



Coaching for Sustainable Impact

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LEADERSHIP ADVISER & COACH

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EVOLVING LEADERSHIP

You've built success. The career is established. The reputation is strong. You perform well. You lead teams. You deliver results.

From the outside, things look exactly as they should.

But somewhere along the way, a different question begins to emerge:
Is this the version of leadership I want to be known for?

For many leaders, the next challenge isn't about achieving success, it's about expanding what success means.

Because the next chapter of leadership isn't defined only by results but influence, alignment, energy and legacy too.

That is the moment this coaching is built for.

Who Is This Coaching For?

Anna works with leaders and high-performing professionals who have already built successful careers. They don't need help performing but increasingly they find themselves reflecting on questions such as:

- What does success actually mean?
- Who am I becoming as a leader?
- Am I leading in a way that aligns with my values?
- What legacy will I leave beyond KPIs?
- Is there a bigger game I could be playing?

They're not at breaking point, they're at an awareness point. And that moment of awareness is often the beginning of the most important leadership evolution of their career.



THE LEADERSHIP CHALLENGE

Many successful leaders have mastered externally validated success: Targets, KPIs, Performance, Status, Reputation, Titles.

But over time, a subtle tension can emerge between:
The leader they are *and* the leader they want to be.
Between system-defined success *and* self-defined success.

This tension rarely shows up as crisis. More often it appears as a sense that the next stage of leadership requires something bigger or deeper.

- Greater alignment
- Greater intentionality
- Greater impact.

These are the leaders ready to expand the game.

What Anna Helps Leaders Do

Anna does not coach leaders to climb higher. She helps them climb in the right direction.

Through rigorous, research-informed coaching, she works with leaders to:

- Redefine success for the next stage of their leadership
- Realign ambition with identity, purpose, strengths and values
- Lead with grounded conviction rather than external pressure
- Expand influence while maintaining sustainable energy
- Strengthen decision-making clarity in complex environments
- Build leadership presence that inspires trust and performance.

Because sustainable high performance requires more than capability, it needs alignment.

Not less ambition. Better ambition.

This evolution requires leaders to strengthen three connections:
connection to self, connection to purpose, and connection to others.

WHAT MAKES THIS COACHING DIFFERENT

Anna's coaching combines commercial realism with psychological rigour. She understands performance environments because she has worked inside them including leading national sales teams and advising senior leaders across industries.

Her work integrates:

- Applied Positive Psychology
- Behavioural science and leadership research
- Pattern recognition across senior leaders and industries
- Strategic thinking about leadership identity and transition.

Clients value the intellectual rigour of the conversations. There are no platitudes or motivational clichés.

Instead, leaders gain a space where they can think clearly, challenge assumptions, and recalibrate ambition at the highest level.

NARROW GAME	BIGGER GAME
Results	Performance + Purpose
Status	Success + Fulfilment
Recognition	Influence + Integrity
KPIs	Impact + Legacy

HOW THE COACHING WORKS

Coaching engagements are designed to deliver both immediate insight and sustained leadership development. Most leaders engage in a three-month coaching series, typically including six sessions. The process includes:

Strategic Reflection

- Space to step out of operational pressure and think clearly about leadership direction and identity.

Evidence-Based Insight

- Where useful, diagnostics may explore strengths, emotional intelligence, resilience and leadership behaviour patterns.

Leadership Application

- Between sessions, leaders apply insights directly to real decisions, conversations and strategic challenges.

This rhythm creates both momentum and integration, allowing the work to translate into meaningful behavioural change.

Coaching Outcomes

Leaders who engage in this coaching often experience a visible shift in how they lead.

Internally:

- Greater clarity about who they are becoming as leaders
- Increased ability to remain composed and authentic under pressure
- Stronger alignment between values, purpose, behaviour and decisions
- A broader definition of success that feels fulfilling.

Externally:

- Greater confidence navigating difficult conversations
- Clearer leadership communication and presence
- Stronger relationships with teams and stakeholders
- Leadership behaviour that builds both performance and wellbeing.

The changes are often subtle at first and then unmistakable.

TESTIMONIALS

Partner

BDO Australia

“Working with Anna created a transformational shift in how I lead, make decisions, and show up for my team. Through our coaching sessions, I gained greater clarity on my priorities, confidence navigating complex situations, and a deeper understanding of my leadership style. Anna balances challenge with support, asking the right questions and creating the space for honest reflection and growth. Any leader looking to elevate their impact would benefit enormously from working with her.”

GM Business Development

Ethical Jobs

“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.”

ABOUT ANNA

Anna Glynn is a leadership advisor, coach and author specialising in sustainable high performance.

With more than 15 years of experience in business and over a decade as a professional coach, Anna works with senior leaders across industries including professional services, property, higher education and healthcare.

Her approach integrates commercial experience with evidence-based insights from psychology, leadership and performance science. Anna holds a Master of Applied Positive Psychology (First Class Honours) from the University of Melbourne and is also a certified organisational coach and strengths practitioner.

Anna is also the author of *STRONG: How the Best Sales Leaders Engage, Achieve and Thrive*, which explores the foundations of sustainable high performance through the lens of research and positive psychology. Her work has been featured in publications including Forbes, CEO Magazine and Smart Company.

Her work focuses on helping leaders achieve exceptional results while becoming the leaders they are proud to be.



As featured in

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Let's Chat

If you've built success but sense the next chapter requires something more intentional, this conversation may be worth having. Not because something is broken but because something bigger may be possible.

Leadership evolves. The question is whether we evolve with it.



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