

# Peter Sheahan

## C-Suite Advisor and Entrepreneur

Please contact a GDA agent for information.

### Topics

- Business Growth / Strategy / Trends
- Corporate Social Responsibility
- Inspiration / Achievement
- Retail and Consumerism
- Social Responsibility
- Teamwork / Teambuilding

### About Peter Sheahan

After decades of standing in the fire with leaders of high-performing organizations, Peter Sheahan has come to believe that an organization will only go commercially where its leaders first go personally.

Having grown his own companies by accelerating the growth and transformation for clients that include: Apple; Chick-fil-A; DeBeers; and AT&T -- Peter will provoke you to get bigger, by getting better! When leaders are true to their purpose, they gravitate towards doing work that matters and solving higher-order problems. The journey to get there requires that they have the courage to tell themselves the truth, take intelligent risks, and assume ownership for driving the alignment necessary to build an organization which behaves in ways worthy of its leadership position.

In being true to his own ambitions and relentless pursuit of growth, Peter has published seven books, built three global companies and delivered more than 2,500 presentations in 40+ countries. Today he is focused exclusively on inspiring leaders to do the hard work required to accelerate growth and transformation.

### Select Keynotes

#### • TURN CHALLENGE INTO OPPORTUNITY AND CHANGE INTO COMPETITIVE ADVANTAGE

2020 was tough. 2021 and 2022 will be harder again. Supply chain constraints, talent and labor shortages, and the continued onslaught of technological disruption are just the beginning. Now more than ever we need to build resilient leaders, agile organizations, and high performing teams -- no matter the uncertainty.

In this hard-hitting and highly directive keynote, your leaders will learn to:

1. Increase agility by telling themselves the truth and take ownership in the new There is no going back and there will be no more certainty.
2. Differentiate between temporary and permanent change and respond accordingly.
3. Turn a burning platform into a burning ambition that inspires people to continue to give their discretionary effort.
4. Accelerate change without burning their teams out by eliminating friction and increasing alignment.
5. Embrace progress over perfection to avoid paralysis as they do their best to manage ambiguity.

#### • ACCELERATING GROWTH THROUGH TRANSFORMATION

To meet growth expectations, we must transform ourselves and our teams at a faster rate than the external environment is changing or else we risk a slow decline into irrelevancy. Given change isn't slowing down, this is harder to do today than ever before. The path forward is to build organizations and teams capable of risk-taking, letting go of past successes in pursuit of a new, more vibrant future, and successfully navigating the business from one competitive advantage to the next.

In this engaging, case-study rich session, we will unlock the keys to accelerated transformation and growth by helping your leaders understand that:



1. Increasing agility is not about force or more communication, but about compressing the time between awareness of change and acceptance of change.
2. Creating a burning ambition over a burning platform is the key to sustained investment of their teams' discretionary effort.
3. Successful transformation is not a by product of ambition and strategy, but of alignment. Leaders must change first because as goes their behavior so goes the rest of the organization.
4. Culture is a science, not an art and that they must intentionally pull the levers that create a growth-enabled culture defined by innovation, excellence, and accountability.
5. They must create the psychological safety that encourages risk-taking and helps their teams embrace progress over perfection.

#### • **WINNING ON VALUE NOT PRICE**

As the pace of commoditization accelerates and the emergence of technological disruption threatens our existing business models, we must find ways to remain relevant and differentiated in the hearts and minds of our customers! This inspiring, case-study rich session will show you how to find opportunity in disruption to reverse the downward spiral of commoditization, move beyond the competition, and become the obvious choice for your customers.

This journey will require that you:

1. Move from a mindset of value extraction to one of value creation.
2. Learn at the edge of disruption and embrace the opportunities for differentiation that exist there.
3. Frontrun your customers by beating them to the future in the Five Critical Dimensions that they value most during times of rapid change.
4. Elevate your reputation competing on expertise and positioning yourself as a trusted adviser for your clients.
5. Act in a way worthy of your desired leadership position rather than race your competitors to the bottom.

#### **Select Book Titles**

- **2016:** Matter: Move Beyond the Competition, Create More Value, and Become the Obvious Choice
- **2011:** Making It Happen: Turning Good Ideas Into Great Results
- **2008:** Flip! How to Turn Everything You Know on Its Head - and Succeed Beyond Your Wildest Imaginings
- **2005:** Generation Y: Thriving (and Surviving) with Generation Y at Work

#### **Select Articles**

- [Purpose-Aligned Leadership](#)

Purpose Aligned Leadership White Paper.

- [Embracing Disruption: An Interview with Peter Sheahan](#)

Brass tacks: it's an increasingly uncertain business world. Against this backdrop, I recently sat down with Peter Sheahan, founder and CEO of Karrikins Group. We discussed his new book Matter: Move Beyond the Competition, Create More Value and Become the Obvious Choice. Last chance to become a HuffPost founding member! Sign up for membership to become a founding member and help shape HuffPost's next chapter Become a founding member Simon: Many companies are justifiably fearful of disruption. In your book, though, you advocate embracing it. Why?

- [Embracing Disruption: An Interview with Peter Sheahan](#)

Fear it or embrace it, disruption is happening.

#### **Select Testimonials**

"Peter Sheahan did an outstanding job facilitating our two day conference and board meeting. He had the CEOs of some of the world's biggest companies sharing in ways we have not seen before, and the insights his facilitation generated were invaluable to the attendees and the association alike. Having someone with his breadth of content created very valuable links in our conference program, and significantly enhanced the learning experience as a result. And that is to say nothing of the tremendous energy he brings to both his presentations and

facilitation. Engaging Peter in this way was an extremely worthwhile investment for our association.”

— *Association of Equipment Manufacturers (AEM), Director, Meetings & Education Programs*

“You’ve been an absolute wonderful partner, adjusting to our transitions and pivots along the way, and leading by example continuous learning. Brilliant. Agile. Trusted. Confidant. Integrity. Inspiring. These are some of the attributes I use when describing your contribution to AT&T University and LwD, and beyond. Thank you for what you have brought us... It is corporate life changing for AT&T!”

— *AT&T, President*

“Peter has worked with some of our most senior leaders, almost all of our North American distribution partners and some of our most edgy businesses such as Webex, too. Peter understands not only the forces of change in the modern business landscape, but the mindset the leader needs to adapt to future proof themselves against that change. His sessions are content rich, extremely thought provoking and inspiring all at the same time. Peter can be relied upon to deliver genuine insight that moves his audience to action. These are exciting, and of course challenging times. Peter is just the right kind of thinker to help organizations profit from the opportunities which inevitably arise in such a turbulent economic environment.”

— *Cisco Systems, Inc., Communications & Development Director*

Peter Sheahan could light a small town with energy, enthusiasm and insight. He combines deep practical knowledge with unending passion for both his subject matter and his audience. In my 10+ years of speaking with executive-level audiences, 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. That, and even more powerfully, he will have them question the very answers they come up with in a way that reveals an even deeper level of insight and understanding. Whether he is presenting or facilitating, Peter is clearly world class educator.

— *Corporate Executive Board - David Willis, Managing Director*

“You delivered everything we asked for and more. You took the time to listen and learn our business, then linked your ideas with our business needs. Lockton will clearly benefit from your preparation and on-stage performance. Too often, speakers bring their material and deliver it, lightly connecting the unique needs of their audience with the bold strokes of their standard stump speech. You connected our audience to your message in a powerful way.”

— *Lockton Companies, President & CEO*

“Many thanks again for your energetic, provocative and very relevant speech this morning. I’ve heard nothing but extremely positive feedback from the GAs and company executives. As I told you when we spoke on the phone, this audience is not easily impressed, so their reactions are especially gratifying. I don’t remember ever having a speaker who so deftly tied his message directly to our business. Hopefully you sparked the change in thinking that we need to take us to where we want to go.”

— *Mass Mutual, Vice President*

Peter is one of the most unique people I have had the pleasure to meet and work alongside. Peter has the ability to filter through a range of information and create inspiring direction. I say that because his words continue to echo through our walls long after his presentation ends. Not just with the executive team but with our top managers as well. I personally appreciated the interest Peter demonstrates in our category as well as our business and brand. He takes the time to connect with these elements and it lights up the crowd because he reaches them on a personal level. I also appreciate the insights and connections that Peter can make from his travels and experience. He has an uncanny way of connecting the dots between conversations, leaders and organizations. His accent does hurt him either. It provides a playfulness that allows him to let down his guard with the audience and it comes off as honest and sincere.

— *Moen, Inc. - Tim McDonough, Vice President Global Brand Marketing*

For the last few years, News Corporation America has been engaging Peter Sheahan to transform the way its leaders think about their business, and the talent within it. From the creative’s in the editing rooms of LA, to the Chairman himself in New York, Peter has had a profound impact on this company. There is no shortage of people who can entertain an audience. There is also no shortage of academics, conducting

insightful research. It is very rare, however, to find someone who is engaging on the platform and whose work is clearly based on ground-breaking research and genuine insight into what makes a business and its leaders successful in today's uncertain marketplace. 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 - Tiffany LaBanca, SVP, Internal Communications*

Peter Sheahan is a sharp business mind. He understands the business model itself, and the role talent plays in driving its success. A long-way from the group hug style approach to talent that plagues many advisers in this space, Peter will cut the heart of what makes you a great place to work, and outline the best strategies for telling the world. He has a clear understanding of what drives human behaviour, and always offers a thoroughly researched perspective on your main competitors, and where you are positioned in the mind of the people you want to attract and retain. Whether it is strategic guidance, or creative stimulation Peter Sheahan is a powerful partner on your journey to building a powerful employer brand.

— *Pizza Hut - Amanda Fleming, Chief People Officer*