



Building Stronger Foundations for Sustainable Success

ANNA GLYNN

POSITIVE PSYCHOLOGY COACH

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ABOUT ANNA



Anna is the go-to expert on sustainable high-performance, impactful leadership, and thriving cultures.

She partners with global organisations to build the foundations for lasting success in a fast-changing world. Unlike traditional training, that focuses on short-term wins, Anna takes a different approach. She equips leaders and teams with the mindset, toolset, and skillset to sustain high-performance, navigate challenges, and thrive long-term. This means they're not only better but stronger too.

Anna brings a unique blend of real-world business experience, cutting-edge research, and practical, results-driven strategies - designed for leaders and teams who need to perform under pressure.

What sets Anna apart?

- 15 years' in business working across industries - property, banking and financial services, media, hospitality, legal, health, education, and more.
- A decade in financial services, including leading national sales teams.
- A Masters in Applied Positive Psychology (First Class Honours) and Graduate Certificate in Positive Psychology (First Class Honours) from the University of Melbourne.
- Certified Organisational Coach, Mental Health First Aider and Accredited Strengths Practitioner.

With humour, frontline stories, and no-nonsense simplicity, Anna makes complex research digestible, relatable, and actionable - so teams don't just learn, they put insights into practice and experience real, measurable impact.

STRONG

How the best sales leaders engage, achieve and thrive

Fresh Perspectives for Success

STRONG delves into the foundations of effective sales leadership through the lens of research and Positive Psychology.

Distilling evidence-based lessons, woven with stories, examples, and actionable insights, STRONG offers a fresh perspective on sales leadership that is valuable to experienced or new sales leaders.

By applying these principles, sales leaders will amplify their impact, achieve greater results and thrive!

This book is for those looking for a fresh perspective to:

- Attract and retain the best sales talent.
- Handle pressure and challenging environments.
- Achieve long-term sustainable performance.



As featured in **Forbes**

“STRONG breaks the code on how to drive success in sales. For sales leaders looking for tips on how to thrive in a tough marketplace, this is a must-have resource.”

- DR. RODGER DEAN DUNCAN
FORBES CONTRIBUTOR AND
BESTSELLING AUTHOR

COACHING

In today's demanding world, high-achieving leaders and professionals face increasing pressure to perform, adapt, and grow - while balancing personal wellbeing and fulfillment. But even the best struggle with clarity, confidence, and sustainable success. Coaching provides the strategies, accountability, and support to help you break through barriers and reach your goals.

Anna uses science-backed, results-driven coaching that is about real transformation.

Why work with Anna?

- **Evidence-based & Practical** – Grounded in Positive Psychology and performance science, coaching provides actionable strategies that drive engagement, resilience, and wellbeing
- **Personalized & Goal-Oriented** – Every session is tailored to your unique challenges and ambitions, ensuring targeted strategies that create lasting change.
- **High-Performance Focused** – Designed for ambitious leaders and professionals, my coaching helps you sustain results under pressure, build resilience, and enhance your impact.
- **Growth & Sustainability Mindset** – Not just focused on short-term wins; coaching helps you build long-term habits for ongoing success.



COACHING

Through Positive Psychology Coaching, Anna helps people to:

- Craft a leadership story by aligning strengths and values to lead with authenticity, influence and purpose.
- Leverage strengths to boost confidence, resilience, and long-term growth.
- Cultivate an optimistic mindset to stay motivated, focused, and adaptable under pressure.
- Enhance leadership and influence to inspire, engage and build stronger connections.
- Navigate challenges with clarity by developing problem-solving and decision-making skills.
- Optimise wellbeing and energy to prevent burnout and sustain peak performance.
- Gain clarity on purpose and direction to create lasting fulfillment and success.

“I’ve loved working with Anna. Not only does she have excellent knowledge and experience to share in sales leadership but she’s perceptive and skilled in the way she guides the coaching conversation through the immediate challenges to support bigger picture insights and ‘ah ha’ moments. Most importantly she helped me identify and develop my existing strengths and those of my team, leading to better outcomes and making work more fun!

— AMY BROWN
GM BUSINESS DEVELOPMENT, ETHICAL JOBS

COACHING

How Coaching Works

Coaching is designed to be practical, flexible, and results-driven, ensuring immediate value and long-term impact.

- **Personalised & Tailored** – Each session is shaped around your specific needs and goals, ensuring you get the most out of every interaction.
- **Virtual & Convenient** – Sessions are held online, making coaching accessible no matter where you are.
- **Structured for Growth** – Programs typically run over six x one-hour sessions across three months, allowing time to apply strategies between sessions.
- **Personalised & Data-Driven** – Includes diagnostics to measure strengths, emotional intelligence, mindset, resilience, wellbeing and leadership effectiveness, providing powerful insights
- **Ongoing Support & Tools** – You'll receive practical strategies, exercises, and action plans to sustain progress and embed learning beyond the sessions.

Who is Coaching for?

- Leaders wanting to enhance their leadership impact, confidence and impact.
- High-performers looking to sustain peak performance without burnout.
- Professionals seeking clarity, career growth, and meaningful success.

COACHING

What's Different About Anna's Coaching?

Anna's approach is not just about goal-setting and motivation - it's about embedding science-backed strategies that drive real, lasting change and set you up to thrive in all aspects of your life.

- Coach for over 10 years as well as 15 years' business experience across industries, including finance, health, education, media, and professional services.
- A decade in financial services, including leading national sales teams
- Certified Organisational Coach & Accredited Strengths Practitioner with a Master's in Applied Positive Psychology, and a Mental Health First Aider.



TESTIMONIALS

CEO

Tribeca Financial

“Anna has the great ability to take complicated concepts and distil them down into ‘real world’ understanding. Her genuine care for the people that she teaches and the subject matter really shines through. If you are committed to continual personal learning, Anna has a lot to teach you.”

Head of Brand

Thinka

“Anna's been amazing to work with. She helped me set boundaries, tackle my self-doubt, showing me how to put myself first, have my voice heard and be my best self. I could tell she wanted to see me succeed in my Leadership Journey.”

Educator

Star of the Sea College

“Thank you for the past 6 weeks of learning. It has been exactly what I needed to re-energise myself. Your conversations and teachings are authentic, and have provided an extensive toolkit to help achieve a better sense of wellbeing.”

EXPERIENCE

Anna has partnered with the following global clients (and more):



AS SEEN IN

Anna has been featured in leading business and leadership publications:

Forbes

InsideRetail

CEO MAGAZINE
INSPIRING THE BUSINESS WORLD

FMCG
BUSINESS

bsale

IDM
INTERNATIONAL INSTITUTE
OF DIRECTORS & MANAGERS

HR
LEADER

Dynamic Business

retailbiz

CEOWORLD Magazine

MPA
MORTGAGE PROFESSIONAL AUSTRALIA

Kochie's
BUSINESS BUILDERS



Let's Chat

Anna works with:

- Leaders wanting to enhance their leadership impact, confidence and impact.
- High-performers looking to sustain peak performance without burnout.
- Professionals seeking clarity, career growth, and meaningful success.

If this sounds like you, let's chat.



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