



John Peters

AUTHOR

John Peters is a former Royal Air Force Tornado pilot and Gulf War prisoner of war who speaks to organisations about leadership, resilience and performance under extreme pressure.

- Former Royal Air Force Tornado GR1 pilot.
- Shot down and captured during the Gulf War and held as a prisoner of war for around seven weeks.
- Co-author of *Tornado Down*, a No. 1 Sunday Times bestseller.
- Co-author of *Team Tornado*.
- Subject of the BAFTA-nominated television documentary *Cutting Edge: Tornado Down*.
- Awarded an Honorary Doctorate of Education by the University of Bedfordshire.

John Peters's 2026 Biography

Key speaking topics

- Leadership under pressure
- Resilience and adversity
- Teamwork in high-risk environments
- Decision-making in crisis
- Accountability and responsibility
- Performance in extreme situations
- Lessons from military operations

Ideal for

- Senior leadership teams
- Organisations operating in high-risk or high-stakes environments
- Corporate conferences and leadership events
- Executive education programmes

Audience outcomes

- Clear insight into leadership behaviours under extreme pressure
- Practical lessons on resilience and personal responsibility
- Greater understanding of teamwork in critical situations
- Perspective on decision-making in uncertain and high-risk contexts

Why organisations work with John Peters

- First-hand experience of leadership and survival in a high-risk military environment.
- Credible insights drawn from real-world operational and crisis

AVAILABLE FOR

- After Dinner Engagement
- Speaking

JOHN'S SPEAKING THEMES

- Corporate Culture
- Leadership
- Peak Performance
- Resilience & Stress Management
- Risk Management

LANGUAGES: English

situations.

- Proven ability to translate military experience into commercially relevant leadership lessons.
- Recognised author and documentary subject with established public profile.

Biography

John Peters brings first-hand experience of leadership, decision-making and resilience from one of the most demanding environments imaginable. As a former Royal Air Force Tornado GR1 pilot, he operated in high-risk military contexts where clarity, accountability and teamwork were critical.

During the Gulf War, his aircraft was shot down over Iraq and he was captured and held as a prisoner of war for around seven weeks. The experience, widely reported at the time, placed him under intense physical and psychological pressure and has since become the foundation for his insights into performance under extreme conditions.

Following his release, he continued his career in the RAF before moving into leadership-focused consulting and speaking. He is co-author of *Tornado Down*, a No. 1 Sunday Times bestseller, and *Team Tornado*, both of which explore operational leadership, teamwork and life beyond frontline service. His story was also the subject of the BAFTA-nominated television documentary *Cutting Edge: Tornado Down*.

In addition to his operational and publishing credentials, he has been recognised with an Honorary Doctorate of Education from the University of Bedfordshire. Through his work with organisations and executive audiences, he translates military experience into clear, commercially relevant lessons on responsibility, resilience and leadership when the stakes are high.

John Peters's 2026 talks & topics

Dark Days, Black Box...to White Light

An account of being shot down, captured and held as a prisoner of war, and the mindset and techniques developed to cope with isolation, uncertainty and pressure, with application to modern business life.

Key takeaways:

- What resilience is and why it matters in uncertain environments
- How to recognise and manage attitudes, emotions and behaviours under pressure
- Practical strategies to strengthen resilience and improve performance

What value do you create for others?

An exploration of collaboration, culture and performance, using examples from aviation, medicine, law and high-performance sport to examine how collaborative behaviours drive stronger outcomes.

Key takeaways:

- Why collaboration matters, particularly in challenging economic conditions
 - The risks of siloed behaviour and zero-sum thinking
 - Practical ways to build collaborative cultures and leadership behaviours that support workplace agility
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Leadership: Resilience in Turbulent Times

Drawing on his experience as a prisoner of war, this talk examines the pressures facing contemporary leaders and how resilience, character and culture shape adaptive organisations.

Key takeaways:

- How leaders set culture and influence organisational behaviour
 - The impact of uncertainty on people and performance
 - How to create adaptive organisations that learn faster
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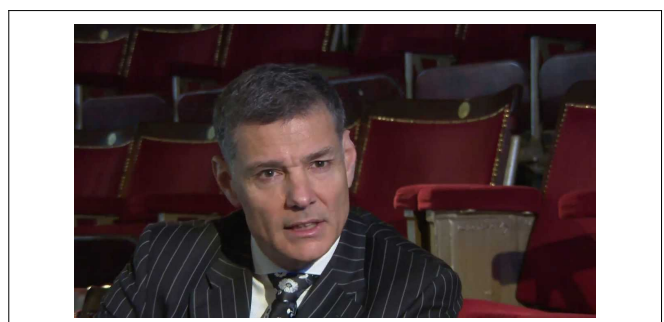
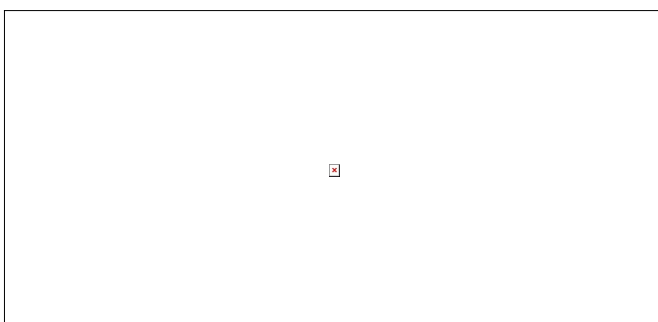
The human face of war

A reflective and personal account of surviving captivity and facing death, used to challenge audiences to rethink resilience and outdated success habits in a changing world.

Key takeaways:

- Personal insights into resilience in extreme circumstances
- How to reframe adversity and turn the impossible into possible
- Why challenging outdated success habits is critical in a changing environment

John Peters's Videos





What John Peters's clients say

Your address was truly excellent. The sustained applause for you was almost unstoppable.

Bob Monkhouse

Your ability to describe your ordeal was so clear: I felt that I was in the plane with you, in the desert with you and in the cell with you. I know I could never possibly imagine, for real, what you went through and I sincerely hope no-one else ever has to endure that sort of treatment again.

National Sales Development Manager, London & Manchester Ltd

Immensely powerful - a raw honesty which I found incredibly thought provoking and above all humbling.

Emergency Planning, Lincolnshire Fire Brigade

An excellent conference -well done all. Very motivational. A brilliant Conference - thank you! John Peters was inspirational. An insightful, thought provoking and humbling experience - never to be forgotten.

Commonwealth Bank

I'm sure you get many hundreds of e-mails like this but I feel compelled to write to you and say thanks. Thanks for putting the trivial things in life back into proper perspective. It's all too easy to let relatively minor things in life grow out of proportion. Hearing your story last Wednesday night was really amazing and helped to 'realign' things which I had, quite frankly, been overly worrying about. On top of that, what a fantastic delivery. I can't remember the last time I have heard someone speak so captivatingly for well over an hour. A true inspiration.

Serco Consulting

I am left with the lasting impression of John Peters, who will remain in my memory as one of the most incredible & emotional speakers I have ever experienced the honour of hearing.

Walker User Group

When you got up to speak, I really wasn't sure what to expect, I was quite young during the Gulf war (now 26) so I suppose wasn't that aware of who you were or indeed, what happened to you. By the time you left the stage, I was totally amazed by your experience and in awe of your courage.

Adecco

I'm well impressed at feedback for John - truly amazing - we must pass on our huge thanks - he was a star!!

Police Federation

The audience was absolutely captivated by him and absorbed every single word that he delivered. John truly is a hero in every sense of the word and the feedback that we have received from our guests is off the scale! At an awards ceremony where we celebrated qualities such as bravery, courage and pride, it was absolutely fitting to welcome a man like John whose own courage, bravery and pride, mirrored that of some of the honorable guests we hosted.

Pride of Breckland Award Ceremony

Not only was John an excellent presenter he was also an organiser's dream in both his professionalism, his flexibility and his genuine enthusiasm in mixing and mingling with the delegates after the session.

AMP National Conference, Canberra, Australia

The effect you provoked was extraordinary. You made an outstanding, brave and emotionally honest presentation which moved and inspired us all. What you communicated about how you felt and what you had learnt about yourself touched a chord, I know, in every individual present – in a unique and profound way.

Executive Vice-President & Group Executive, Europe, Sales Conference

To be in a room containing over 200 people with total silence was awesome and I can't remember that ever happening before. I don't know if you were aware of the silence but there wasn't a single cough, any sound of people whispering or shuffling, just stillness. I think that some people had even forgotten to breathe!

The Newspaper Society

Anyone who has had the privilege of listening to you speak cannot be anything other than impressed by your attitude to life and your determination, courage and integrity. Yours is a gripping and extremely moving story. Everyone to whom I have spoken since your presentation has unreservedly said that it was excellent.

Chief Constable, West Mercia Constabulary

Continue to have inspiring external and motivational speakers. John Peters was amazing..... I took a lot away from his story at a personal level.

Cisco Systems (Highest score of all presenters)

John Peters's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Please enquire	Please enquire	Please enquire
Europe	Please enquire	Please enquire	Please enquire
Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire

United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	Please enquire	Please enquire	Please enquire
US West Coast	Please enquire	Please enquire	Please enquire
Virtual	Please enquire	Please enquire	Please enquire