



JANE ANDERSON

Growth Strategist

SUPPORT DOCUMENT



About Jane

In June 2012, two years into establishing my executive coaching practice, I faced a turning point. Having transitioned from leading capability development for one of Australia's largest retailers, I was pursuing my passion for helping others but was overwhelmed by the relentless demands of entrepreneurship. A mentor's question, "What would it take to become one of the best in the world at what you do?". It shifted my perspective entirely.

This pivotal moment led me to join a Thought Leadership Program, where I transformed my own trajectory and became a faculty member, helping hundreds of professionals, particularly women in corporate consulting. Today, I empower consultants, thought leaders, CEOs, and entrepreneurs to achieve distinction by embracing their uniqueness and striving for continuous growth.

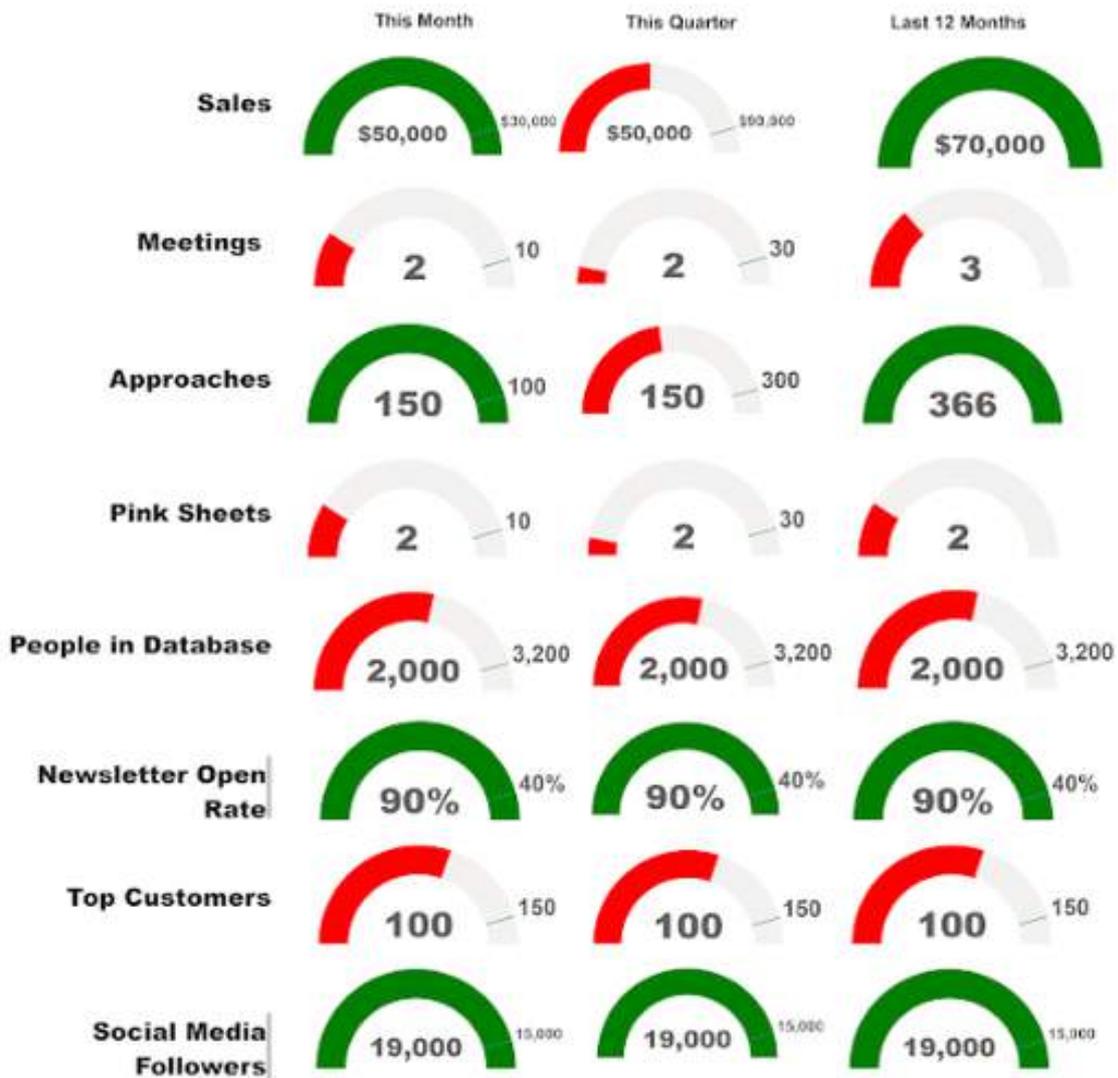
With decades of experience collaborating with some of Australia's most recognised brands, I understand the power of personal branding in standing out authentically. I'm driven by a commitment to service, innovation, and helping others achieve their goals. I focus on what makes each person distinctive and indispensable, I aim to inspire confidence and clarity so my clients can traverse the changes in the way we work.



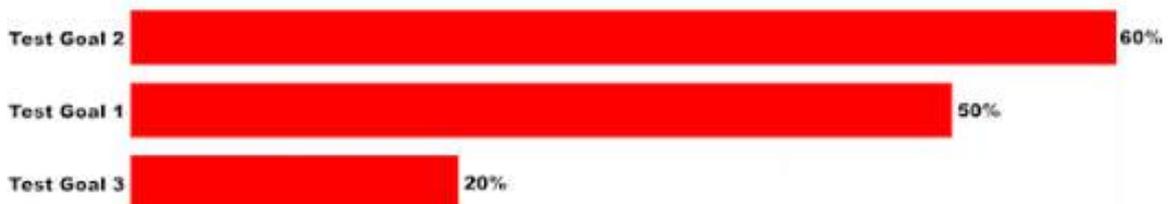
Practice Dashboard



Practice Dashboard Snapshot



Current Quarter Goals





Programs

Specialised programs designed to empower professionals, particularly women in corporate consulting, to enhance their influence, streamline their practices, and achieve sustainable growth.



Practice in a Box

Your entire practice's tasks, projects, and procedures set up in a day

Stop wasting time getting your business systems and procedures out of your head and into action.

Get traction, speed up your communication and feel more confident in your efficiency knowing where tasks and projects are up to and that they're being done!

Book Your VIP Strategy Day with Jane Anderson



Women With Influence

For female consultants operating in the B2B sector who seek to:

- Elevate their consulting practices and industry presence.
- Develop thought leadership and a unique point of view.
- Implement clear branding, marketing, and sales strategies.

Practice In A Box

Ideal for consultants, speakers, coaches, and thought leaders, this program provides:

- Comprehensive setup of business tasks, projects, and procedures using Asana.
- Pre-designed checklists and management tasks for various business activities.

Strategy Day

For corporate consultants seeking:

- Personalised guidance on messaging, branding, and communication strategies.
- Assistance with leveraging intellectual property and strategic planning.
- Support becoming recognised thought leaders and influencers.



Mentoring: The Exceptional Expert

Aimed at solo B2B corporate consultants. Consultants often feel isolated and overwhelmed by the complexities of practice growth. This program provides structured systems and personalised support to navigate these challenges. Helps create a scalable and sustainable B2B expert practice

Key features

- **Sales Growth:** Learn strategies to consistently attract and secure high-value clients, increasing income while delivering exceptional value.
- **Scalable Systems:** Develop robust frameworks and processes to manage engagements efficiently and sustainably, enabling growth to six or seven figures.
- **Personalised Support:** Tailored advice and feedback to overcome unique challenges, ensuring a thriving business in a competitive environment.

The model

8	SUCCESS	\$960,000	REACH
7	SPREAD	\$840,000	ENGAGEMENT
6	SECURE	\$720,000	PERFORMANCE
5	SCALE	\$600,000	SPACE
4	STABILISE	\$480,000	LEADERSHIP
3	STRIVE	\$360,000	FOCUS
2	SURVIVE	\$240,000	WORTH
1	START UP	\$120,000	COMMITMENT

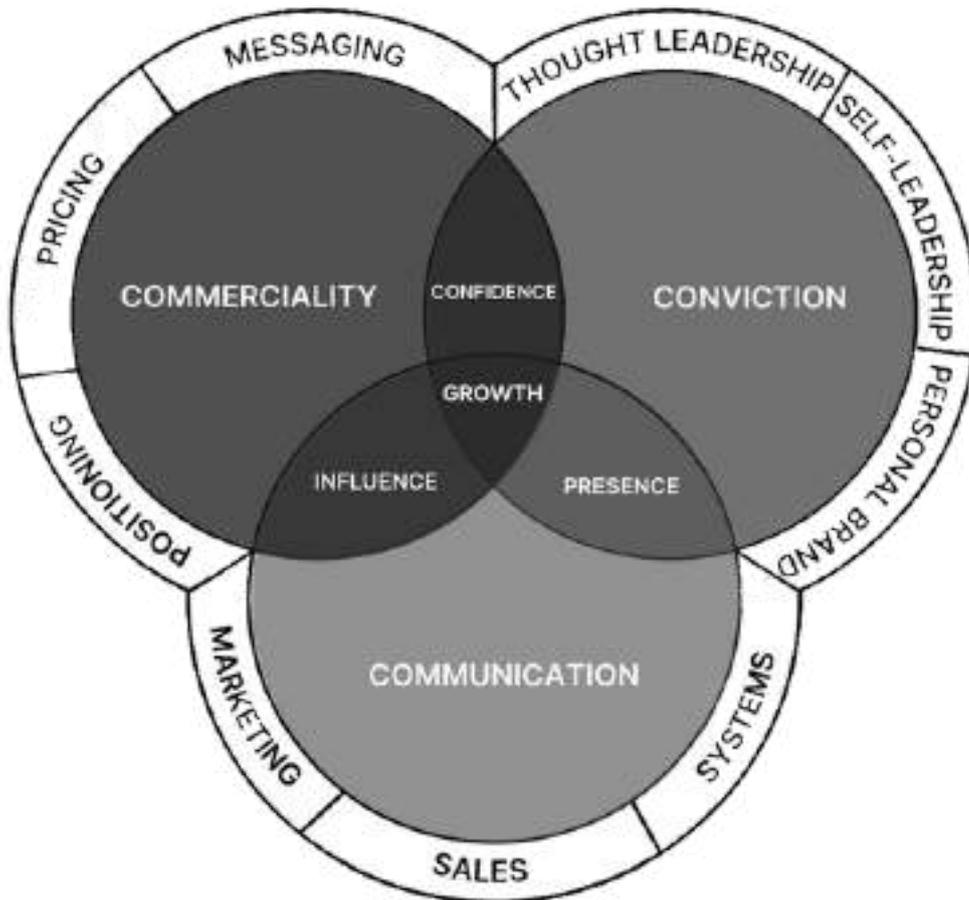
- **Thought Leadership:** Receive guidance on establishing a unique voice and building authority in your industry. This includes content creation strategies, such as writing and publishing books, to expand influence.



Three interconnected pillars

Commerciality: Where the business-building magic happens. It's about nailing your pricing, positioning, and marketing to make sure you're offering the right value and connecting with the right people.

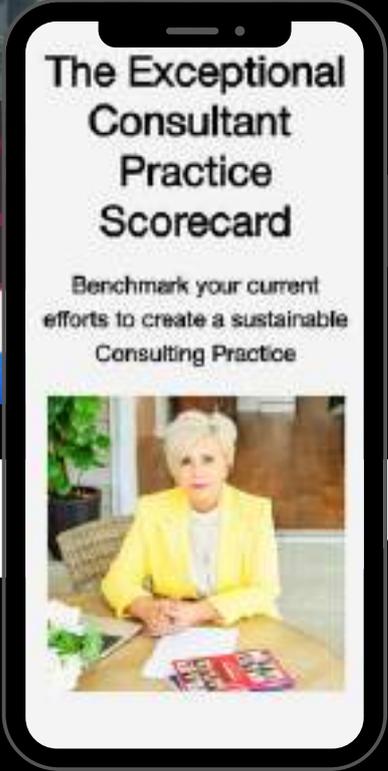
Conviction: Where it gets personal. It's about thought leadership, self-leadership, and personal branding—finding your voice and owning your space with confidence and authenticity.



© JANE ANDERSON

Communication: Systems, sales strategies, and messaging all need to align so your audience knows exactly what you're about. Clear, effective communication builds trust and influence.

The real magic happens in the overlaps. My model shows that growth comes from blending these areas.



Content

Podcast

Social



Media

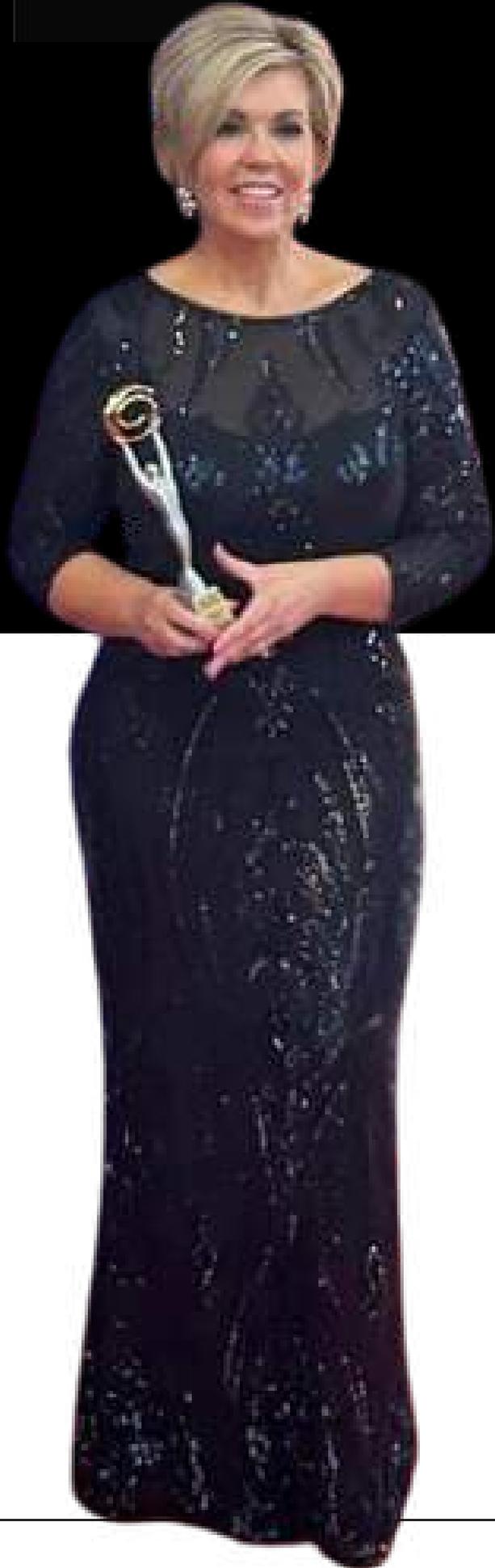
Books

Events





Coach of the Year





Prolific author Thought leader

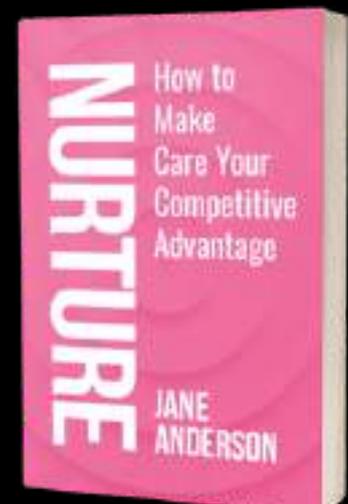
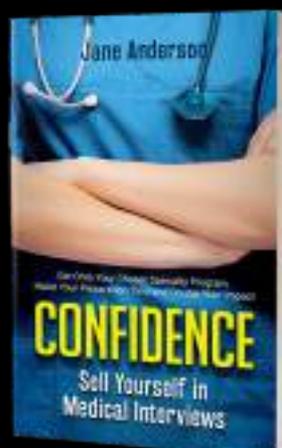
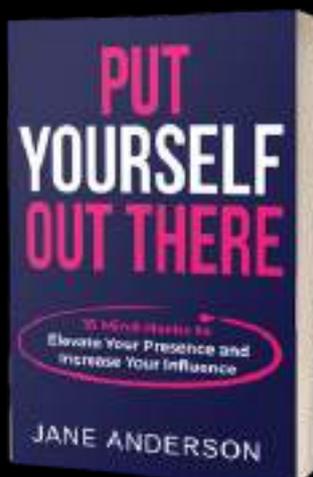
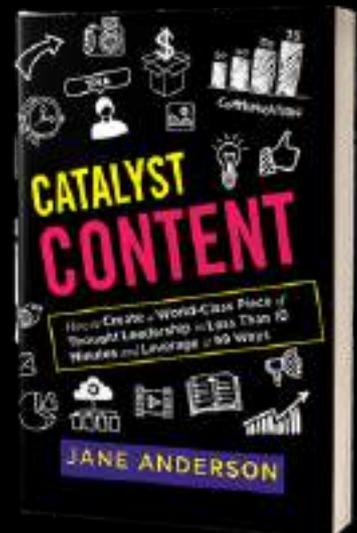
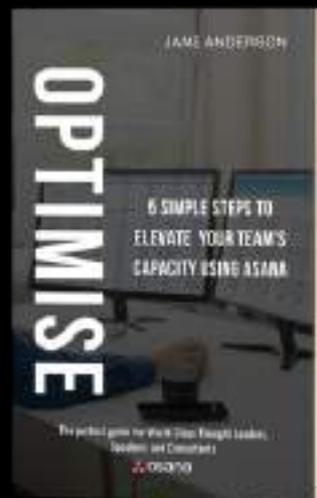
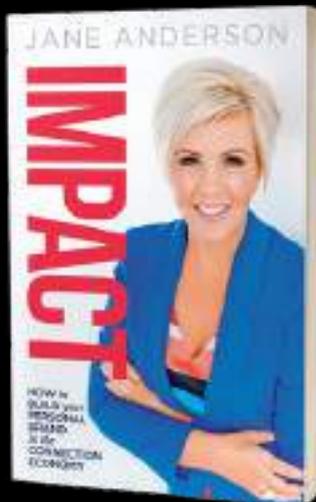
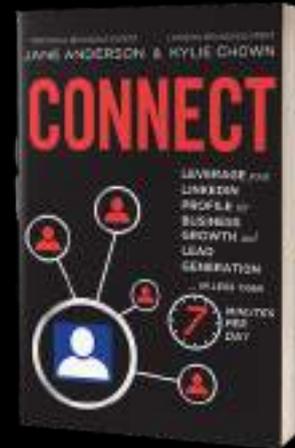
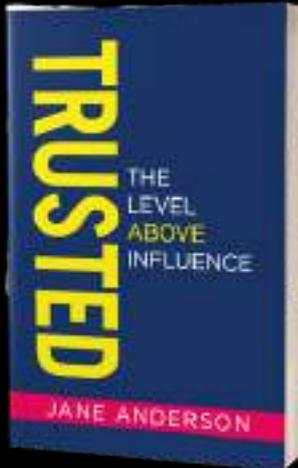
asana together

CERTIFIED PRO

PSA
Professional Services
Association

Preferred
Partner

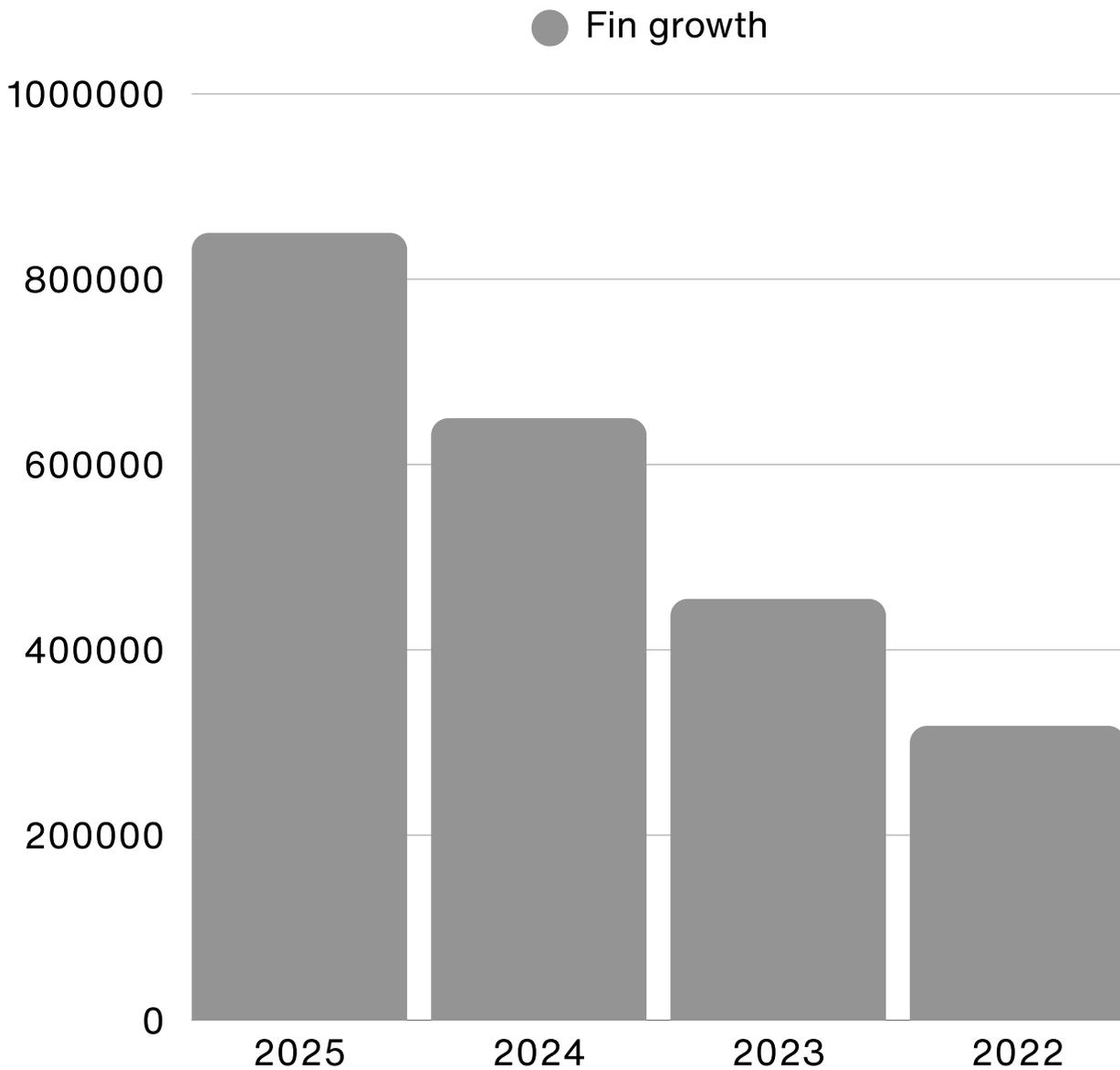
2024 - 2025





Success

30% year-on-year growth.





Success

While my business is financially healthy and consistently growing, my biggest successes are seeing the women I work with grow and prosper.



"To have a champion of the industry on my side makes me wonder. Why I did not start earlier"

Dr Louise Mahler,

Gravitas Expert and 2021
PSA Keynote speaker of
the year



Jane is my go-to mentor. While we're experts in our own chosen specialties, Jane is the expert in helping you be THE expert.

Sally Foley Lewis,

Leadership and
Productivity Expert



"Since working with Jane, I realised that I could be better spending my time on things such as creating better marketing documents and collateral to sell my programs."

Allisson Crabb,

Retail Leadership
Specialist



"Jane has honed my skills, assisting me in achieving outcomes I once thought were unattainable, both in terms of tangible commercial results and the elevation of my belief in what I can truly achieve."

Sharon Francisco,

Entrepreneurial
Bookkeeper



"Thanks for all of your help in getting me to where I am, Jane. The future is exciting!"

Ros Weadman,

Brand Communication
and Reputation Expert



"Jane is very intelligent, dedicated & one of the most sincere individuals with whom I have had the pleasure to know."

Alena Bennett,

Award-winning CPD
Mentor | Leadership
development and High
Performance Coach