



Anne-Marie Sevenster

SPECIALIST CONSULTANT



CCI  PROFESSIONAL
ACTUALISING HUMAN CAPITAL

Anne-Marie Sevenster is a co-founder of Source Growth Fund, a business focused on helping B2B companies improve their cash flow and financial strategies. Since 2014, she and her husband have assisted B2B companies facing cash flow challenges. Often, these cash flow problems are symptoms of deeper issues, which they identify through high-level business analysis. Anne-Marie Sevenster is also the Founder of Heart in Leadership. Over the past 20 years, she has worked closely with leaders and business owners to align their skills with their business strategies, providing expertise in areas such as planning, operations, finance, and strategy. Through these partnerships, Anne-Marie gained deep insights into various businesses at multiple levels. Her work involves helping leaders understand and weigh the consequences of their decisions (or lack thereof), improving problem-solving skills, and ensuring stakeholders are considered throughout the decision-making process. Anne-Marie also supports strategic changes when necessary, ensuring that the impact on the business and stakeholders is properly evaluated. In addition to her role at Source Growth Fund, Anne-Marie continues to work closely with business leaders, ensuring that their strategies are aligned with their long-term goals.

QUALIFICATIONS BACKGROUND

- **B.Sc Hon** from University of Pretoria;
- **Certified Financial Planner** from Damelin;
- **Coaching Qualifications:**
 - **Intensive Coach Training** from Results Coaching (March 2004);
 - **Business Coach Training** from Results Coaching (February 2005);
 - **Precursor to Coaching** from NYU Distance Learning (August 2005);
 - **Work Skills** from Results Coaching (September 2005);
 - **Intuitive Coaching** from Results Coaching (March 2006);
 - **Coaches Toolkit** from Results Coaching (October 2006);
 - **Team Coach Training** from Results Coaching (October 2006);
 - **Life Skills** from Results Coaching (May 2006);
 - **Building Your Practice** from Results Coaching (January 2007);
 - **Co-Active Coaching Fundamentals** from Coach Training Institute (June 2008);
 - **Catalysing Change, Leading the Impossible Conversation Training** from Coach in a Box (CIAB) (February 2013);
 - **Transactional Analysis TA101** from TA Matters (March 2014);
 - **Starting with Why – Level 2 Training** from Coach in a Box (CIAB) (November 2014);
 - **Level 2 Relate – Collaboration & Trust** from Coach in a Box (CIAB) (November 2015);
 - **Level 2 Inspire Leaving a Legacy** from Coach in a Box (CIAB) (February 2016);
 - **Navigating Today's Rapidly Changing World – Where Do We Go from Here?** from Coach in a Box (CIAB) (February 2016);
- **Accreditation:**
 - **Associate Certified Coach (ICF)** (2008);
 - **Professional Certified Coach (ICF)** (2012);
 - **Professional Certified Coach (ICF) – Renewal** (2025).

PROFESSIONAL ACUMEN

- Over 10500 hours of coaching experience;
- Over the last 20 years successfully worked with leaders and business owners to align their skills with their business strategies helping them in different areas of business such as planning, operations, finance, and strategy;
- Some other focus areas include understanding and weighing the consequences of decisions or not making decisions, working on problem solving, and keeping stakeholders in mind along the way;
- It also includes making business strategy changes when required and looking at the impact on the business and other stakeholders alike. Many leaders have a wealth of knowledge about what it takes to be a successful leader – but all too often, they struggle to connect that head knowledge to their hearts (values and beliefs) and their hands (application);
- As a facilitator, her aim is helping her clients bridge that gap between what they know, believe and what they do. She believes that true leadership starts with self-awareness, and that's why she uses models that are designed to support the development of this crucial trait;
- She is known for delivering tangible business results with tailored coaching efforts at diverse companies like SAPPI, Sasol, Glaxo Smith Kline, Southern Sun, BPP Gypsum, De Beers Marina Namibia, Worldview Consulting, Discovery, Unilever, TOLL, SAB Miller, SQS, Genus (UK), Bytes Health Care Solutions, University of the Free State and ABSA.

AWARDS & ENDORSEMENTS

"Anne-Marie as my coach was my thinking partner. I have a safe space to plan ideas and with clarity plan step by step how to achieve career success. My business can only grow if I as an individual grows. In these sessions, I was able to plan growth strategies to work on during the two- week break. I will come back, measure impact and plan the next strategy. The insights you lean in coaching help you to see your business, career and personal life differently."

Petro de Beer, Tsogo Sun Gaming

"I really enjoyed the connection with my Coach which was very "real and authentic". I felt that I could trust her and mutual respect was one of the unspoken keys which enabled me to dig deep and share my challenges to the finest detail."

Amanda Morris, The BEE Corp

PASSIONS & HOBBIES

- Reading;
- Playing Squash;
- Time with family;
- Watching sport;
- Travelling.



CONTACT

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