

# Peter Sheahan

The world's best companies look to Peter Sheahan for answers. A business catalyst Peter teaches business how to FLIP their thinking and find opportunity where others cannot.



Peter, you amaze me. Your ability and willingness to customize material that resonates with audiences and reinforces brand goals is incredible. 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 – **CEO, Counterpoint, Inc**

Peter Sheahan is one of those people. Arguably the world leading expert in generational change, I have no hesitation recommending Peter to any organization looking to drive innovation deeper in their company, and wanting to inspire their leaders to think differently and take the necessary risk to future-proof the business.

**News Corporation**

Peter Sheahan has spent a decade teaching business how to flip their thinking and find opportunity where others cannot. Peter's clients include Newscorp, Google, Hilton Hotels, GlaxoSmithKline, Harley Davidson and Cisco. Many engage Peter to provoke leaders to re-think assumptions and challenge them to find innovative ways of doing business. Peter's success is driven by his ability to identify areas of untapped potential, 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.

Peter is the author of 6 books, including international best seller – Flip and Making it Happen available in 25 countries. Peter walks his talks and speaks from personal experience. He has established himself as highly successful entrepreneur and global thought leader, Peter's insights see him regularly present on Fox Business, as well as appearing on ABC and BBC. 2012 saw Peter inducted into the international speaker hall of fame. He continues to deliver world class presentations that are changing the DNA of business today.



# my topics...

## MAKE IT HAPPEN

If the only way to get to Carnegie Hall is to practice, practice, practice, then the only way to make it happen is to execute, execute, execute. The world isn't short of new ideas. It is short of people with ability to turn these good ideas into reality. It is as though we have lost our commercial savvy! Making it happen will bring it back and outline the 5 competencies we must all master if we are to execute on our new ideas and plans for change. Peter will unpack the latest breakthroughs in neuroscience offering insight into how people buy and show you how to better position your offer to align with buyer's needs. Showing you how to influence a buyer to not only want what you sell, but to want it from YOU He will also explore:

- ▶ The #1 mistake we make when trying to execute on our ideas
- ▶ Show you how to leverage you brand for greater commercial success and massively accelerate your impact through scale, leverage and brand platform

## MINDS U'NLEASHED -

### Interactive Experiences which drew the ideas out of you OWN people

If everyone in your team knew what everyone else in your team knows you would be unstoppable! From time-to-time it is not a fresh injection of ideas that you need, but rather an experience which draws out the best new ideas from the people already in your world. In a structured facilitation your best and brightest talent will get the chance to share their thoughts and ideas on the business, the challenges it faces and the opportunities it is yet to exploit. This experience is an opportunity to question the very assumptions which underpin your approach to business and to dig deeper and reveal new ways to find and extract value from your organization.

These highly collaborative and culture-building experiences will:

- ▶ Reveal innovative solutions to real challenges you face
- ▶ Give you access to the experience and insight garnered from working with leadership teams around the world to kick start and provoke the thinking of your team

## FLIP!: FUTURE-PROOF YOUR OPERATION

Four forces of change have worked to completely redefine the global marketplace. Increasing expectations, accountability, complexity, and compression of time and space have created a business climate where competitive advantage is often intangible and quickly eroded, and the need to innovate product lines and processes is constant. Leaders must recognise that "business as usual" is a redundant concept and successful businesses of tomorrow will be built on a platform of courageous leadership, innovation and change. Flip is a proactive philosophy that will position you and your organisation as the force of change in the market. Peter will cover how the four forces of change are impacting your industry and what it means for your organisation. He will also explore:

- ▶ The expectations and motivations of today's customers and staff where they will sit tomorrow and why you no longer own your brand and how you can flip it to your advantage.
- ▶ Co-creation and the importance of collaborating with your clientele, competitors and the wider market. Capturing market share, and creating new markets through innovation and a willingness to take risks in fringe and niche markets.

## NEXT GEN PROFITS - Attract, engage and profit from the next generation of customers and talent:

Generation Y represents one the most lucrative opportunities open to business today. Whether you want to unleash their creativity at work, get your share of the \$200bn plus they spend annually, or align yourself to profit from the \$17.8 trillion they will inherit, you will need a fresh approach to branding, sales and leadership. Human needs never change, but our definitions of whether those needs are being met change dramatically based on how we were brought up. If you are going to attract and retain the new generation as customers, members and staff you will need to understand their new perspectives and definitions. This session will:

- ▶ Give you insight into the REAL differences between generations and outline specific strategies for attracting and engaging Gen Y as customers and/or staff.
- ▶ Present case studies and move beyond "technology" hype and focus on opportunities which align with your desired culture and business model.

## BUILDING AN AWESOME EMPLOYER BRAND

The worsening skills shortage and a rapidly ageing population mean organizations must compete aggressively to attract and retain the best talent. Gone are the days when you simply placed an ad in your local paper and got bombarded by quality applicants who would be grateful for such an opportunity. Today, the quality candidate is more likely to interview YOU, as they decide whether you are the organisation (of the 4 or 5 they have offers from) that they want to work for. It IS possible to overcome the odds and make yourself a magnet for the best talent, but to do this and get ahead in these trying times you need to work on building a powerful employer brand that screams opportunity and prestige. Peter's informative and interactive session will:

- ▶ Present the case for building an employer brand and offer a compelling series of inter-industry case studies and provide you with a model so you can begin to discover your value proposition and start defining your employer brand.
- ▶ Give you ideas on how to market that brand in both the local and wider community and increase your understanding of the changing nature of the workforce to ensure your organisation remains agile, relevant and attractive in this increasingly competitive market.

# my products...

