



Anna Britnor Guest

An enthusiastic, highly motivated and achievement-focused learning consultant, coach and facilitator, Anna specialises in goal-oriented change and development programmes which make a measurable difference to organisational performance.

Anna is a co-founder and joint Managing Director of the Coaching & Mentoring Network, the UK's leading independent information resource dedicated to coaching and mentoring since 1999.

Expertise: Strategic selling, coaching, company mentoring programmes

Experience

Training programmes designed by Anna have been delivered across approximately 30 countries world-wide including India, Korea, Middle East, India, South Africa, Russia and Latin America as well as extensively across Europe and the Nordics.

Programmes range from individual one-to-one coaching programmes through to large-scale development programmes. Within Cisco and their partners, for instance, her business-led sales courses have been delivered to over 3000 delegates since 2004.

Anna has worked in the field of coaching, mentoring and training since 1998, prior to which she had a successful 10-year career in IT sales, selling to large national and multi-national organisations.

Testimonials

Excellent facilitator. Fully knowledgeable in coaching and mentoring. Shared experiences which as a future mentee is extremely beneficial. - *Mentoring skills*

Thanks so much, everyone really enjoyed the training. I have had nothing but positive feedback - *Company team working*

Excellent knowledge and delivered concisely...makes you reflect on your own style - *Negotiation skills*

Insightful—full of new ideas. - *New business sales*

The course gave me the tools to structure the strategic approach for prospects...Very good—*Strategic selling programme*

Professional memberships and qualifications

Institute of Directors, Associate Member

Institute of Sales & Marketing Manager, Fellow (FInstSMM)

Society of Authors, Member

Sample clients

Towers Perrin

The Hackett Group

Cisco Systems

British Telecom

Praxis High Integrity Systems

SwissQual

Pharmarama

Swinton Insurance

HMRC

English Nature

Health & Safety Executive

NHS Foundation Trust Network

ESOP Learning, Korea



Published work

Anna writes regularly for professional journals and has also been widely quoted within the press, including the Times, the Guardian and the Institute of Directors' magazine.

Books / publications include:

Chapter on Coaching & Mentoring for 'Executive Mentoring: An Introduction' edited by V V Ramani, ICFAI University Press 2006 ISBN 81-314-0093-X

Chapter on Coaching & Mentoring for the Institute of Directors' 'Growing Business Handbook', published by Kogan Page in August 2002 ISBN 0-7494-3815-0

The Comstor 'Guide to Selling IP Communications' and its predecessor 'Guide to Selling Convergence'

Articles related to coaching, mentoring and employee development include:

- Developing winning sales teams, Comms Business 2007
- Coaching & mentoring: catch the ride ... avoid the bandwagon, Total Business 2003
- Executive Coaching in the Legal profession, Managing Partner 2002
- Mentoring on the Move, 2002
- DIY Development, Infomatics 2001
- Organisational Mentoring, Professional Women International (Brussels) 2002
- Coaching & mentoring: A Strategy for Success, Learning Buzz website
- The Personal Touch, Institute of Sales & Marketing Management, 1999
- Fast Coach, Infomatics 1999
- A coach, a mentor, a what? Success Now 1999
- 'Infomatics', a VNU publication for IT sales professionals: monthly columnist for 3 years

Speaking engagements

Anna is a popular and lively speaker. Speaking engagements have included:

- Comms Solutions, Wembley Stadium, 2007 & 2008
- Microsoft Seminar on collaboration, Microsoft UK HQ, 2007
- Comms Business Conferences, 2006 & 2007
- Coaching for Performance Masterclasses Keynote speaker, UK 2005 and 2006
- The European Mentoring & Coaching Conference, Brussels 2004
- HR Coaching Symposium, London, 2004
- Asian Business Development Network, Leeds, 2004
- Bradford Womens' Development Forum, Bradford, 2004
- Crossing the Bridge Symposium, Netherlands, Germany, UK, 2004
- The European Mentoring & Coaching Conference, Cambridge, 2000, 2001 and 2002
- Linkage International Coaching & Mentoring Conference, London, 2001
- International Women in Leadership Summit, Brussels, 2000
- Professional Women International, Brussels, 2000
- Women in Management, Birmingham, 2000 & Oxford, 2001
- International Knowledge Management Conference, London, 2000