



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Peter Sheahan, CSP

Travels from: Colorado/Australia

Fee Range: \$15,001 - \$20,000

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 will show you how to be up, in an upside-down world. He will not only help you and your people to develop the mindset required to find opportunity everywhere, he will mobilize you to exploit it. 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, Peter has established himself as highly successful entrepreneur. In addition to his world renowned thought leadership practice, Peter is the founder and CEO of ChangeLabs™, which partners with leading brands to create innovative change programs that transform communities, build brand equity and create sustainable competitive advantage.

Through partnerships with leading companies such as Apple and IBM, ChangeLabs™ has created and executed on some of the largest change initiatives on earth. These include; the multi-award winning StartSmart program which has taught invaluable financial literacy skills to over a million young people since its inception; the groundbreaking BeyondChalk program which has transformed the way more than 50,000 teachers use technology in the classroom, helping to create thousands of 21st century learning environments; and The Productivity Project which has unleashed the power of collaborative technology to create new market value in hundreds of the world leading companies.



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Peter Sheahan continued

All ChangeLabs™ projects benefit both the brands that support them and the communities which those brands serve. In short, ChangeLabs™ changes the world in partnership with visionary brands, in a way that drives better business results.

In January 2010, Peter's sixth book was released - *Making it Happen*. This book 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 2,000 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 speaker whose ideas and experiences are changing the face of the business world. Don't miss your chance to engage with this leading mind on innovative and entrepreneurial thinking!

Most Requested Programs...

- FL!P: Creative Strategies for Turning Challenge into Opportunity and Change into Competitive Advantage
- Making Money in the Cracks: Counter- Intuitive Strategies for Finding and Exploiting New Market Opportunities
- Moving the Market: Accelerate Your Impact By Influencing How and Why Buyers Make Decisions
- Talent [R]evolution: Future-Focused Strategies for Leveraging Human Capital

