



Coaching for Sustainable Impact

ANNA GLYNN

POSITIVE PSYCHOLOGY COACH

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ABOUT ANNA



Anna supports ambitious leaders and high-performing professionals to unlock greater clarity, confidence, and capacity so they can lead with impact, navigate complexity, and create sustainable success.

With over a decade of coaching experience and 15 years in business, including national leadership roles, Anna understands the demands of high-pressure environments. Her approach is grounded in Positive Psychology, real-world insight, and practical tools that help clients grow from the inside out.

This isn't just about hitting goals, it's about becoming the kind of person you want to be - someone who is aligned to their values, thrives under pressure, and inspires others.

What sets Anna apart?

Anna's coaching goes deeper than quick fixes. She helps clients build the strong internal foundations that make results sustainable.

- Over 10 years as a professional coach
- 15 years' in business working across industries including property, banking, financial services, media, legal, health, and education
- A decade in financial services, including leading national sales teams
- Masters in Applied Positive Psychology (First Class Honours) from the University of Melbourne
- Certified Organisational Coach & Accredited Strengths Practitioner
- Mental Health First Aider with deep expertise in resilience and wellbeing.

If you're ready to become your best self, Anna's coaching will help you get there!

WHY COACHING? WHY NOW?

In today's demanding world, even the most capable leaders and professionals are stretched thin. You're expected to perform, adapt, lead others and grow - all while maintaining your wellbeing.

You're spinning multiple plates, and the pressure keeps building. On the outside, you look like you're managing but inside, you feel overwhelmed, distracted, reactive, and exhausted. You're hitting goals but not feeling fulfilled. You know there's more in you, but less time and space to access it. That's where coaching comes in.

Coaching gives you the space to pause, refocus and reset. It helps you build the mindset, skillset, and toolset, that make sustainable success possible. It's not just about hitting your KPIs, it's about becoming the best version of you.

Why work with Anna?

Anna's coaching is built for real-world every-day results.

It's evidence-based, deeply personalised, and designed to create meaningful, lasting change.

- **Evidence-based & Practical** - Grounded in Positive Psychology and performance science, you'll walk away with tools and strategies that you can apply immediately.
- **Tailored & Targeted** - Every session is customised to your unique context, goals, and challenges, ensuring focused, relevant outcomes.
- **Built for High-Performance** - Whether you're leading a team, driving change, or navigating complexity, Anna's coaching helps you sustain results under pressure and expand your impact.
- **Growth-Driven & Sustainable** - This isn't just about the next milestone. It's about building long-term habits, mindsets, and strategies that support continued growth both personally and professionally.



WHAT YOU GAIN

What you walk away with

Through Positive Psychology Coaching, Anna helps you make practical shifts in how you think, lead, and live.

While each coaching journey is tailored to you, the outcomes consistently fall into three powerful domains:

Clarity - *Know who you are and where you're going*

- Define your leadership story by aligning your strengths and values
- Set meaningful goals and make confident decisions
- Navigate uncertainty with focus and perspective
- Reconnect your 'why' to lead with greater intention.

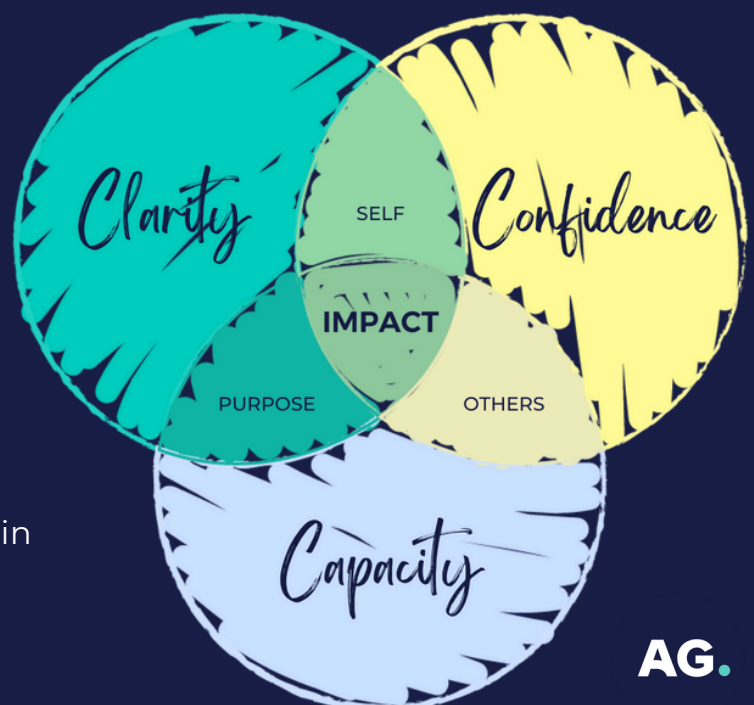
Confidence - *Lead with authenticity, presence and influence*

- Leverage your strengths to build self-belief and unlock capability
- Communicate with impact and inspire those around you
- Stay grounded and optimistic through challenges
- Strengthen your mindset to handle pressure and setbacks.

Capacity - *Sustain your performance without burning out*

- Cultivate strong relationships and collaborative influence
- Optimise your energy and wellbeing for long-term success
- Build habits that support growth and momentum
- Develop boundaries, focus, and a sustainable rhythm.

The result is meaningful, sustainable impact in all areas of your life.



HOW COACHING WORKS

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

- **Tailored to You** - Each session is shaped around your goals, challenges and context so you get exactly what you need, when you need it.
- **Virtual & Convenient** - Sessions are held online, making coaching accessible no matter where you are. No commute, no travel, just focused time for you.
- **Structured for Growth** - Most clients complete a series of six sessions over three months. This cadence creates momentum while giving space to apply and embed the work.
- **Insight-Driven** - Optional diagnostics can assess your strengths, emotional intelligence, mindset, resilience, wellbeing and leadership effectiveness, offering deep insight into what's working and where to focus next.
- **Ongoing Support & Practical Tools** - You'll receive practical strategies, reflection exercises, and strategies to apply between sessions, helping you stay accountable and make progress that sticks.

“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

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 coached clients from the following organisations (and more):



AS SEEN IN

Anna has been featured in leading business and leadership publications:

Forbes

Inside®etail

CEC 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**

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



Let's Chat

Anna works with:

- Leaders wanting to elevate their impact, confidence, and influence
- High-performers driven to succeed but not at the cost of their wellbeing
- Professionals seeking clarity, growth, and meaningful success.

If this sounds like you, let's chat.



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