

Anna Jester - Founder and Director, Jester

Anna is Jester's head coach and leadership guru. Prior to founding Jester and supporting hundreds of leaders, she held the roles of team lead, project lead, head of, Director and special adviser to the CEO and Executive committee. However, the most important credential she brings to her work is her own experience of self-discovery as a leader.

Thought of as a high potential, a brilliant people manager, and a natural leader - on the inside Anna felt anything but. Feeling like an imposter in her role, lacking in self-confidence and struggling to feel comfortable in her own skin, was something Anna became accustomed to in her early years of leadership.

During a transformational learning experience over a number of years, with many different life-changing experiences along the way, Anna learned the biggest leadership lesson there is - that to lead brilliantly is to lead confidently, naturally, and above all happily. And Jester is all about helping others to do the same.

“Some people enter your life and don't really affect you. Anna is NOT one of these people. From our very first session, I was blown away by her. She is bright, intelligent, funny, sharp, sensitive and inspiring.”

Simon Cox -
Director at Alpha Star Creative



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The Jester way

Anna developed the Lead Happy™ formula using her 20 years of experience in working with people and her many stories of leadership (her own and her clients). It's been described by many as the piece of personal and professional development that gets remembered many years later.

The unique Jestology™ philosophy underpins the experiential, dynamic and fun way Anna works with leaders. It's also a powerful toolbox we share with leaders so that they can share stories, facilitate, have fun and collaborate on a completely new level. Jestology™ separates a Jester Leader from the crowd.

“Anna’s pace, manner and thought-provoking questions were ‘bang on’ (leaving no room to hide)! I gained more from her 90 minute session than I have in the last six months.”

Ania Naughton - Managing Director at The Magic Tractor

Anna’s approach

Anna combines a deep knowledge and understanding of both the theory and art of leadership with a fierce focus on practical delivery in today’s complex and ever-changing world. Jester by name, Jester by nature, Anna is known for her collaborative, challenging and experiential approach that stays with leaders for a lifetime.

“I consider myself quite self-aware already so the fact that Anna can come in and show me things about myself I had never even noticed is incredible. Every session is challenging but illuminating.”

Ellie Busby - Founder of Vojo Health

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