



PIA JANSSON

Leadership Catalyst | Strategic Leadership Advisor

Get your edge back.

Pia Jansson is a Leadership Catalyst and Strategic Leadership Advisor with 35+ years of experience guiding founders, sales leaders, and executives through leadership pressure, performance shifts, growth, and change.

Blending strengths-based leadership, strategic insight, and real-world operating experience, Pia helps leaders get their edge back so they can trust themselves in how they lead, make cleaner decisions, and perform at their best without forcing what no longer works.



Popular conversation topics

Leadership & Performance

- Why high performers lose momentum
- Rebuilding confidence after setbacks
- Sustainable leadership without burnout
- Leadership edge and performance

Sales Leadership

- Why sales leaders lose their edge
- Re-energizing disengaged teams
- Strengths-based sales leadership
- Trusting your instincts under pressure

Business & Strategy

- Leading through growth and uncertainty
- Personal branding for modern leaders
- AI and leadership evolution
- Creating traction without forcing growth

The Human Side of Leadership

- What it means to lead from your Power Zone™
- Why success can still feel draining
- Leadership identity shifts
- What leaders bring to the room



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What audiences/listeners walk away with

- A better understanding of why leaders stop trusting themselves
- Practical ways to recognize when something is off
- How strengths affect communication and performance
- Ways to reconnect to how they naturally lead and perform best

Ideal podcast audiences

Founders & entrepreneurs
Sales leaders
Executive teams
Women in leadership
Startup & growth companies
SMB leaders navigating growth

Conversation style

Pia brings a practical, conversational, and strengths-based approach to leadership discussions.

Her interviews combine strategic insight, real-world business experience, and intuitive perspective with actionable takeaways audiences can immediately apply.

Rapid-fire topics

- Sales leadership
- Personal branding
- AI and leadership
- Team dynamics
- Leadership identity
- Performance shifts
- Confidence rebuilding

Pre-interview notes

- Pia prefers conversational interviews over scripted Q&A
- Best discussions come from real leadership challenges and audience examples
- Available for leadership, business, sales, and growth-focused podcasts

Great conversation starters

- What does "Power Zone™" mean?
- Why do leaders lose their mojo even when performing?
- What causes successful people to feel "off"?
- How do strengths affect leadership performance?
- Why are so many sales leaders burned out?
- What's the connection between energy and performance?



Connect with Pia

 piajansson.com

LinkedIn: [Pia Jansson](https://www.linkedin.com/in/piajansson)

Book a complimentary [Power Zone™ Biz Audit](#) to see what's actually going on.