



## Pete Cohen

**Business Consultant, Life Strategist & Bestselling Author**

*"Inspiring People, Empowering Performance"*

With over 30 years of experience in psychology and human behaviour, Pete Cohen, the People's Coach, has changed thousands of lives for the better. He has mastered the art of taking complicated and challenging topics and delivering them in ways that creates excitement and belief in people.

### TOPICS:

- The Art of Winning
- Getting the Balance Right
- Coping with Change
- Maximise Your Motivation
- Loving Your Works
- Keeping Your Customer Happy
- Defining the Happiness Formula

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2016** Why Am I Not Losing Weight?  
Conversations with the Experts
- 2015** Shut the Duck Up! (With Bobby Cappuccio)
- 2009** Sort Your Life Out!
- 2004** Life DIY
- 2003** Habit Busting Stop Smoking
- 2003** Fear Busting
- 2002** Habit Busting (with Sten Cummins)

### IN DETAIL:

Pete is the author of 20 published books, several of which have been best-sellers across the world, including 'Shut the Duck Up', 'Habit Busting', 'Life DIY' and 'Sort Your Life Out'. He has had speaking engagements for more than 200 major companies such as DELL, IBM, Novartis, Dove, Boots, Bic, Pfizer, Heineken, ITV, Thomas Cook and Royal Bank of Scotland. Pete was a resident life coach for GMTV for 12 years and made regular appearances on BBC2's Confidence Lab and This Morning. He also appeared on Going for the Burn, Fat Chance and Fantasy Retirement as well as presenting his own TV programme, The Coach. He was internationally recognised as an expert for his formula for happiness in 2012 and still makes regular appearances on TV and radio.

### WHAT HE OFFERS YOU:

Pete has professionally impacted on the lives of thousands of people worldwide, including business executives, professional athletes and the everyday person. Pete focuses on the importance of having a strong belief in you. He teaches that you need to be positive and have to develop self-confidence to achieve your potential and be successful.

### HOW HE PRESENTS:

Pete excels at keynote presentations and inspires his audiences to think outside the box, believe in themselves and get motivated to take positive actions. Pete's interactive style is fun, thought provoking and leaves a lasting impression.