



Anna Glynn

KEYNOTES THAT IMPROVE
PERFORMANCE CONSISTENCY IN
HIGH-PRESSURE ENVIRONMENTS

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PERFORMANCE HAS ENTERED A NEW ERA

Performance is getting harder to sustain.

AI is accelerating output but it's also exposing where teams are no longer adding real value.

The organisations that will lead in this next era won't be the ones working harder. They'll be the ones who upgrade how their people think, decide, and perform.

Anna keynotes on sustainable high performance in complex environments – helping leaders and teams improve decision-making, execution, and performance consistency without increasing pressure or burnout.

Across organisations navigating growth, change, and AI adoption, one pattern is clear: performance doesn't improve by doing more, it improves by upgrading how people contribute.

Audiences leave Anna's talks with a clear performance framework, practical tools, and the confidence to lift standards.

This isn't just an era to keep up, it's an era to elevate.



BUILD CAPABILITY THAT DRIVES PERFORMANCE

Performance doesn't break under pressure, it's built to sustain it. In complex, high-demand environments, the difference isn't effort. It's how people think, decide, and execute.

Anna's Keynotes help leaders and teams strengthen the capabilities that drive consistent performance especially when expectations are high and conditions are uncertain.

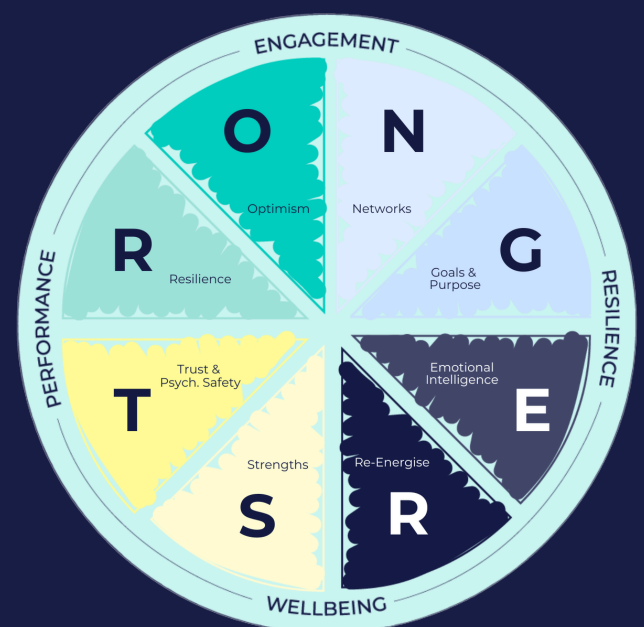
After Keynotes, your teams:

- Make faster, higher-quality decisions under pressure
- Stay aligned and accountable in complex environments
- Maintain performance without burnout or drop-off
- Apply practical tools immediately not "someday".

At the centre is a practical performance architecture built on three core levers: Mindset, Skillset and Toolset.

Underpinned by the *STRONGER Framework*, an evidence-based model designed to strengthen capability across the key drivers of sustainable high performance.

This is performance by design.



ABOUT ANNA

Anna works with organisations that need their people performing at a high level - consistently, not occasionally.

Her focus is simple: improving how leaders and teams think, decide, and execute in complex, high-pressure environments.

She brings:

- 15+ years in business including national sales leadership roles
- 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*, and her work is trusted by organisations across finance, property, legal, health, higher education and other professional services particularly those navigating growth, transformation, and increasing performance expectations.

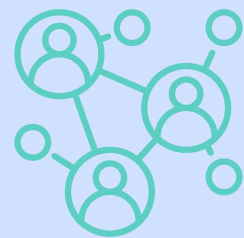


Why Organisations Choose Anna

- Performance, not just perspective - practical frameworks that improve execution immediately
- Built to stick - tools and behaviours teams actually use
- Commercially aligned - tailored to your business priorities
- Proven under pressure - performance that sustains, not spikes.

KEYNOTE TOPICS

**THE HUMAN
EDGE**



**BECOMING
STRONGER**



**BEYOND
THE DEAL**



THE HUMAN EDGE

How High-Performing Teams Stay Valuable in an AI-Enhanced World

AI is rapidly increasing output but it's also exposing where teams aren't realising value.

The organisations that will lead in this next era won't be the ones using AI the most. They'll be the ones who upgrade how their people think, decide, and contribute. Most teams are accelerating execution. Very few are upgrading capability, and that gap is where performance is won.

At the centre of this Keynote is The Human Edge Framework, a practical model built on Mindset, Skillset, Toolset that helps identify where human capability creates real value.

Across teams navigating AI adoption, one pattern is consistent: the biggest gains don't come from the technology itself but from how people use it.

Key take-aways:

- Identify where people create value AI cannot and where effort is being wasted
- Upgrade decision-making, thinking, and contribution, not just output
- Reallocate time and energy toward higher-impact, more commercially valuable work.

Ideal for: Organisations navigating AI transformation or looking to increase performance without increasing headcount.



BECOMING STRONGER

How to Pressure-Proof Performance

Work isn't slowing down and neither are expectations.

Most teams can perform at their best. Very few can sustain it.

When pressure builds, clarity drops, energy dips, and execution becomes inconsistent. Over time, this leads to burnout, disengagement, and declining results.

Without the right foundations, pressure doesn't drive performance, it breaks it.

This Keynote reveals why performance drops under pressure and what sustainably high-performing teams do differently to maintain focus, energy, and execution when it matters most.

Key take-aways:

- Identify the hidden gaps that cause performance to drop under pressure
- Maintain clarity, focus, and execution in high-demand environments
- Build the foundations that allow performance to sustain - not spike and crash.

Ideal for: Organisations experiencing growth, change, or sustained pressure on performance.



BEYOND THE DEAL

How to Keep Performing when Results Lag

Revenue-generating teams are trained to chase outcomes - deals, targets, wins. But when results slow, performance can collapse. Motivation drops, activity declines, confidence dips and pipeline suffers.

The problem isn't effort, it's how success is defined.

This Keynote reveals the hidden flaw behind outcome-dependent performance - and how it creates inconsistency, especially in challenging markets.

Audiences learn how to shift to a more sustainable performance model - expanding how success is measured to include activity, value created, and progress.

The result is a team that stays confident, proactive, and commercially effective even when conditions are tough.

Key take-aways:

- Understand why relying on results alone creates inconsistent performance and how to fix it
- Measure activity, value, and progress to maintain momentum when outcomes lag
- Maintain confidence, pipeline activity, and client impact - protecting revenue in uncertain conditions.

Ideal for: Sales or Business Growth Teams navigating inconsistent results, market shifts, or pipeline pressure.



EXTEND THE IMPACT

A great Keynote creates momentum. But without application, most of that momentum fades quickly. This is where the real shift happens.

For organisations serious about improving performance (not just talking about it), Keynotes can be extended into interactive Workshops designed to turn insight into action so value is not lost through a lack of application. This approach closes that gap.

Teams don't just hear the frameworks, they apply them in real time, in the context of their own work.

What this looks like:

- Turning ideas into clear decisions and next steps
- Building practical tools, habits, and performance rhythms
- Aligning teams around how performance actually shows up day to day
- Translating strategy into consistent execution.

The Result:

- Faster behavioural adoption
- Stronger alignment across teams
- Measurable improvement in execution.

Workshops range from focused 90-minute intensives to half-day deep dives, depending on the depth of application required.



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

Tanya Burns

Vice-President, ALPMA

“Our delegates were very engaged and provided very positive feedback about Anna’s presentation. Anna left some very thought provoking takeaways, and I cannot commend Anna highly enough.”

Wade James

Group Director, oOh! Media

“We engaged Anna to support our Sales Conference. Feedback from attendees was overwhelmingly positive and it was a truly engaging experience for our team. We look forward to working with Anna again in the future.”

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.

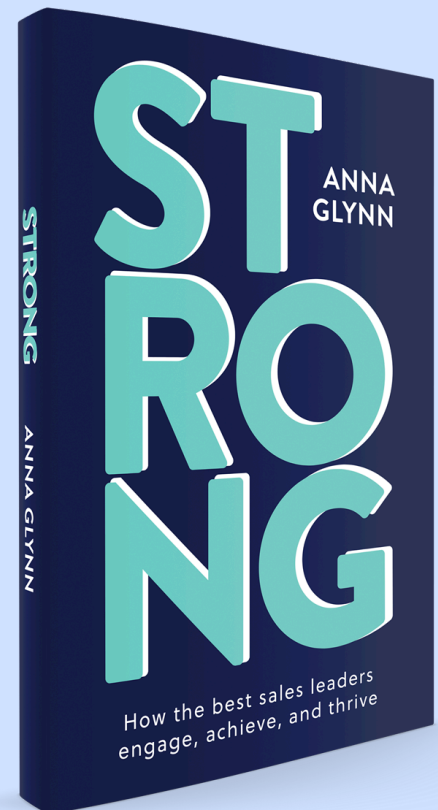
Fresh Perspectives for Success

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 team is being asked to deliver more in a more complex environment, this is where to start. Anna works with organisations focused on improving decision-making, execution, and performance consistency especially under pressure.

For keynote videos, client results, and additional resources, visit annaglynn.com.au.



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