviours.

REASON #3

The techniques he shares are simple, effective and can be used every day

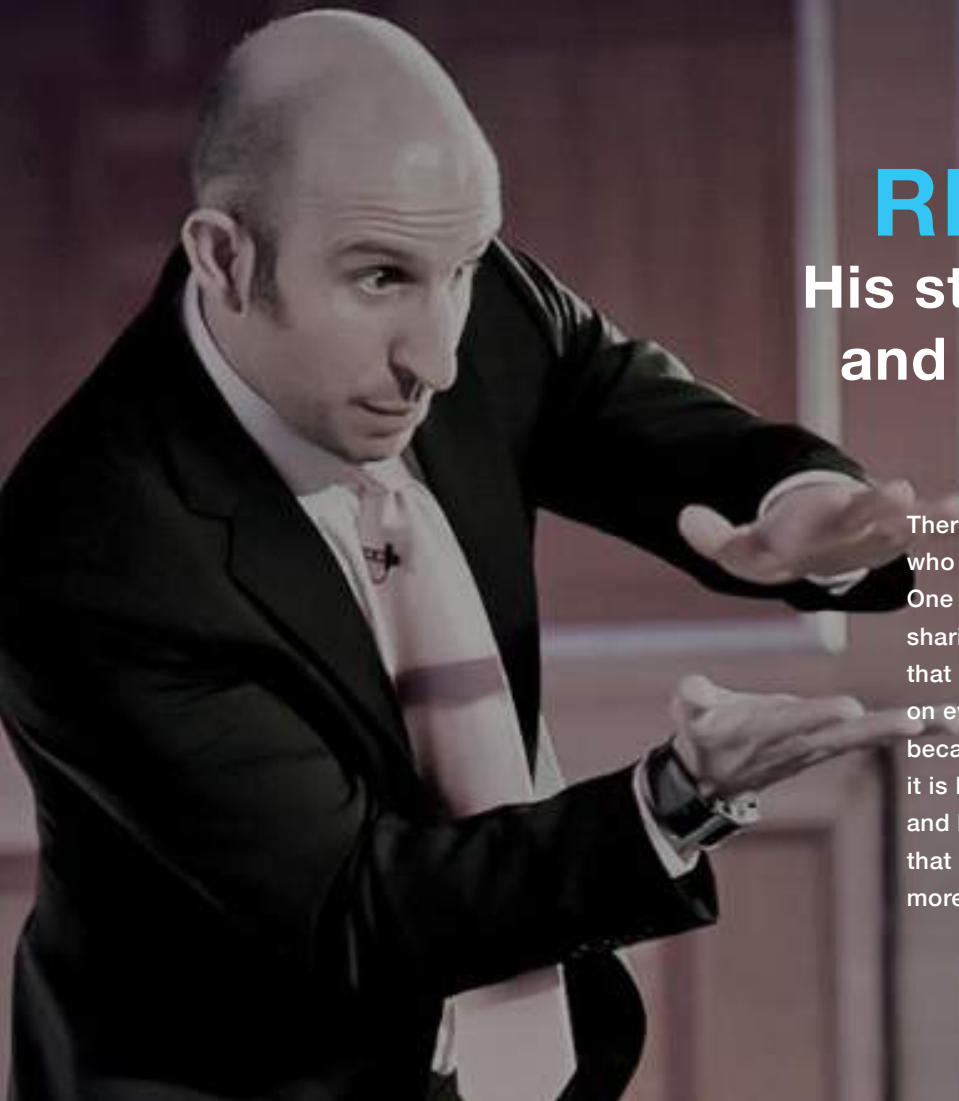
Pete is one of the most well-known coaches in personal and professional development and has been honing his skills for over 25 years. He has mastered the art of taking complicated and challenging topics and delivering them in ways that creates excitement and belief in people. Pete fills his keynotes with straightforward tips, tools, techniques and strategies that can be immediately applied for maximum impact.



REASON #4

His style is entertaining and memorable with a strong message

There's nothing more compelling than someone who can inspire people to take positive action. One of the many ways Pete does this is through sharing powerful stories and real-life experiences that relate to people and have audiences hanging on every word. Pete excels at this not just because of his wealth of experience but because it is his passion. He loves to share what he knows and has learned in ways that make people believe that they too can do great things and be happier, more productive and successful.





REASON #5

Audiences love him

Pete delivers the goods on and off the stage. He spends as much time in the audience, talking directly to his audience as he does on the platform. This personal approach betrays his genuine interest in people and in helping them realise their full potential. Pete consistently gets five stars in feedback and is rated the most enjoyable and impactful part of any event.



REASON #6

People leave the room not just motivated but inspired – and the inspiration endures

Pete is one of the most powerful inspirational and motivational speakers you will find because he knows how to stir passion, inspire action and genuinely move people. When Pete speaks he has lasting effects and results. He is able to challenge and inspire people to be better than their best every day, regardless of the size of the event. His fearless, unorthodox and fun approach loosens up your audience, accelerates connection and deepens inspiration because your people will be both entertained and engaged. Once you hear him speak, you'll want him back. Many large blue chip companies have used Pete to deliver his keynote pre-leadership development program that everyone will be talking about long after your event is over.



REASON #7

His inspirational sessions are tailored to fit

Pete doesn't deliver off-the-shelf presentations. He will always build presentations that have your agenda and specific needs at their heart. He has an amazing talent for taking your key messages and complex concepts and making them tangible.

He always goes above and beyond the call of duty to make sure that his presentation has maximum impact and gives you the results you want.

About Pete Cohen

Pete is one of the world's most sought after authorities on personal development with a vast experience as an inspirational speaker, business consultant, life strategist and author.

He has worked with global organisations to bring out the best in people. He has worked with some of the most iconic global brands such as Dell, Barclaycard and Four Seasons. He has coached world-class athletes and sporting greats, such as Sally Gunnell, Dame Ellen MacArthur and Ronnie O'Sullivan to achieve peak performance. He has also appeared on major TV channels and has written 18 best-selling books.

With an ability to supercharge his clients' performances, Pete has a passion for understanding the way the human mind works and using exceptional skills he's able to maximise people's potential and unlock talent.

He specialises in human behaviour, coaching and performance. He is an NLP Training and is highly qualified in many different areas of psychology and personal development.

He has an incredible understanding of people and the limitations they have which prevent them from living more productive and happy lives. His fun motivational techniques and strategies are used in a way to help people control their own well-being and realise their full potential.

Here is a sample of what other clients have said about Pete

Pete gave a great session as key note speaker, helping the entire team think differently about how we relate to ourselves, each other and work. Great tips to help us be positive, achieve our personal goals and how to handle situations. A really good day.

Chris Warburton *Processes Transformation | Credit Risk Operations & Fraud Strategies | Executive Leadership*

Without a doubt the best decision we made in 2013! We hired Pete as the guest motivational speaker for our annual training roadshow last year. His completely natural and contagious energy was something we've never seen before. He totally captivated our audiences with his very open and passionate delivery style. I'd recommend Pete to anyone looking for a speaker within a heartbeat.

Sarah-Jane Hawkins *Marketing Communications | Events - MCIM CIMdip Chartered Marketer*

We look forward to working with Pete again in the future as he definitely struck a chord with so many of our people. We hope to continue the great relationship we have formed with him in such a short time."

Paul Barber - *Customer Experience Training Manager Nothern Power Grid*

"Pete has an energy like no other presenter we have come into contact with, is incredibly inspiring, and delivered incredibly valuable content.

Stuart Ilsly - *Head of Customer Service - Town and Country Housing Group*

What was ultimately satisfying for me was how Pete had the audience engaged from the first to the last word and his positive impact set the scene for a very energised and communicative 2 days. Many of my colleagues across Europe were still talking positively about Pete on Day 2 and I am still receiving remarks from a few of his effect on them even now...

Steve Brown - *Logistics Support Manager BIC Europe*

You could feel the need to change things for the better all around, and people actually willing to take steps and act upon it. It was a great start of the conference."

Mirna Kos - *IDUG EMEA 2013 Conference Chair*

"Pete is an enthusiastic, provocative and inspiring speaker. He's a treat, and a great add to your agenda."

Patrick O'Connell, *Communications Director Ingersoll Rand*

"When I invited to Pete to our team meeting to give a motivational speech, I knew he was going to be good, but I never imagined by how much he would exceed our expectations.

Deborah Perry, *Insights & Innovation Manager Boots*

The fact that everyone was discussing and understood the concept after the event shows that Pete has a talent for communicating to an audience even when English is a second language."

Mark Heath, *Operations Director - Nigel Frank International*

"It has been brilliant to observe the changes in my team after the keynote that Pete delivered and to see them grow and take on the challenges of growing a business in a highly competitive market. I would highly recommend Pete to anyone that is looking to energise, motivate and inspire their organisation."

Paul Viner CEO Feng Sushi

"Pete's enthusiasm has been a significant contribution to create a team spirit which surely will increase our performance and potential. We thank Pete for his excellent job and for his friendly and warm attitude that made our conference a great success."

Michael Schummert CEO - Babor

"He did a brilliant job delivering a very important message to over 350 employees and everyone I have spoken to you since took a lot away from it. Thank you Pete!"

Ryan Mills - Learning and Development Facilitator - Premier Foods

"Pete is engaging and enthusiastic. He has a personal style that captivates his audience offering unique perspectives that challenge everyday thinking."

Stuart Beasley, Business Sales Manager - Npower

"Pete has an incredible ability to really capture and connect with the audience with his infectious enthusiasm and energy. He certainly left a huge imprint on our team members who were completely captivated, energised and buzzing after the event."

Susie Mutch, International Marketing Director Vidal Sassoon

"He was really excellent and incredibly well received. He had so much energy and really engaged with the delegates"

Kate Heriot - Head of Events - The Big Partnership

"In a room full of hard and business leaders Pete's style and humour created instant buy in."

John Ive - Director of Business Development & Technology - IABM

"He delivered an inspirational keynote presentation. A very useful, thought-provoking and enjoyable experience which related totally to our characteristics."

Polly Joseph - Learning & Development Manager - Luxottica

"I would highly recommend Pete to any business that needs to drive change and motivate their employees."

Colin Hitch - Senior European Commercial Director - Newly Weds Foods

"Pete was very professional in the research, preparation and delivery of the work and he had clearly understood what we were looking to get out of the day. The team are all very keen to work with Pete again and I am sure this will be the first of many conferences"

John Dyson - Frazer John Recruitment

"When other keynote presentations are long forgotten I believe that Pete's will stick in your mind and make a difference."

John Hearson Head of Communications - Boehringer Ingelheim

Pete's mix of humour and insightful statements had our 45 delegates crying with laughter, nodding in agreement and hanging on to his every word. Excellent!"

**Dean Smith - Marketing director, MDL
Consultancy**

"Your presentation met exactly what we were looking for, and the high energy and enthusiasm of your intervention was just perfect to energise the team and contributed to an overall exceptional experience.

**Jila Breeze, Global Head Novartis Consumer
Health**

His energy and enthusiasm were contagious and he was able to make his speech relevant, engaging and uplifting to all who attended. If they were wavering about providing work experience opportunities in the future - they won't be now!"

Elaine Lilley - Chief Executive of The EBP

"Pete's 45 minute session at our annual company kickoff day was magnificent. We are acutely focused on engagement within PMGC and many of our company days focus on that; working out how to get the best out of each other to benefit our customers is a huge priority."

**Jason Yeomans - PMGC Technology Group
Ltd**

"Very entertaining and made people really look at the value they add, both personally and commercially."

**Rich Burden, UK Key Account Manager Life
Fitness**

"We found his enthusiasm and insight energising and he left us with a tangible base which we can use to further develop our performance as a team going forward. It was a fun and very enjoyable day."

**Alison Chmiel Deputy Managing Director
IKANO**

"Pete's energy and enthusiasm are infectious. He holds and grabs his audience's attention from the minute he walks on stage to the minute he leaves it."

**Manueline Hickman - AIB Bank Internal
Communications & Engagement UK
Business Partner**

We are very grateful to Pete for his contribution in making the sales conference a truly successful event."

**Richard Haswell - HR Leader - EMEIA Sales,
Service & Customer Care - Ingersoll Rand**

Delivering a mesmerising section on leadership at our 2014 Global conference Pete delivered for us and a whole lot more as he wowed the audience with his energetic, professional and fun style - simply put, Pete is a true leader in his field."

David Doig - Group Chief Executive - OPITO

"The keynote with Pete was a success and having read the feedback from the event, he clearly "hit the spot" and even had one of our more reserved China colleagues doing a star jump to emphasis a point he wanted to make - really remarkable."

**Alistair Greening - QOHSE Director - Bilfinger
Tebodin**