



DR. PETER FUDA

Founder & Principal, TAP
Founder & Director, Enixa
Adjunct Professor, MBS

TRANSFORMATION IS PERSONAL

Organisations don't change, people do; and leaders must go first.

We are leading in an increasingly volatile and uncertain world driven by the relentless march of new technologies, the radical disruption of traditional business models and increasing accountability to more powerful stakeholders. It's simply never been more difficult to lead.

In this session, Peter will provide the inspiration, insight and strategies for transformation. Participants will leave with an understanding of how to achieve greater than they thought possible, faster than they thought possible and with much less effort than they imagined.

ABOUT PETER

For two decades, Dr. Peter Fuda has been a Sherpa to leaders, teams and organizations across the globe as a consultant, coach, author, researcher, speaker and professor of management.

Peter and his team at The Alignment Partnership (TAP) have created some 50 cases of business transformation, and more than 1,000 individual cases of leadership transformation around the world. Clients include MasterCard, Kraft, Microsoft, Dow Jones & Co, Philips, Bayer, Mars, Luxottica, Foxtel, Macquarie Group, MSD, Westpac, Lenscrafters, Telstra, Suncorp, Rabobank, Scentre Group, and the government of Hong Kong, among many others. In an environment where 70% of all change efforts fail, TAP has a better than 90% success rate.

Peter has coached more than 200 CEOs to measurably increase their leadership effectiveness and performance.

Peter is the first Australian published on transformation in the Harvard Business Review. He is the Executive Producer of the documentary film *Beyond the Superhero*, licensed to Qantas. He is the author of the international bestselling book *Leadership Transformed; How Ordinary Managers Become Extraordinary Leaders*, and has taught his original content in the MBA program at Macquarie Business School for several years.

He has completed countless speaking engagements to hundreds of thousands of people on four continents, is a regular commentator across print, TV and radio media, and his doctoral research is now required reading at universities around the world.

Most recently, Peter has been driven by a mission to democratize the science of transformation, via a world first digital system for leaders, team and entire organizations. It's called Enixa.

Peter holds a Doctorate in Business Administration, a Master's degree in Commerce, and a Bachelor of Arts with first-class honours.

TESTIMONIALS

"Peter enables you to achieve greater than you thought possible, faster than you thought possible, with much less effort than you imagined. He's that good!"

- William Lewis
CEO, Dow Jones & Co. Publisher, Wall Street Journal

"If I can only spend an hour with one person, I choose to spend it with Peter."

- Andy Penn
CEO, Telstra

"Peter has been one of my biggest sources of competitive advantage in business. He is a Zen master to the modern CEO."

- Tim Castree
Global CEO, Wavemaker

"I have been highly impressed with Peter. I could say a lot more but my bottom line is that he's as good as I have ever seen."

- Martha N. Johnson
Head of GSA, Obama Administration

"Peter is an amazing catalyst for change, and a true pioneer in the business world. He is the most effective management consultant I've ever met."

- Russel Owen
Global President, CSC

"Peter is a guru. There is not a leadership team, fabulous or dysfunctional, that he can't transform to greatness."

- Cynthia Whelan
Chairperson, Foxtel

"Peter continually encourages me to push the limits and not accept 'good' but go for 'greatness'. He is my trusted leadership partner."

- Peter Allen
CEO, Scentre Group

"Peter is the most inspiring expert on leadership and business transformation I have ever met."

- Dr Susanne Fiedler
President, MSD Europe