



Building Stronger Foundations for Sustainable Success

ANNA GLYNN

SPEAKER, AUTHOR, TRAINER & 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**

THE CHALLENGE

The way we're working isn't working.

- Pushing harder doesn't always lead to better results.
- Rising pressure leads to exhaustion and burnout.
- AI, market shifts, and soaring expectations are reshaping workplaces.
- Keeping teams engaged and performing consistently is tougher than ever.

These challenges are universal. But the real challenge isn't achieving success once - it's making it repeatable. Traditional approaches, short-term wins and quick fixes won't achieve this. Teams need strong foundations so they can navigate challenges, achieve goals and thrive over the long-term.

Work should be energising, fulfilling and rewarding - not overwhelming and exhausting. Let's make that a reality.

Our focus needs to shift to building stronger foundations where leaders and teams can navigate challenges, thrive under pressure, and consistently deliver exceptional results over the long-term.

Talent shortages continue

The retention and attraction of talent remains the number one challenge being faced right now.

Demands are increasing

Expectations are higher than ever, leaders and teams are being asked to do more with less, and the pressure to perform is mounting.

Workplaces are evolving

Whether through the introduction of new technologies, shifting ways of working, or volatile markets, change is constant and people must adapt quickly.

THE SOLUTION

Anna partners with leaders and teams to build stronger foundations for exceptional results by focusing on four critical pillars: engagement, resilience, wellbeing, and performance. These each have a direct impact on an organisation's bottom-line and are essential for achieving long-term success in today's complex business environment.

Through Keynotes, Workshops, Programs and Coaching, Anna helps organisations to:

- Build strong, high-performance cultures that drive lasting success.
- Develop confident, effective leaders who inspire and engage.
- Equip teams to thrive under pressure, through change, and beyond.

Most training doesn't last. Instead of lessons that fade, Anna's teachings embed sustainable habits, real-world strategies, and practical evidence-backed tools that leaders and teams can apply immediately for long-term success.

Why STRONGER?

The STRONGER Model is made-up of eight foundational principles that deliver exceptional results over the long-term. Rather than focusing on tactics and short-term wins, this system embeds a structured, repeatable process that helps leaders and teams develop the mindset, toolset, and skillset needed for sustainable success.

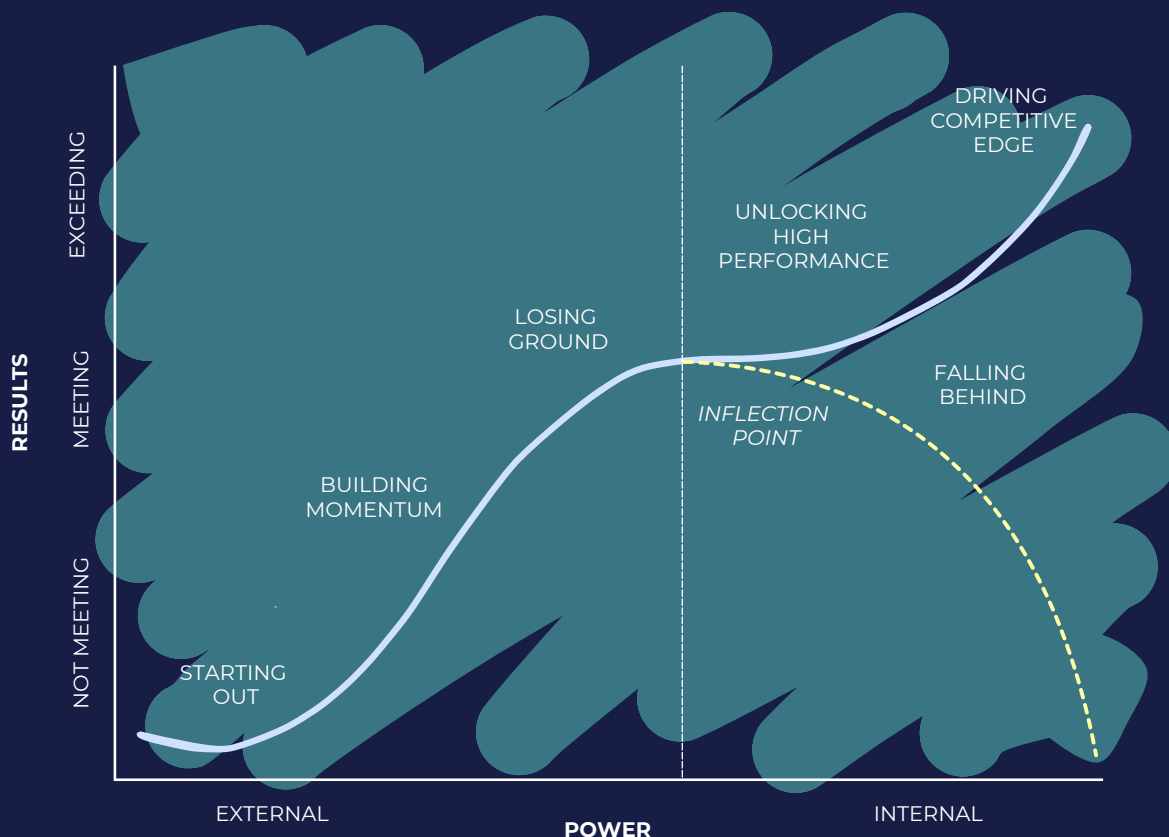


THE IMPACT

Anna has partnered with leading global organisations to equip leaders and teams with the STRONGER foundations for long-term success. And by doing so, has achieved:

- Increased performance and reduced costs.
- Enhanced productivity and engagement.
- Improved resilience, energy, and wellbeing.
- Increased confidence, capability, and motivation.
- Reduced turnover - stronger cultures, better retention.

By applying the STRONGER principles, leaders and teams *Drive a Competitive Edge*. They attract and retain top talent, deliver exceptional results and expand their market share, positioning them as industry leaders. Wellbeing is embedded as a strategic advantage, fueling sustained long-term growth and a thriving culture.



SERVICE OFFERING

01

KEYNOTES

Engaging, insightful, impactful Keynotes that inspire leaders and teams to thrive under pressure, build resilience and sustain long-term success.

02

PROGRAMS

Practical, tailored, results-driven, Programs equip leaders and their teams with the mindset, toolset, and skillset to drive lasting behaviour change.

03

WORKSHOPS

High-impact, interactive, applicable Workshops ensure participants walk away with practical evidence-backed strategies to apply immediately for measurable results.

04

COACHING

Strengths-based, transformative, empowering, Coaching helps professionals realise their potential, overcome challenges, and achieve meaningful growth.

01 KEYNOTES

Inspire Action, Engage Audiences with High-Impact Keynotes

Anna delivers transformative Keynotes that challenge leaders and teams to think differently, take action and achieve long-term success.

Anna speaks at leadership and team offsites, sales kick-offs and summits, corporate conferences and industry events, delivering high-energy, impactful, insightful keynotes.

Anna transforms how leaders and teams think, lead and achieve.

- **Engaging & Thought-Provoking**

Storytelling, humour, and research-backed insights that resonate across industries.

- **Science-Backed & Practical**

Every strategy is grounded in Positive Psychology, performance science, and real-world leadership.

- **Results That Stick**

Audiences leave energised, equipped, and ready to act - long after the event ends.

“Anna took the time to understand the needs of the team beforehand, and tailored her talk accordingly. I especially appreciated her research around thriving teams. Her talk set us up for a productive and insightful day.”

— LYDIA SHERIDAN
HEAD OF MARKETING
JONES LANG LASALLE

KEYNOTE	DESCRIPTION
The Human Edge	Why Being Human is Your Competitive Advantage
Becoming Stronger	The Foundations of Sustainable High-Performance
The Mindset for Success	Shift your Thinking, Elevate your Results
Resilience Redefined	Grow Stronger in the Face of Challenges
The Strengths Shift	Unlock your Performance Edge
Ways to Wellbeing	Avoid Burnout, Sustain High-Performance
The Talent Advantage	Attract, Engage, and Retain Top Talent



02 PROGRAMS

Leadership & Team Development Programs that Build Sustainable High-Performing, Cultures

The way we work is evolving - AI, market volatility, and rising expectations mean traditional training is no longer enough. Leaders and teams need more than skills and short-term wins - they need strong foundations that make success sustainable over time.

That's where the STRONGER Leadership and Team Development Programs come in. These structured, evidence-backed programs build the mindset, toolset, and skillset leaders and teams need to navigate challenges, drive engagement, and deliver consistent, high-performance.

With eight transformative modules, these programs go beyond one-off workshops embedding real behaviour change so teams don't just learn new strategies, they live them every day.

Why these Programs?

- Real-World Training
- Tailored for Your Organisation
- Sustained Impact, Not Just Inspiration
- Measurable Outcomes
- Engaging & High-Impact Learning
- Practical Application
- A Systems Approach.

02 PROGRAMS

Leading STRONGER: Leadership Development Program Empowering Leaders to Engage, Achieve, and Thrive

Leaders today are facing unprecedented challenges - AI-driven disruption, workplace transformations, and skyrocketing expectations. Stress is rising, engagement is declining, and burnout and turnover are real risks. Yet, 80% of a team's performance hinges on its leader (Gallup).

To build a thriving, high-impact culture, leaders need more than technical expertise - they must develop confidence, resilience and the ability to create a lasting impact while setting their teams up for success.

This program equips leaders with the skillset, mindset, and toolset to stay ahead in today's evolving business landscape, ensuring they are forward-thinking, adaptable and confident in driving lasting success.

Leaders who complete this Program will:

- Transform how they lead - building a culture that supports sustained high-performance, engagement, and growth.
- Position themselves as visionary, empowering leaders who set trends, grow market share, and drive long-term success.
- Leave a legacy and have a greater impact - not just within their teams, but across the organisation.

02 PROGRAMS

Becoming STRONGER: Team Performance Program Developing High-Performing, Resilient Teams That Thrive Under Pressure

Teams today operate in fast-changing, high-pressure environments where expectations are rising, challenges are constant, and engagement determines success.

The best teams don't just execute strategies - they adapt, collaborate, and perform, even under pressure.

Thriving teams work smart, sustain energy, and build resilience to stay ahead. Becoming STRONGER equips teams with the capabilities to manage stress, adapt on the fly, and consistently perform - without burning out.

STRONGER teams aren't just high-performers - they're engaged, committed, and built for long-term success.

When teams are confident, connected, and purpose-driven, they deliver better results, build stronger relationships, and create a thriving, high-impact culture.

Why this Program:

- Resilient, High-Performing Teams – Teams are equipped with what's needed to adapt, stay engaged and deliver consistent results - even in high-pressure environments.
- A Culture of Trust, Collaboration & Growth – Strengthen team dynamics, psychological safety, and innovation, so your team works better together and push performance higher.
- Enduring Success, Not Just Short-Term Gains – Teams build confidence, resilience, motivation, and sustainable energy habits that prevent burnout and fuel long-term performance.

03 WORKSHOPS

Workshops that Drive Real, Lasting Change

Most training delivers a quick boost - but then fades. Anna's workshops go deeper - equipping leaders and teams with the mindset, toolset, and skillset they need to perform under pressure, stay engaged, and achieve ongoing success.

These high-impact, interactive sessions are designed to embed real behaviour change. Participants walk away with practical, evidence-based strategies they can apply immediately - ensuring the learning translates into results.

Why These Workshops?

- **Evidence-Backed**

Grounded in Positive Psychology, leadership science, and high-performance research for maximum impact

- **Immediately Actionable**

Participants leave with practical strategies that are busy-proof and easy to action.

- **Highly Engaging & Interactive**

Real-world challenges, case studies, exercises and action planning to drive deep learning.

- **Custom-Tailored for Your Team**

Adapted to your audience, challenges, and goals to maximise effectiveness.



03 WORKSHOPS

WORKSHOP	DESCRIPTION
Playing to Strengths	Unlocking your Performance Edge
Building Trust & Psychological Safety	Creating the Conditions for a High-Performing Team
Strengthening Resilience	Thriving under Pressure
Learning Optimism	Strengthening your Mindset for Success
Fostering High-Quality Networks	The Power of Connection
Achieving Goals & Purpose	Driving Meaningful Success
Mastering Emotional Intelligence	Leveraging your Human Edge
Re-energising & Recharging	Sustaining Peak Performance
Building Stronger Cultures	Attract, Engage and Retain Top Talent
Ways to Wellbeing	Avoid Burnout, Sustain High-Performance

04 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.



04 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

CASE STUDY

OBJECTIVE

The aim of this Leadership Program was to empower the Bendigo and Adelaide Bank's Victorian and Tasmanian Regional Managers to adopt the strategies that lead to greater wellbeing, engagement, resilience and performance in the workplace. Research over recent decades has uncovered that the STRONGER principles empower people and performance to thrive. The aim of this program was to demonstrate this link.

PROGRAM

This 3-month program included workshops and group coaching sessions, homework and reflections to embed learnings. Measures were undertaken at the start and end of the program to identify changes over time. Feedback was sought at the end of the program from the participants and their managers.



CASE STUDY

OUTCOMES

Mindset shift

Participants noted that they were more inclined to focus on the positive rather than the negative. As opposed to focusing on weaknesses, they were playing to the strengths of themselves and their team members more for greater engagement and performance.

Self-awareness

Feedback highlighted that participants had deeper insights into who they are as leaders. Participants also felt more confident as a leader to use learnt strategies to get the best out of team members.

New knowledge and tools

Participants have the knowledge and tools to be able to adopt the STRONG principles to empower their teams to thrive.

At a Glance:

- 19% decrease in flight risk
- 9% increase in health and lifestyle
- 5% increase in optimism
- 4% increase in wellbeing
- 4% increase in strengths
- Positive change in resilience.

“Anna’s engaging style and relevant content resulted in the Thriving Teams Program really hitting the mark with our team. Many of the participants have commented that this was one the most valuable team training programs they have ever been involved in!”

— ASH CAPP
STATE MANAGER, BENDIGO BANK

TESTIMONIALS

Wade James

Group Director, oOh! Media

“Feedback from attendees was overwhelmingly positive, both in the way that Anna delivered the sessions through her facilitation, as well as the content covered. A truly engaging experience for our team, and we look forward to working with Anna again in the future.”

Tom Hayes

Senior Director, CBRE

“Our team still talks about the positive influence Anna had on us. I know the team still use her strategies every day, which have been critical during these uncertain times. I would be pleased to recommend Anna to any business who have team culture and performance at the forefront.”

Matthew Laurence

General Manager, McDonald's

“Our SLT drew important skills from Anna, who challenged the way we approached situations. Following, our team had elevated energy and optimism, which reflected in positive outcomes for all of our business. Anna connected well with the group with her engaging and insightful sessions.”

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 ambitious teams and leaders - the high-performers, the corporate rebels, the forward-thinking business owners, who challenge outdated thinking, and want real, sustainable success. They're tired of trends and quick fixes. They want practical, evidence-backed strategies that create lasting impact.

If this sounds like you, let's chat.



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