



John Peters

Associate Consultant

John is an accomplished, results-driven business consultant and coach with an eclectic background. He started his career as an RAF fast jet pilot. Many will remember him from the first Gulf War in 1991 as the bruised and battered POW who was paraded on Iraqi State television. The experience sparked a highly successful international public speaking career that has spanned the last 20 years.



During the remainder of his RAF career, John continued to fly and he finished his service in the MOD, responsible for programmes on performance, leadership, safety culture and human error in aviation. In 2000, he retired from the RAF to found his own management consultancy firm, Monkey Business.

With particular areas of interest being uncertainty, organisational learning, trust and failure, he is currently writing a book on leadership. John is a former Director of Performance for the Executive MBA at Aston Business School; a Fellow of Kingston Business School and Henley Business School and a former Chair of the Association of MBAs. He also runs the Leadership Module of the EMBA at the Academy of National Economy in Moscow.

With both his children having left home, John lives in the Worcestershire countryside with his wife, Helen, and two dogs, Matrix and Spartacus. When he's not working he enjoys nothing more than a good bout of fitness unashamedly followed by fine cheese and wine. He is a keen skier and an ardent rugby fan.

Specialist areas

- Strategy
- Leadership Development
- Change Management
- Building Resilience
- High Performance Teams
- Executive Coaching
- Team Building
- Public Speaking
- Psychometrics (Qualified in the use of over 8 such tools)

Selection of John's Client Experience

- Capital One UK – Design and delivery of the Manager Excellence Programme and bespoke work with the UK Leadership Team, other management teams and executive coaching.
- Channel Five – Development of the Sales Senior Management Team. As a result, the team exceeded their sales target by £25 million.
- Lloyds TSB – High performance team building and executive coaching.
- Aon – Executive coaching of a MD of Aon Company. Past work has led to promotion and development of strategy.
- RBS – Design and delivery of a cultural change programme for regional directors. Resulted in record sales within 3 months.
- Hrl - Design and delivery of the 'Safety Cultural Change' programme as well as values and leadership development. As a result, the firm achieved every stretch target (pivotal in leading to £½ billion of investment).