

Peter Cook

Peter Cook leads Human Dynamics and The Academy of Rock, a creativity and innovation management consultancy. Classic business, organisation development and coaching plus keynotes which blend leading ideas on business with the power of music, be it rock, jazz or classical. He has delivered conference keynotes and masterclasses to some of the world's top businesses and organisations.



Peter purges inner business demons through music

Author of Best Practice Creativity, Sex, Leadership and Rock'n'Roll, Punk Rock People Management and The Music of Business, acclaimed by Professor Charles Handy, Harvey Goldsmith and Tom Peters. Peter has appeared on BBC TV, BBC Radio, Bloomberg TV, The FT, Independent and the Institute of Directors with his ideas. Clients include Johnson and Johnson, Electronic Arts, Pfizer, The Royal College of Physicians, BT, GSK, The CIPD, Laing O'Rourke, The United Nations and Ashridge Business School.

Peter has followed three concurrent passions over 30 years: science, academia and business:

- Leading innovative new Pharmaceutical Product Research and Development teams to bring multi-million dollar life-saving drugs safely to the market including the first treatment for AIDS
- Trouble-shooting businesses and starting up factories around the world
- Internal business, organisation development and change consultancy
- Writing and tutoring for Business Schools at MBA level for blue chips
- Writing and performing music

Peter holds an MBA, is a Chartered Chemist, Chartered Marketer, fellow of the CIPD and an NLP master practitioner.

He is also an accomplished rock, pop and jazz musician, having performed alongside Bernie Tormé, John Otway, Wilco Johnson, The Fall and Lorraine Crosby, who sang on Meatloaf's No 1 hit 'I'd Do Anything For Love'. He helped Bill Nelson, leader of pop art band Be-Bop Deluxe, to sell out an ITV Legend's concert. He also famously sponsored an entrepreneurial adventure to go on a record breaking round the world rock'n'roll adventure – 'The Real

Spinal Tap Tour'. The tour was an unmitigated disaster, but the story of this comedy of errors has very powerful and hilarious lessons for entrepreneurs and people trying to start new ventures.

Peter's talks can be accompanied by a roster of class A rock stars and session musicians, with pedigrees performing with Roger Waters, Mike Oldfield, Ozzy Osbourne, Ian Gillan, Celine Dion, Anastasia and Shirley Bassey.

A small selection of Peter's conference titles includes:

- **Riffs and myths of Leadership**
- **The head, heart and soul of business**
- **What's new pussycat? – innovation masterclass**
- **Blowin' away the blues – motivation masterclass**
- **Jazz, Jamming and corporate improvisation**
- **The 'F' word – lessons from the real Spinal Tap Tour**
- **Business lessons from world class rock stars**



"This book is a great tool for people in business"

Harvey Goldsmith CBE

In practice Peter adjusts his conference inputs to a particular client need.

Peter has been a Governor for a Primary School and a College. He was Council Board member of the Chartered Institute of Personnel and Development. Born when his father was 67 and his mother 45, who claimed he was a virgin birth, Peter nearly died from an anaphylactic shock when he was 25 whilst working in India, which made him appreciate life. It's only Rock'n'Roll, but Peter thinks you will like it...

Video (click on links to show films)

[BLOOMBERG TV – The Business School Run By Rock Stars](#)

[BBC RADIO 4 “In Business” – What can we learn about business from music?](#)