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**Easy to do.  
Easy not to do.  
Your choice!®**

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**BOOK PETER THURIN**

CHOOSE EASY TO DO

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**Successful companies find it ‘easy to do’ the things that others find ‘easy not to do’.**

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**BOOK PETER THURIN**

# CHOOSE BETTER PETER

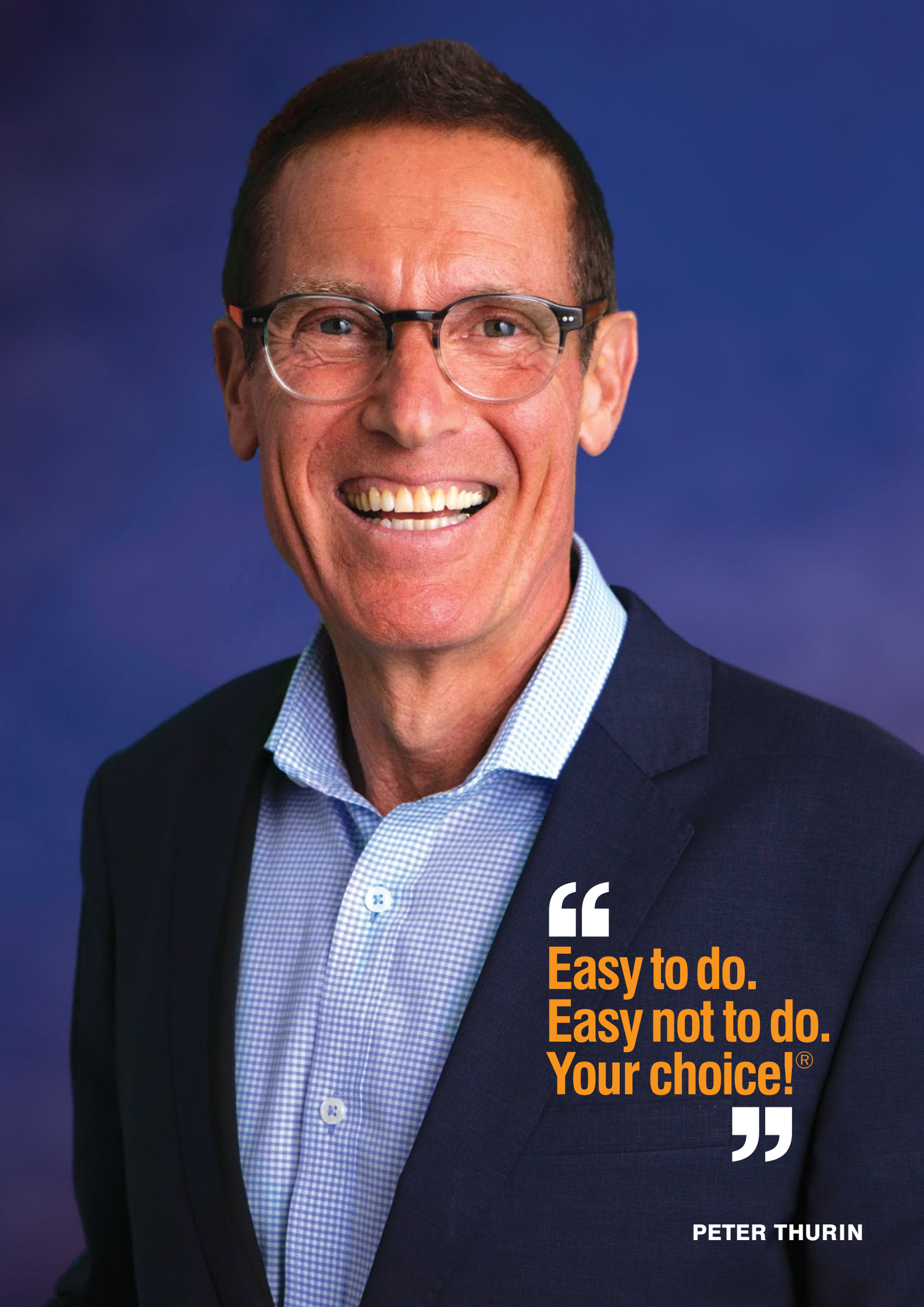
Whatever the challenge or goal, if you want to change your life or your business for the better you have to **'CHOOSE TO DO'** something. No matter what, choosing to do something is always 'easy to do', but it's also 'easy not to do'. That's your choice.

**PETER THURIN** wants to help you DO something to change your life or your business for the better. He'll teach you his trademarked concept of 'easy to do', 'easy not to do'. He'll demonstrate to you that by focusing on what matters, and starting with small steps, you can build the momentum you need to generate massive achievement.

Peter has the enthusiasm, determination and experience you need to rise to the challenge and he's so passionate about your success that he's willing to work shoulder to shoulder to help you get there. If you are ready to DO something to change your life or your business for the better, but are not sure how, then take the first small step... **BOOK PETER THURIN.**

**It's easy to do. It's also easy not to do. Your choice!**





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**PETER THURIN**

# Keynotes that inspire people to **‘DO SOMETHING’**

The ‘easy to do’ philosophy can have a profound effect on your ability to achieve critical business and personal objectives.

Peter wants to inspire your people to **‘DO SOMETHING’** better and loves working with his clients, shoulder to shoulder, exploring how his philosophy can help them. Every ‘easy to do’ keynote is crafted to speak to your needs, but here are some of Peter’s most requested topics.

## **Get in the game**

**Good intentions will not get the job done. You actually have to ‘DO SOMETHING’**

## **Rise to the challenge**

**The two things you ‘100% CONTROL’ are your effort and your attitude**

## **Be remarkable**

**‘SMALL STEPS’ taken consistently over time lead to massive achievement**

Inspirational keynote

## Get in the game

**Good intentions will not get the job done. You actually have to 'DO SOMETHING'**

Big-picture goals can be so daunting that people often don't have the courage to get into the game. It's ok to feel awkward and it's ok to feel uncomfortable, but don't allow those feelings to prevent you from having the courage to get in the game. Learn how taking action is easy to do.

### **Choose to get in the game!**

- Taking action breeds confidence and confidence breeds action
- DO more. DO better. DO differently.
- Figure out the one thing you can DO now to get started



Inspirational keynote

# Rise to the challenge

## The two things you '100% CONTROL' are your effort and your attitude

Your attitude makes all the difference. A positive one can build you up, a negative one can take you down. Learn how taking control of your attitude and effort is easy to do.

### Choose to rise to the challenge!

- Change your attitude
- Change your performance
- Change your impact



Inspirational keynote

## Be remarkable

# Small steps taken consistently over time lead to massive achievement

Being remarkable is the gradual result of always wanting to do better. It's about being brilliant at the basics, making good choices and being committed to continual improvement. Adopt a mantra of purposeful, forward movement and learn how achieving success is easy to do.

### Choose to be remarkable!

- Start with small, consistent steps
- Learn the disciplines that maintain momentum
- Discover why success is an 'all the time' thing





## PETER'S BIO

**Peter Thurin** spent more than 20 years owning, building and selling successful businesses, but it was a simple phone call that led to an epiphany about life and what he wanted out of it. Ever since he was a boy, Peter had wanted to be a black belt in martial arts. It was a dream, but an unfulfilled one. At 36 years of age, Peter made the decision to finally pursue that dream by making a simple phone call to his local Taekwondo school to arrange his first lesson. It was easy to do, but for 36 years it had also been easy not to do.

That was the epiphany.

Now a 3rd Dan Black Belt, Peter sees everything in life as a choice between 'easy to do' and 'easy not to do'. As he did in pursuing his dream, Peter now helps people focus on what they CAN DO rather than what they can't. He helps people from all over the world with the inspiration, enthusiasm, and determination they need to rise to the challenge.

Peter's story is not one of extraordinary achievement, but it is a story of achievement. It's a story of what ordinary people can achieve when they focus on what matters to them and, starting with small steps, build the momentum they need to reach their goals.

As Peter says, "big-picture goals can be so daunting that often people don't have the courage to get into the game. I say, 'It's OK to feel awkward, it's OK to feel uncomfortable, but don't allow those feelings to prevent you from making a start. So, what's the one thing you need to do to make a start? Let's go and do that together. Let's get excited!'

**Easy to do. Easy not to do. Your choice!®**

Peter is a qualified pharmacist and, among his many quiet achievements, he counts his wife Sharon and three grown-up kids as his most meaningful. He lives in Melbourne, Australia and works globally.

Testimonials

**“Based on the fantastic presentation from Peter, I can honestly say it was like he was in the room with me.”**

With the world rapidly embracing Virtual Presentations, the question is often “Will the energy of the speaker come through?” Peter’s down to earth observations, energetic delivery and genuine concern for all on the virtual session were amazing. He doesn’t shy away from the truth but shows us some of the choices we can have working within the circumstances we face. If you are considering a speaker for your next virtual event, stop looking. You have found the one. Reach out today and book him.

**Warwick Merry CSP, CVP**  
 Events Strategist - Master MC & Host - Get Events Online

**“Peter, thanks for your incredible energy, wisdom and generosity. Your work will continue to change the lives of people around the world.”**

**Greg Layton**  
 Executive Coach - Best Selling Author - Host of The Inner Chief Podcast  
 - Co-Founder of Universal Man

**“In my view Peter Thurin is one of the best - if not the best - speakers in the country!”**

**Alex Lyus**  
 Senior Event, Conference & Incentive Producer / Director  
 - On Q Event Management

**“Love Peter to bits! He’s an exceptionally talented speaker, storyteller & incredibly humble person whom I’m proud to call ‘friend’.”**

The world would be a much better place if we all had a little of Peter Thurin in us.

**Colin Vickers**  
 Mentor & Hospitality Operations Consultant

Testimonials

**“A true inspirational Spirit!”**

Each session has had a profound effect on people. Peter has been able to connect to the audiences at one of the deepest levels I have seen. His messages, stories, success criteria all based around personal ownership and accountability has enabled many to take away great meaning to both their work and personal lives. He was also able to lift the energy in the room and move the group mind set into that very powerful space of “high creativity” and “a want to BE BETTER” - supplying a path to see a way through the trees to focus on the 20% that matters.

His messages on life, His beautiful intent to truly help others and His incredible passion & energy makes it very easy for me to recommend him.”

**Greg Tonner**

VP Enterprise Sales, Optus Business, SingTel Group Enterprise, Australia

**“Peter, you didn’t just inspire my organization, you changed our way of thinking.”**

Your approach of telling stories, sharing failures and successes, and coaching on simple things like being humble and not taking anything or anyone for granted has brought out the remarkable in my team! I see it every day as I walk the halls and hear how my team weave this new way of thinking in to their everyday professional and personal lives. The energy is high, the teaming is high, and we are beating all our business expectations!

What a great way for us to start the year. Thank you so much Peter”

**Chris Rajiah**

Senior VP of Sales and Marketing, ViaWest Inc. Denver USA

**“Without your direction and guidance, we would still be floundering.”**

How fortunate we are, to have had the opportunity to work with you over the last two years, and what a difference to our business and culture you have made! Personally, you have lead me to a higher level of personal development and achievement that I would never have dreamed possible - and I will never be able to thank you enough.

**Barry McGee**

Chief Executive, Crowe Horwath

Testimonials

**“Thank you for your energy and enthusiasm.”**

Peter added a huge amount of energy to our Global Management Team Meeting and gave us the spirit to take up any kind of challenge. It was a pleasure to work with him because of his highly professional working style, very positive attitude and great personality.

**Hans W. Reiners**

President, Performance Chemicals Division, BASF SE Ludwigshafen, GERMANY

**“Peter is a speaker of outstanding abilities...”**

We invited Peter back to address our Area Manager team after overwhelmingly positive feedback from our Store Manager group the previous year. Peter again did not disappoint.

His commitment to understanding our organisation, its culture, and language, has been second to none. His passion and enthusiasm are infectious, and his presentation is both highly entertaining and practical in its message. Furthermore, it has been tailored by Peter to engage with the key issues we were seeking to address on the day.

Peter is a speaker of outstanding abilities, and his approach has resulted in a number of significant behavioural changes within our region. I would highly recommend him for any future engagement.

**James Buonopane**

Store Operations Director, ALDI

**“Thank you for a fantastic program.”**

I am writing to thank you for the fantastic program that you put together for our leadership forum. Feedback from the sessions that you ran was absolutely tremendous. Both the content of the sessions and the mode of delivery was first rate and I have no doubt that the messages you conveyed really resonated with our team.

I also really appreciate the time you took to understand our business and integrate these learning’s into your sessions. I look forward to working together in the future.”

**Paul Bassat**

Chief Executive Officer, SEEK

## Contact

### PETER THURIN

Mobile: +61 407 568 416

Email: [peter@peterthurin.com](mailto:peter@peterthurin.com)

Showcase: [Showcase](#)

Website: [www.peterthurin.com](http://www.peterthurin.com)

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