



## **Anneke de Bod (B. Com. Hons.)**

Certified NLP Master Practitioner

Certified Practitioner of Eriksonian Hypnotherapy

Certified Practitioner of Energy Re-Sourcing™

Certified NLP Coach

Certified licensed Whole Brain practitioner

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### **Specialities**

- Aligning your soul purpose with the way you choose to earn your living
- Personal and business coaching
- Performance coaching
- Personal breakthrough sessions
- Culture and climate surveys, studies and transformation
- Change Management

## Biography

Anneke has extensive experience in market research, strategic change management, scenario development, strategy formulation, corporate marketing and strategic business positioning. She joined the University of Stellenbosch in 2003 as a manager in the consulting practice. Anneke has corporate affairs management experience at Transnet in the areas of research, communication channel development and positioning. She was Manager: Market Research for Transtrade, the international marketing subsidiary of Transnet and Area Manager at Spoornet where she was responsible for the operational and marketing activities of mass rail transport for a specific geographical area.

Anneke has consulted to companies such as First National Bank, Sanlam, Hexpas Ecotrek, Goukamma Business Foundation, LGB Wines, KWV, South African Museum Association, Fancourt Hotel and Country Club Estate, Allan Gray, Telecom Namibia and Old Mutual South Africa in the areas of Strategy and Organisational Development and Market & Economic Research.

Due to her own experience within and consulting to Corporate South Africa, Anneke is well equipped to facilitate management and leadership development and coaching, she can guide you on your journey to not only look at business performance but also to align it with your heart and soul desires/purpose and goals and also to access your whole brain to become a curious and intuitive leader.

If you want to explore new possibilities out of your thinking box, Anneke is the practitioner, consultant and coach for you.

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