



Building Stronger Foundations for Sustainable Success

ANNA GLYNN

SPEAKER, AUTHOR, TRAINER & COACH

AG.

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.

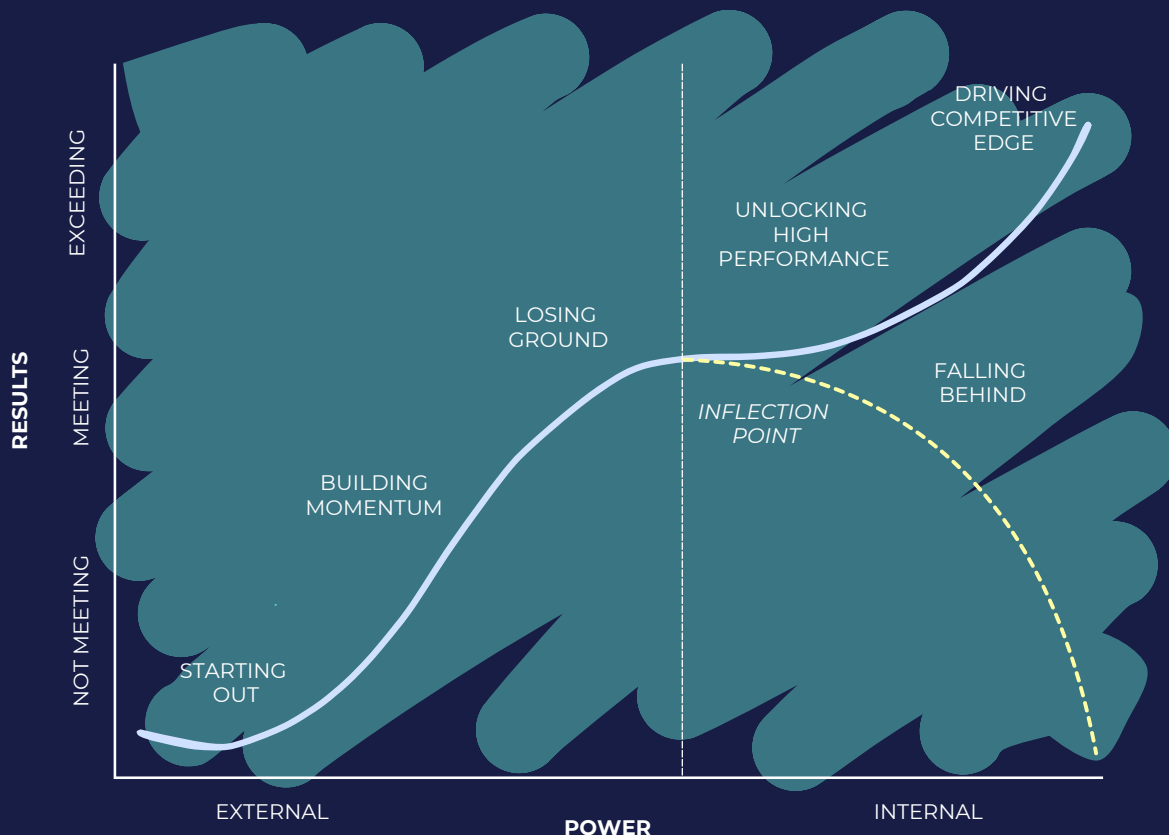


THE IMPACT

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.



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.

STRONGER LEADERS

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.

STRONGER LEADERS

What Leaders Will Learn

- **Strengths-Based Leadership**

Leaders will learn how to harness their own and their team's strengths to boost confidence, engagement, and productivity while navigating performance gaps and blind spots.

- **Trust & Psychological Safety**

Leaders will foster open communication, collaboration and innovation, creating an environment where teams feel safe to share ideas, challenge thinking, and take smart risks - leading to better decision-making, continuous learning and stronger problem-solving, while reducing conflict and silos.

- **Resilience & Adaptability**

Leaders will develop the ability to stay composed and effective under pressure, helping their teams confidently navigate change and uncertainty with clarity and focus.

- **Optimistic Mindset**

Leaders will gain skills to inspire and motivate teams, shifting from obstacles to opportunities and driving problem-solving and action even in complex environments.



STRONGER LEADERS

What Leaders Will Learn

- **Motivation & Accountability**

By aligning individual and team goals with business purpose, leaders will foster ownership, commitment and engagement - leading to stronger performance.

- **Emotional Intelligence**

Leaders will strengthen self-awareness, emotional regulation and influence - empowering them to build deeper connections, manage conflict effectively, and lead with empathy.

This Program will transform the way leaders lead - equipping them to inspire, engage, and build a high-performing culture where people and results thrive, ensuring lasting success for their teams and organisation.

- **Sustainable Success Habits**

Leaders will develop and embed habits that sustain energy, reduce stress and prevent burnout - not just for themselves but across their teams - ensuring consistent high-performance without compromising wellbeing.

- **Building a thriving culture**

Leaders will create environments where people feel valued, motivated and deeply engaged - reducing turnover, strengthening team cohesion, and driving long-term commitment.



STRONGER TEAMS

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.

STRONGER TEAMS

What Teams Will Learn

- **Strengths-Based Performance**

Leverage individual and team strengths to boost confidence, engagement, and productivity while navigating gaps and blind spots.

- **Trust & Collaboration**

Strengthen communication, build trust, drive learning and enhance psychological safety ensuring deeper relationships across teams and other stakeholders.

- **Resilience & Adaptability**

Master practical tools to stay focused and effective in high-pressure environments, driving confidence to navigate change and uncertainty with clarity and focus.

This Program will transform the way teams perform - equipping them with what's required to adapt and excel under pressure. Teams will not only achieve results but sustain success and thrive together.

- **Optimistic Mindset**

Cultivate a solution-focused, growth-oriented mindset to shift from obstacles to opportunities, stay motivated and drive action even in complex environments.

- **Purpose & Motivation**

Connect daily work to purpose and business goals for greater commitment, alignment and fulfilment.

- **Emotional Intelligence**

Strengthen self-awareness, emotional regulation, and influence to build deeper connections, manage conflict effectively, and lead with empathy.

- **Energy Management**

Embed sustainable success habits to sustain energy, reduce stress, prevent burnout, ensuring consistent high-performance without compromising wellbeing.

WHAT'S DIFFERENT

The reason why Anna's programs stand out and deliver positive outcomes for her clients is because they encompass the following elements:

REAL-WORLD TRAINING

Grounded in research, these programs focus on what works in high-pressure environments.

TAILORED TO YOUR ORGANISATION

Designed to fit your culture, challenges, and goals, ensuring maximum impact and measurable change.

MEASUREABLE OUTCOMES

Quantitative surveys and qualitative feedback track improvements, highlighting ROI gains.

PRACTICAL ACTION

Participants leave with clear, practical strategies that are busy-proof and easy to implement.

ENGAGING & HIGH-IMPACT LEARNING

Interactive, immersive, memorable experiences based on real-world leadership and team challenges.

SUSTAINED IMPACT, NOT JUST INSPIRATION

These programs embed sustainable success habits, busy-proof tools, and actionable strategies that drive results.

A SYSTEMS APPROACH

Consideration is given to 'Me', 'We' and 'Us' so change happens at every level.

EMBEDDING CHANGE

Embedding Learning Through Impact Projects

Anna is passionate about seeing positive change in your organisation after training. She is committed to ensuring that her practice drives real, lasting impact, that's why Anna encourages the integration of *Impact Projects* into her programs - so participants not only learn but also apply their knowledge in meaningful ways.

Through impact projects, participants are empowered to roll out initiatives that align with your organisation's key challenges and goals. For example, projects might focus on how to make your culture thrive or how to position your organisation as the best place to work.

The outcomes are twofold: participants apply their new knowledge through real-world projects, and organisations see tangible results that address current challenges or goals. The projects offer a unique opportunity for certain groups to step-up, while showcasing the return on investment to your sponsors.

Examples of previous Impact Projects:

- Updating feedback processes and recruitment interviews to be strengths-based
- Rolling out The Learning Loop into meeting agendas
- Implementing walking meetings
- Creating gratitude walls
- Running workshops on cross-department learning
- Changing flexible working policies
- Setting up lunchtime play activities
- Creating wellbeing check-ins
- Building a respectful engagement charter.

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

Miranda Dunlop
HR Manager, HQ Group

“Anna brought out a different side of our leaders, who have also spoken about the impact of training and what they’ve applied. I really do believe, and I’m very positive, that the changes we’ve committed to will be for the betterment of our business, our culture, our teams, and our customers.”

Melissa Williams
WHS Manager, Vision Australia

Anna was able to provide a program rich in evidenced based content that was highly relevant and immediately applicable. Feedback from the program has been overwhelmingly positive, and improvements in the participants’ leadership practice have been noticeable.”

Crystal Pazzianis
P&C Adviser, Russell Kennedy

“Anna facilitated a workshop series over three months. Amidst a particularly challenging year, practical and easy-to-implement strategies were discussed with staff to add to their toolkit and to make positive change in their own personal and professional lives.”

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.



+61 438 050 488



annaglynn.com.au



anna@annaglynn.com.au

AG.