



Peter Axtell

Writes and speaks about: Motivation, Purpose, Values, Coaching, Assessments, Entrepreneurship, Leadership, Team, Hiring, Employee Engagement

Peter is Co-Founder and Director of Media Production & Coaching Strategy at [WhatsNext.com](https://www.whatsnext.com) – the leading career design and job search platform with an audience of over 100,000. He’s also Co-Founder and Chief Business Development Officer at [MotivationFinder.com](https://www.motivationfinder.com) – platform for the only proven and scientifically validated assessment that helps you reach your full potential through *self-motivation*.

You can take the [MotivationFinder™ self-assessment](#) for free and instantly discover your number one motivator.

As a long-time trained coach with decades of experience in what triggers and motivates people Peter uses efficient strategies that deliver results while maintaining or building a culture of trust, communication, and caring between individuals and teams, enabling them to be their best selves most quickly.

At a glance, Peter is a serial entrepreneur, husband, father, speaker, musician at heart and a relentless reader.

Peter’s WHY: To help people discover their central purpose, do what they love and live a fulfilled life.

His core idea is “If you understand what makes you tick, then the things you try will start to click.” The easiest way to get in touch with Peter is through [LinkedIn](#).