



PIA JANSSON

Leadership Catalyst | Strategic Leadership Advisor

Short Bio

Pia Jansson is a Leadership Catalyst and Strategic Leadership Advisor who helps sales leaders, founders, and executives in SMBs reconnect to their leadership edge so they can build momentum, trust themselves again, and lead with more confidence and authenticity. With 35+ years of experience inside startups and scaling businesses, Pia blends strengths-based leadership, strategic insight, and real-world operating experience to help leaders navigate growth, pressure, and performance shifts.

Presentation Topics

- **Get Your Edge Back:** Why high performers stop feeling like themselves and how to reconnect to what naturally drives performance.
- **Lead From Your Power Zone™:** How strengths shape leadership, decision-making, communication, and momentum.
- **What Leaders Bring to the Room:** How leadership presence, confidence, and self-trust impact teams and performance.
- **Why Success Can Still Feel Draining:** The hidden disconnect between achievement, identity, and sustainable performance.

Credentials

- 35+ years working alongside presidents, sales leaders, and SMB executives
- Gallup-Certified Strengths Coach
- Strategic advisor to startup and SMB leaders
- LinkedIn Top Voice (2024–2025)
- 3x co-author in leadership/inspiration books

Audience Fit

Sales leaders, SMB executives, corporate teams, retreats, and entrepreneurs navigating pressure and growth.



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



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Medium Bio

Pia Jansson is a Leadership Catalyst, Strategic Leadership Advisor, and Gallup-Certified Strengths Coach with more than 35 years of experience helping sales leaders, founders, executives, and SMB leadership teams navigate leadership pressure, growth, and momentum shifts.

Known for her strengths-based and people-first approach, Pia helps high performers reconnect to their leadership edge so they can lead with more confidence, clarity, and sustainable momentum. Her work blends strategic business insight, leadership psychology, and real-world operating experience gained through decades inside startups and fast-moving entrepreneurial environments.

Leaders often come to Pia performing well but feeling off their game: disconnected from their edge, drained of energy, or questioning their impact.

Long Bio

Pia Jansson is a Leadership Catalyst, Strategic Leadership Advisor, and Gallup-Certified Strengths Coach with more than 35 years of experience guiding sales leaders, founders, executives, and SMB leadership teams through leadership pressure, growth, and momentum shifts.

Her work focuses on helping high performers reconnect to their leadership edge so they can build sustainable momentum, trust themselves again, and lead with more confidence, clarity, and authenticity. Pia blends strengths-based leadership, strategic insight, leadership psychology, and real-world operating experience gained through decades inside startups, scaling businesses, and fast-paced entrepreneurial environments.

Known for her people-first and strengths-based approach, Pia helps leaders understand how their natural talents, communication style, and leadership energy influence performance, decision-making, and team dynamics. Leaders often come to her performing well but feeling off their game: disconnected from their edge, drained of energy, or questioning their impact.

Pia is the creator of the Power Zone™ approach and speaks on leadership momentum, strengths-based leadership, sales leadership, sustainable performance, leadership identity, and what happens when something starts to feel off inside leadership and business.



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