



Peter Docker

Peter is passionate about enabling people to use their natural talents to achieve extraordinary things. He teaches leaders and organisations how focusing on purpose and using commitment-based leadership can generate extraordinary outcomes. He illustrates his insights by drawing on examples from his previous industry, flying, and military careers to explain principles that can be applied in any business.

Peter worked with Simon Sinek for over 7 years and was one of the founding 'Igniters' on Simon's team. He took his years of practical experience to co-author with Simon and David Mead, *Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team*. Published in September 2017, it has been translated into more than 25 languages and has sold over 300,000 copies.

In Dec 2019, Peter stepped away from Simon's team to focus on sharing his wider insights into how organisations thrive. With a team based in the UK, Ireland and the USA, his company WhyNot Partnering has united consultants with decades of experience supporting businesses globally. Together, they teach how to transform business performance through commitment-based leadership.

A trained leadership consultant and executive coach, Peter's commercial and industry experience has been at the most senior levels in sectors including oil & gas, construction, mining, pharmaceuticals, banking, television, film, media, hospitality, manufacturing and services - across 92 countries. His clients include Google, GE, Four Seasons Hotels, Accenture, American Express, ASOS, EY, NBC Universal and over 100 more.

Peter has served as a Royal Air Force senior officer, been a Force Commander during combat flying operations and has seen service across the globe. His career has spanned from professional pilot, to leading an aviation training and standards organisation, teaching postgraduates at the UK's Defence College, to flying the British Prime Minister around the world. Peter has also led multibillion-dollar international procurement projects and served as a crisis manager and former international negotiator for the UK Government.

To learn more and see Peter in action visit:

www.whynotunlimited.com & www.caa.com/caaspeakers

WhyNot: Challenge Assumptions

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