



Anna Gibbons

Culture and Wellbeing Specialist

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About me:

I help individuals live their best ONE life by navigating the ebbs and flows of life, managing energy and honouring their values through the *essence of presence*.

As an entrepreneur myself (founder of 2 Companies and co-creator of another), and from an intergenerational family business background, I understand the challenges and stresses of leading growth and change, being out of your comfort zone and balancing family with business goals.

As a passionate coach to senior leaders and business owners, as well as the Founder and Co-Creator of Best of Today, I help individuals and teams bring wellbeing into their lives and their workplace, transforming the culture to one that enables people to thrive rather than survive.

My entire professional life has always been centred around my interest in Health, Wellbeing and Education. In 2014, I discovered the art of coaching, and through my own experience of being coached understood my purpose on a whole new level, enabling me to find my happy place, coaching hundreds of Leaders, Managers and Executives around New Zealand, and building Best of Today, a wellbeing experience, from scratch.

My style of coaching is very 'brained-based' using methodologies and scientific tools to help individuals to connect with their true and authentic purpose which inspires them to live their best life using our Best of Today's holistic approach. As a coach I partner with my clients to tap into their own optimism and self-belief to dream big and map out a plan to live their happiest and best self, at work and at home, with what they value at the core.

My in-depth background and understanding of human physiology guides me when explaining to individuals feelings of fatigue, stress and burnout in easy to understand ways which can help normalise why they may be feeling the way they are and discover ways to enhance their wellbeing and therefore improve performance.

My husband and I have four amazing children (aged 8 - 17 years) who encouraged me to bring 'Best of Today' to life. My business is personal and comes from personal experience of "a typical family", with its highs and lows, challenges and celebrations. All the Best of Today tools and gifts have been experimented on and trialled by on my own family and designed so they can go home with you to share with your nearest and dearest.

Parenting is one massive challenge in this current climate, where stress and anxiety is at an all-time high within our youth. Best of Today wants us to *do the work we love and be the parent we want to be* to increase happiness and resilience through togetherness, positivity and presence.

My top values are love, light, faith, personal growth and wellbeing.

Career highlights include:

- 2022 - Expanding the Best of Today Team
- 2019 - Launching Best of Today
- 2016 - Reconnect Coach then helping to Co-create the rebrand of 'Reconnect Coaching' with the Founder Jayne Chater to include holistic wellbeing to support mums returning to their careers after parental leave www.reconnect.coach
- 2015 - present - partnering with hundreds of amazing clients to live their best life
- 2004 - 2014 Launching a Nationwide Pre and Post-Natal Fitness Franchise for Mums with 10 trainers around NZ then into Australia (including presenting a series of exercise sessions on the TVNZ1 'Good Morning')
- 2000-2004 - working with teenagers as their Year 9 and 10 Dean at Nelson College for Girls

Areas of Expertise:

- Health and Wellbeing Practice to avoid and / or heal Burnout
- Positive Team Culture to enhance trust and performance
- Communication Skills to enable everyone to work at their best
- Purpose and Values to energise productivity, improve clarity and to be able to 'turn on the calm'

Qualifications include:

- BPhEd (University of Otago)
- Diploma of Secondary School Teaching (NZGSE)
- Results Trained Coach (Neuro Leadership Institute) - 2017
- Neural Linguistic Programming (NLP) Practitioner (Richard Bolstad-Transformations) - 2015
- Certificate in Ericksonian Hypnotherapy (Transformations)
- Certificate in Timeline Therapy (Transformations)
- Transforming Communication (Transformations)