



Pete Cohen

Best-selling [author](#), [leadership](#) expert, health and fitness professional and motivational speaker

Pete Cohen is one of the world's most sought-after keynote speakers and business coaches to organisations around the world. He is an expert on human behaviour, performance, [leadership](#) and personal and professional development.

Pete's biography

About Pete Cohen

He inspires companies to build their business by maximising the potential of their people. He delivers simple, effective and accessible tools, techniques and strategies which give employees the motivation to grow leading to unstoppable business growth.

Cohen is a best selling author, life strategist, health and fitness professional and motivational speaker. Pete has an incredible understanding of people and of the limitations that they impose on themselves that prevent them from living happier and more productive lives. His fun motivational techniques and strategies are presented in a way that help people to realise that they can control their own lives and realise their full potential.

He is firmly established in the personal development space and has the personality and skills to have a positive impact on people's lives. He is also the founder of the Habit Busting, Fear Busting and Lighten Up Weight Loss programmes. Pete has been recognised as a successful author of ten books including his recent books "LIFE DIY" and "Sort Your Life".

As a speaker, Pete presents talks, workshops and seminars to corporate companies including IBM, Pfizer, Northern Rock, BAA and Thomas Cook. His interactive and inspiring sessions motivate those interested in the 'Art of Winning'. Pete is also a regular media spokesperson for high profile projects such as Weetabix and the Job Centre Re-launch.

In addition to his TV and commercial work, Pete is highly respected in the sporting world and is the peak performance coach to numerous world-class sports stars including Ronnie O'Sullivan, Ian Flanagan, Sally Gunnell and Ellen MacArthur. He famously undertook a one to one programme with World Snooker Champion Ronnie O'Sullivan helping him reach his second World title in 2004.

As a natural communicator, Pete is able to speak to a wide range of audiences and companies; he has worked with Ebay Motors, Moneysupermarket.com, Best Western, Camelot and Capital One.

Pete's talks

- **Unlocking Potential: Mastering human behaviour in challenging times**
- **Rethinking Wellness: Making 'corporate wellness' work**
- **Cultivating Leadership: Creating inspiring leaders in your business**
- **Resilience: How to have the mental strength to perform at your best**

- **The Magnificent 7 to Optimal Health.**

Great health does not happen by chance but by design.

Pete will explain that to have magnificent health in today's society we must become deviants. We must be prepared to successfully resist conforming to your society's standard way of doing business.

You have to make all kinds of inconvenient and unpopular choices. The great new is that this does not require superhuman willpower, single-figure body fat percentages, buns of steel or an endless stream of boneless, skinless chicken breasts. It does however require a willingness to toss some official looking rule books out the window and begin to do things differently.

In his talk Pete will share his Magnificent Seven model for optimal health. This is our ability to Eat, Drink, Talk, Move, Sleep, Poo and Think Right.

Pete will share practical wisdom and tools to improve these seven areas so you set yourself for optimum health and well being.

- **Mastering human behaviour in challenging times**

Our modern-day working world is in a state of crisis. Every day there seems to be more pressure on everyone to do more with less, and to come up with new ideas to stay ahead of the competition.

The traditional demand for productivity is no longer enough. Employers now expect their workforce to be both constantly creative and constantly productive to keep up with the never-ending demands of their jobs – and it's not working. In the rush to boost performance, we have become over-worked, over-scheduled and overwhelmed. We come to work armed with to-do lists, life-hacks and inbox-zero mentalities. It's exhausting!

Statistics which show that only 30% of the workforce is fully engaged and only 3% are on task and focussed, are not figures which any leader wants to hear. The truth is, people want to give their best but, for a variety of reasons, they are held back from doing so.

- For many, their time is spent being distracted and unable to engage.
- Some simply don't have the tools to do the job – either in terms of training or equipment

Neither of which, great filled by this state of affairs. So how do we change the game and unlock the true potential of our people?

Backed with extensive research and experience in unlocking human potential.

Audiences will uncover the hidden power we all have to overcome obstacles, face our fears and to thrive in the modern workplace. He will show how to inspire people by who they are, what they do and how they are aligned to the vision of the organisation. In doing so, they can tap into their personal energy and creativity every day.

You do the maths. If you could get 30% extra from 70% of your people, what would that do for your business?

- **Making Wellness Work - Building Resilience In Challenging Times**

Do you ever wish you were unbreakable? That when life's challenges came along – both physical and mental – you could carry on without pain or suffering.

Sounds good, yes? The problem is, that without struggle, there is no challenge and, without challenge, there is no achievement.

In this talk Pete explains what it means to be anti-fragile – to be able to face every [adversity](#) in life and to learn and grow stronger without breaking.

He will share how to develop a mind-set known as psychological flexibility—a powerful mental state that enables you to respond effectively to fear, anxiety, and self-doubt.

You'll also learn to develop genuine resilience that you can apply to take your performance and your well being to another level.

- **Innovation From The Inside Out**

Innovation – the conception, introduction and establishment of something new – is something that is viewed by many from the outside, looking in. Yet, as Tolstoy said, “Everyone thinks of changing the world, but no one thinks of changing himself.”

Innovation must start from within, removing distraction and fear to create more space in our minds and unlock our creativity. Innovation comes from small, incremental steps and from considering all aspects of life –health and relationships, as well as work. It comes from giving people the positivity, purpose and sense of achievement to truly flourish.

Pete shares a set of best practices, creating an environment for innovation by you become more aware of what is pulling on their energy and drawing them away from what is important.