



# 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.

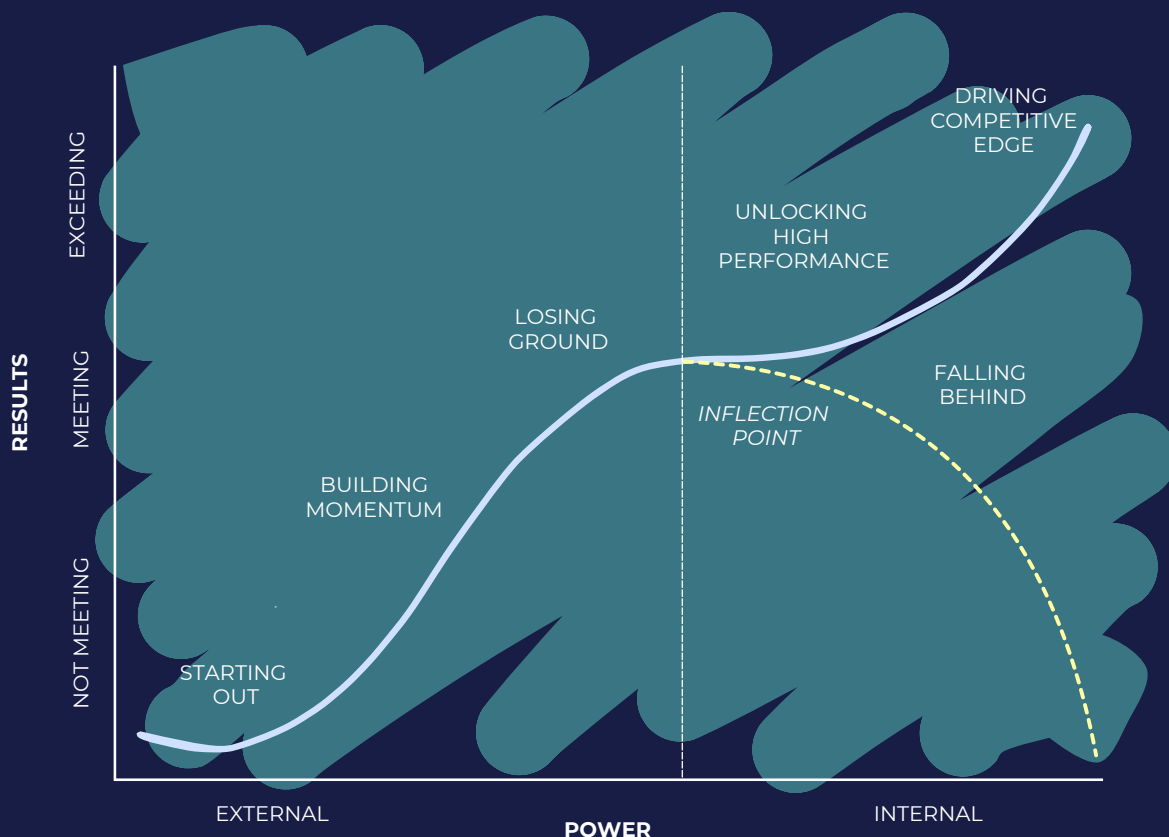


# THE IMPACT

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.



# 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.



# WORKSHOPS

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



# WORKSHOPS

WORKSHOP	DESCRIPTION	TOPICS	KEY TAKE-AWAYS
<p><b>Playing to Strengths: Unlocking your Performance Edge</b></p>	<p>The best professionals don't try to be everything - they maximise what they do best. This workshop helps teams leverage their individual and collective strengths to boost performance, engagement, and collaboration.</p>	<ul style="list-style-type: none"> <li>• The science of strengths-based performance including Flow</li> <li>• Identifying individual and team strengths</li> <li>• Overcoming barriers to strengths application</li> <li>• Aligning strengths with business goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Gain clarity on individual and team strengths (includes a personal strengths assessment)</li> <li>• Learn how to apply strengths daily for peak performance including goal setting and feedback</li> <li>• Develop strategies to manage weaknesses and blind spots effectively</li> <li>• Create a strengths-based culture that enhances trust and collaboration.</li> </ul>
<p><b>Building Trust &amp; Psychological Safety: Creating the Conditions for a High-Performing Teams</b></p>	<p>Without trust and psychological safety, even the most talented teams struggle. Poor communication, fear of failure, and disengagement take hold. This workshop provides practical, science-backed strategies to create an environment where people feel included, valued, and empowered - leading to stronger collaboration, problem-solving, and high-performance.</p>	<ul style="list-style-type: none"> <li>• The impact of trust and psychological safety on performance</li> <li>• Building trust and psychological safety in organisations</li> <li>• Recognising and addressing trust and psychological safety barriers</li> <li>• Strategies for leading with transparency and authenticity.</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how to build and sustain trust within your team and stakeholders</li> <li>• Gain tools to create psychological safety that fuels learning, innovation and engagement</li> <li>• Develop conflict resolution skills to strengthen team communication and collaboration</li> <li>• Establish team norms that drive accountability and high-performance.</li> </ul>

WORKSHOP	DESCRIPTION	TOPICS	KEY TAKE-AWAYS
<p><b>Strengthening Resilience: Thriving under Pressure</b></p>	<p>In today's environment, setbacks and stress are inevitable - but thriving teams know how to grow stronger from them. This workshop equips teams with real-time resilience techniques to handle pressure, uncertainty, and change.</p>	<ul style="list-style-type: none"> <li>• The psychology of resilience and adaptability</li> <li>• Recognising resilience barriers and drainers</li> <li>• Strategies for staying focused under pressure</li> <li>• Developing habits for long-term resilience</li> </ul>	<ul style="list-style-type: none"> <li>• Gain practical tools to grow stronger from setbacks and maintain productivity</li> <li>• Learn real-time resilience techniques to stay composed in high-stakes situations</li> <li>• Build an optimistic, proactive mindset that enhances problem-solving and decision-making</li> <li>• Foster a resilient team culture that keeps morale, collaboration and performance high.</li> </ul>
<p><b>Learning Optimism: Strengthening your Mindset for Success</b></p>	<p>Your mindset directly shapes how you lead, perform, and navigate challenges. Optimistic leaders and teams are more resilient, driven and adaptable in fast-changing environments. This workshop equips participants with practical tools to build a resilient, growth-oriented mindset that drives confidence, motivation, and results.</p>	<ul style="list-style-type: none"> <li>• The psychology of optimism and its impact on performance</li> <li>• Balancing realism and positivity in decision-making</li> <li>• Reframing challenges for continuous growth</li> <li>• Practical techniques to sustain momentum and motivation.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify your optimism level and how it influences your success (includes a self-assessment)</li> <li>• Learn techniques to foster optimism and maintain a growth-oriented perspective</li> <li>• Develop strategies to flip challenges into opportunities</li> <li>• Create a culture of optimism that keeps teams energised, resilient and engaged.</li> </ul>
<p><b>Fostering High-Quality Networks: The Power of Connection</b></p>	<p>Success is more than what you know - it's about who you connect with. High-quality professional networks fuel collaboration, energy, and high-performance. This workshop helps leaders and teams build stronger, trust-based relationships that drive business and career growth.</p>	<ul style="list-style-type: none"> <li>• The difference between low and high-quality connections</li> <li>• How strong networks enhance individual and team success</li> <li>• The four elements of high-quality connections</li> <li>• Overcoming communication barriers and conflict resolution.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand how the quality of your relationships impacts energy and performance</li> <li>• Learn strategies to build authentic, trust-based relationships</li> <li>• Develop techniques to enhance collaboration and influence</li> <li>• Strengthen team and client connections for long-term success.</li> </ul>

WORKSHOP	DESCRIPTION	TOPICS	KEY TAKE-AWAYS
<p><b>Achieving Goals &amp; Purpose: Driving Meaningful Success</b></p>	<p>High-performing leaders and teams don't just set goals - they align them with purpose and values to drive long-term success. This workshop helps participants develop goal-setting strategies that inspire action, enhance accountability, and sustain motivation.</p>	<ul style="list-style-type: none"> <li>• Why purpose-driven goals lead to higher engagement and achievement</li> <li>• The science behind intrinsic and extrinsic motivation</li> <li>• Practical strategies to track progress, maintain momentum, and celebrate wins</li> <li>• The role of tiny habits in long-term behaviour change.</li> </ul>	<ul style="list-style-type: none"> <li>• Learn to set and achieve meaningful, high-impact goals</li> <li>• Gain clarity on aligning daily work with purpose for deeper motivation</li> <li>• Develop strategies to enhance confidence, accountability and execution</li> <li>• Build a culture of continuous growth, progress, and achievement.</li> </ul>
<p><b>Mastering Emotional Intelligence: Leveraging your Human Edge</b></p>	<p>Emotional intelligence (EQ) is the differentiator between good and great leaders. This workshop helps professionals develop self-awareness, manage emotions effectively, and strengthen their ability to lead, connect, and influence.</p>	<ul style="list-style-type: none"> <li>• The four components of Emotional Intelligence</li> <li>• Understanding and managing emotions under pressure</li> <li>• Responding effectively to the emotions of others</li> <li>• Creating an emotionally intelligent team culture.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify personal EQ strengths and areas for growth (includes self-assessment)</li> <li>• Develop skills to manage emotions effectively - especially in high-pressure situations</li> <li>• Learn how to build trust and influence through empathy and EQ</li> <li>• Cultivate a team culture where EQ drives collaboration and performance.</li> </ul>
<p><b>Re-Energising &amp; Recharging: Sustaining Peak Performance</b></p>	<p>Sustainable high-performance isn't about working harder - it's about managing energy wisely. This workshop provides science-backed strategies for sustaining motivation, preventing burnout, and ensuring teams perform at their best over time.</p>	<ul style="list-style-type: none"> <li>• The science of energy v time management</li> <li>• Recognising and addressing energy drainers and energy boosters</li> <li>• Strategies for stress recovery and sustainable focus</li> <li>• Building team rituals to sustain energy and prevent burnout.</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how to optimize energy and prevent burnout in high-performance environments</li> <li>• Gain busy-proof tools to recharge and maintain focus</li> <li>• Learn how to check-in on your wellbeing regularly (including a self-assessment)</li> <li>• Build sustainable habits and to sustain commitment and motivation</li> <li>• Create a team culture that promotes energy and wellbeing.</li> </ul>

WORKSHOPS	DESCRIPTION	TOPICS	KEY TAKE-AWAYS
<p><b>Building Stronger Cultures: Attract, Engage and Retain Top Talent</b></p> <p>* Most suitable for leaders only</p>	<p>Top talent isn't looking for just another job—they seek a culture that fuels success. This workshop helps leaders attract, retain, and engage high-performers by creating environments where people thrive.</p>	<ul style="list-style-type: none"> <li>• The psychological drivers of engagement and retention</li> <li>• Fostering a sense of belonging and connection within teams</li> <li>• Strategies to empower employees through autonomy and ownership</li> <li>• Creating opportunities for growth to boost competence and confidence</li> <li>• Aligning individual and team goals with organisational and personal purpose</li> <li>• Practical tools to evaluate and enhance cultural health across hybrid, remote and in-office teams</li> <li>• Designing an Employee Value Proposition (EVP) that appeals to diverse teams.</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how to build a culture that attracts and retains top talent</li> <li>• Gain tools to foster belonging and motivation, especially in hybrid and remote teams</li> <li>• Develop strategies to increase accountability, growth and engagement</li> <li>• Master the art of crafting and communicating an EVP that differentiates your team.</li> </ul>
<p><b>Ways to Wellbeing: Avoid Burnout, Sustain High-Performance</b></p>	<p>Pushing harder isn't the answer - wellbeing is the key to long-term success. This workshop provides practical, research-backed strategies to help leaders and teams sustain energy, engagement, and performance without sacrificing wellbeing.</p>	<ul style="list-style-type: none"> <li>• The business case for wellbeing and high-performance</li> <li>• The six pillars of wellbeing</li> <li>• Recognising early signs of exhaustion and burnout</li> <li>• The role of tiny habits in creating sustainable behaviour change</li> <li>• Creating a wellbeing-first culture within teams.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the six pillars of wellbeing their impact on performance</li> <li>• Gain science-backed tools to integrate wellbeing into daily routines</li> <li>• Learn how to identify and address burnout risks</li> <li>• Embed tiny habits to create sustainable, positive behavior changes</li> <li>• Build a culture that prioritizes energy, focus, and sustainable success.</li> </ul>

## Workshop Formats & Delivery Options

Workshops are designed for flexibility and maximum impact, available in various formats to fit your team's needs:

- 90-minute Intensives / Half-day Deep Dives / Full-day Interactive Workshops
- Standalone or Series
- Virtual and In-Person Options.

# 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 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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