



Anna Glynn

KEYNOTES FOR LEADERS & TEAMS
READY TO DEFINE THE NEXT DECADE
OF PERFORMANCE

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PERFORMANCE HAS ENTERED A NEW ERA

We are living through a defining shift in how performance is created - AI is accelerating, expectations are rising, and complexity is the norm.

But this moment is not about surviving disruption, it's about leverage.

The organisations that strengthen human capability now will define what high performance looks like for the next decade. This is not the time to survive, it's time to elevate.

Anna delivers Keynotes on sustainable high performance through her differentiating lens: *the Human Edge in an AI-Enhanced World*.

This work requires more than motivation, it requires strengthening the foundations that performance depends on.

Audiences leave Anna's talks with a clear performance framework, practical tools, and the confidence to lift standards without draining capacity.



BUILD CAPABILITY THAT DEFINES THE NEXT DECADE

Anna's Keynotes equip leaders and teams to strengthen the human capabilities that drive performance in complexity.

She works at the intersection of science, commercial performance, and workplace disruption, helping organisations convert uncertainty into leverage.

Leaders and teams leave Anna's Keynotes with:

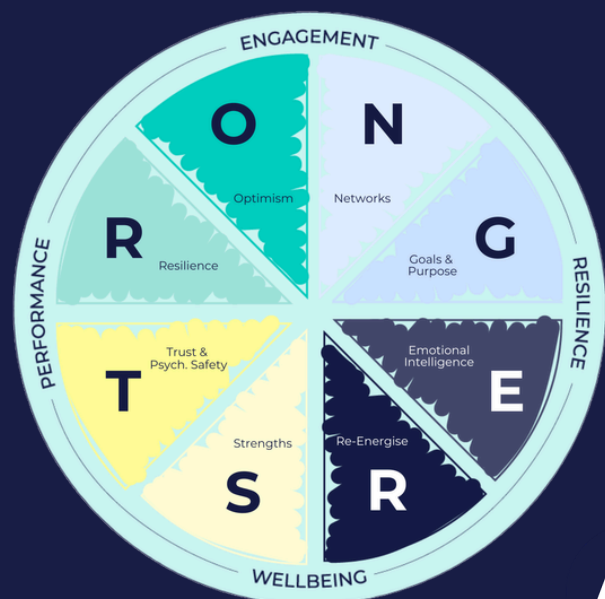
- Sharper thinking under pressure
- Greater decision quality in complexity
- Increased confidence navigating AI integration
- Stronger alignment and accountability across teams
- Sustainable performance without burnout or inconsistency.

Because sustainable high performance is built not wished for.

Anna's work centres on three critical levers: Mindset, Skillset, and Toolset.

Underpinning this is her evidence-based STRONGER Framework - a practical model to strengthen capability across eight performance drivers.

This is performance by design.



ABOUT ANNA



Anna specialises in sustainable high performance and human-centred leadership in an AI-enhanced world.

She brings:

- 15+ years in business including national sales leadership
- A Master's in Applied Positive Psychology
- A research-backed framework used by leaders and teams across sectors
- Commercial fluency with frontline credibility.

She is the author of *STRONG: How the Best Sales Leaders Engage, Achieve and Thrive*, and has partnered with leading organisations across finance, property, legal, health, higher education and other professional services.

Her work integrates behavioural science with commercial execution - strengthening both people and performance.

Why People book Anna

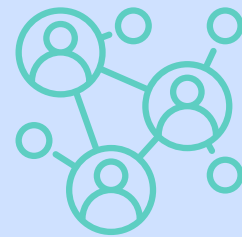
- Framework-led and commercially grounded
- Deeply prepared and tailored to your strategy theme
- Boardroom credible
- Evidence-based without academic complexity
- Clear takeaways that translate into action
- Easy to work with and highly responsive.

Her work is trusted by teams navigating growth, transformation, and tech integration.

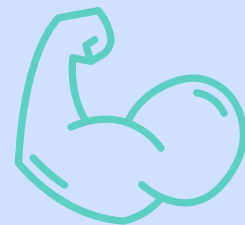
KEYNOTE TOPICS

Three focused conversations. One performance architecture.

THE HUMAN EDGE



BECOMING STRONGER



THE STRENGTHS SHIFT



THE HUMAN EDGE

Your Competitive Advantage in an AI-Enhanced World

AI has transformed the way we work, but the greatest competitive advantage of the next decade won't be technology - it will be human capability.

This new era will reward those who build human skills alongside technology. This Keynote gives a practical performance architecture for the era of acceleration, built around Mindset, Skillset, Toolset - and the capabilities that create consistent results in complexity.

KEY TAKE-AWAYS:

- Reposition mindset as the lever that determines organisational advantage in disruption.
- Identify where human capability creates value AI cannot replicate.
- Reallocate human effort toward more meaningful, energising and higher value work.

BEST SUITED FOR:

Industry events | Leadership summits | Strategy launches | Team offsites



BECOMING STRONGER

The Foundations of Sustainable High Performance

Our work has never been more demanding - AI is changing the game, expectations are rising, and the pressure to perform has never been higher.

The best leaders and teams don't simply work harder - they build the foundations that allow performance to sustain.

KEY TAKE-AWAYS:

- Strengthen the three levers of sustainable high performance - mindset, toolset, and skillset.
- Diagnose execution gaps and close them deliberately.
- Maintain clarity, focus and energy in high-pressure environments.

BEST SUITED FOR:

Leadership offsites | Sales kick-offs | High-performance initiatives



THE STRENGTHS SHIFT

Unlock your Performance Edge

High performing organisations do not try to improve everything. They multiply what already drives results.

This Keynote demonstrates how aligning strengths with strategy increases engagement, improves output, and strengthens performance consistency in competitive markets.

KEY TAKE-AWAYS:

- Align strengths with strategic priorities
- Increase discretionary effort and ownership
- Drive performance and accountability without artificial incentives.

BEST SUITED FOR:

Sales kick-offs | Capability forums | Team alignment events



EXTEND THE IMPACT

For organisations serious about accelerating behavioural adoption, Keynotes can be followed by facilitated Workshops.

These sessions are designed to:

- Translate insight into execution
- Align team behaviour
- Strengthen capability in real time
- Embed practical tools into daily operations.

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

Sessions range from 90-minute intensives to half-day deep dives.



BOOKING INFORMATION

1

Check Availability

Contact Anna's practice manager (kalpna@annaglynn.com.au) to check date availability and book a discovery call.

2

Confirm & Secure your Date

Once the proposal is approved, we'll lock in the date, issue a Letter of Engagement, and arrange for the deposit payment. You will also receive all supporting materials, and can request a teaser video for your delegates.

3

Pre-Event Process

A detailed briefing call will ensure alignment on content and logistics. We manage all travel arrangements, saving you time and effort. One week before the event, Anna will check-in to answer any final questions.

4

Event Day

Anna will arrive early for an AV check and connect with you, the MC, and the Events Team. She will engage with your audience throughout the day, ensuring a stronger connection before and after taking the stage.

5

Post-Event Debrief & Resources

After the event, we'll conduct a debrief to gather insights and feedback. Anna will also provide further resources for your delegates to reinforce and extend the learning.

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.”

Monash University

Conference Organising Committee

“Anna took the time to really understand our faculty and our people, and delivered her Keynote with both warmth and knowledge. We received a stream of positive feedback on the value that this session delivered to our teams, and how inspired and connected they felt.”

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

STRONG

How the best sales leaders engage, achieve and thrive.

Fresh Perspectives for Success

STRONG delves into the foundations of sustainable high performance in demanding environments.

Distilling behavioural science into practical application, STRONG equips leaders responsible for growth and performance to:

- Attract and retain high performing talent
- Navigate pressure and challenging environments with confidence
- Sustain results without burnout, toxicity or inconsistency
- Strengthen team culture.

Bulk copies can be provided to your delegates.



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

If your event is focused on growth, transformation, or sustainable high performance then Anna would love to chat.

You can also head to annaglynn.com.au to see testimonial videos, over 100 blogs, and a host of resources to help make your event a success!



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