



**Being
Essential®**
Who
is
Who

Anna Kontaratou

Coach

About me

Anna Kontaratou is an experienced Business, Executive, and Personal Coach and a Trainer. She holds a business administration degree from St. Godrig's College in London and is a qualified coach with diplomas in Business Coaching, Executive Coaching and Personal Coaching, from the Coaching Academy in London. She also holds a 'Train the Trainers' certificate from Impact Factory London

Education

Business Administration | Deere College
Business Administration | St. Godrig's College London
Mini MBA | Kariera Greece
Business Coaching, Executive Coaching & Personal Coaching | The Coaching Academy, London
Strategic Intervention Coaching

Certifications & Seminars

Train The Trainers | Impact Factory London
Customer Experience
Toastmasters Public Speaking
Personal Development Seminars

Experience

Upon completing her studies in London, Anna joined her family's business, gaining hands-on experience across various departments, including sales, customer service, operations, import of women's & men's shoes and children's wear, and secretarial support.

Later she co-founded her husband's architectural company, where she led the entire designing team and managed the operations, execution and day to day running of the business. After 20 successful years, Anna transitioned to a new chapter, stepping into the non-profit sector. She generously offered her business acumen and leadership expertise pro bono to the NGO "The Smile of the Child", where she served as Greece's Commercial Manager. Coaching naturally became a core part of her daily work, as she managed and coached a large team of employees, helping them evolve professionally, unlock their potential, and stretch beyond their perceived limits. Today, Anna runs her own thriving coaching business, offering high-quality, bespoke coaching services. With extensive coaching experience accumulated over the years, she has worked with executives, entrepreneurs, and professionals both in Greece and abroad, empowering them to overcome challenges and achieve sustainable personal and professional growth.

Anna supports business leaders, executives, entrepreneurs and their teams in areas such as:

- Time Management
- Leadership Development
- Communication skills
- Management & Productivity Skills
- Team Dynamics & Conflict Resolution
- Stress Management & Resilience
- Navigating Promotions
- Work-Life Integration
- Self-Confidence & Emotional Intelligence

Her coaching methodology is holistic and results-oriented, integrating tools and frameworks from Strategic Intervention Coaching, Business & Executive Coaching, and drawing from three decades of personal development experience. Her unique style blends insight, intuition, and pragmatism.

She is also the author of the Greek personal development book «Αξίζεις Περισσότερα – 20 Κλειδιά για μια Καλύτερη Ζωή» ("You Deserve More – 20 Keys for a Better Life"), published by Key Books. The book is a practical and inspiring guide for individuals who want to improve the quality of their lives, both personally and professionally. Through 20 impactful chapters, Anna shares insights, strategies, and reflective exercises that help readers break through limiting beliefs, overcome everyday challenges, and create a more fulfilling and balanced life. Drawing from her 30+ years of experience in personal growth and from coaching, her book serves as a roadmap for anyone seeking clarity, purpose, and sustainable change.