

ANNA LUENEBURGER



German by passport, Londoner by choice, Dr. Anna Lueneburger is a sought-after executive coach with contagious energy and a passion for human potential. Anna founded North of Neutral, a global coaching boutique, following a fifteen-year career with organizations such as Danone and The Boston Consulting Group. Today she serves clients at organizations worldwide, including McKinsey, The International Finance Corporation, The World Economic Forum, Yale Medical School, and UNICEF.

Anna's sweet spot is gutsy, purpose-seeking leaders who are motivated to grow and deliver results. Her clients describe her as a warm, intuitive coach who engages with creativity and humor. Her coaching approach is focused on strengths, as this is where clients feel energized, see the steepest learning curves, and can be on top of their game. Among the competencies that Anna helps her clients develop are:

- Create an authentic leadership brand
- Resilient leadership
- Transition with impact into a new role
- Navigate conflict and communicate effectively
- Influence in the absence of authority
- Prioritize, manage stress and maximize energy,
- Build a winning team, delegate and empower.

Anna is adjunct faculty and coach with INSEAD's Global Leadership Centre and at Columbia University, a founding fellow of Harvard's Institute of Coaching, serves on the HBR Advisory Council and is an active member with the International Positive Psychology Association. Her work has been broadly published, ranging from the International Journal of Evidence Based Coaching to Elle Magazine.

Her personal maxim is to experience life to its fullest, whether with clients, friends or family. A connector with a curious mindset, Anna has spent time in forty-seven countries and done at least two of these: interview live on Chinese state television, catch a wild tuna with her bare hands, and knit a duck.

Education & Credentials

- Master Certified Coach (MCC) with the International Coach Federation and Certified Mentor Coach (CMC)
- Integrative Psychotherapist, Regents University
- Post Doctoral Fellow on Change Management, INSEAD
- PhD Business, University of St. Gallen

Geographic Coverage

Global presence as a coach with an emphasis on the US (East Coast & West Coast) and Europe (France, Germany, UK and Switzerland).

Industry Focus

Broad coverage of for-profit and not-for-profit organizations. Particular affinity for organizational cultures with a sense of purpose and a strong people development focus.

Certifications

- The Leadership Circle™, MBTI®, Immunity-to-Change certified trainer, Conflicts Dynamics Profile®
- Thomas-Kilmann Conflict Mode Instrument (TKI), Hay Group Leadership Development Suite (incl. ESCI), Center for Creative Leadership 360-degree Assessment Suite, 360 Reach Personal Branding Survey
- In addition, she regularly integrates the VIA-IS Strengths Assessment, the Gallup Strengths Finder, Hogan, DiSC®, the Herman Brain Dominance Indicator, Intercultural Conflict Style Inventory (ICS) and other assessments into her coaching process with clients.

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