

# Annette Swann

Annette is a professionally qualified Executive Coach, CEO mentor and Board advisor. She supports executives to transform leadership capability, set strategic direction and instil a values-based leadership culture.

Her coaching is supported by her extensive experience as a senior executive for over 20 years in financial services across the disciplines Strategy, Finance, Audit, M&A, & Risk Management, with roles including Director of Strategy, AMP; Head of Strategy, Marketing and Finance, ING Australia Life Insurance; and Head of Financial Analysis for NAB Group Europe.

She enjoys bringing her commercial acumen and leadership development expertise to coaching and facilitating C-suite ready leaders to engage in Board level discussions.

## Coaching philosophy and approach

Annette has a deep and clear understanding of the challenges that executives face and her coaching has been described as both sustainable and transformational. As today's business environment is composed of complex interdependencies, she works in active partnership with executives and their teams to become strategic system thinkers and problem solvers.

Change is normal. Leaders need exemplary skills to initiate, manage and execute change. This requires the capacity to change themselves when necessary, understand the emotional and technical sides of change, transform resistance to change and influence stakeholder expectations in community, clients and government/regulatory authorities. My work supports leaders in their efforts to become change masters.

## Industry knowledge and experience

Annette has successfully coached executives and their teams to:

- Build leadership presence and Board-readiness;
- Influence stakeholders strategically (community, regulatory, clients, Boards);
- Build a business 5-year strategic vision and new target operating models;
- Implement a values-based culture across an organisation (reward system, leadership development, organisational development)

Annette has specialised her coaching and executive career in insurance, wealth management, retail and business banking. In addition she is active in mentoring to Boards and CEOs in not-for profit sector focused on diversity advocacy and mental health.



## Qualifications & Memberships

Masters of Business Administration from Australian School of Management;

Bachelor of Economics, Macquarie University;

CPA qualification;

ACTP accredited coaching training, Life Coaching Academy;

Hogan Organizational Leadership Certification;

Company Directors Course (in progress), Australian Institute of Company Directors.