



CHANGE FOR GROWTH
with Ana Edna GO

MEDIA KIT + EVENT GUIDE

2024

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Ana Edna's info

We put together these guidelines and resources to help you when planning your interview or event with Ana Edna.

For high-resolution photos and logos, or to book a space, please [get in touch with us here](#).



Ana Edna is an expert in highlighting blind spots to help you expand your vision, consider new ways of approaching situations, and positively influence the results.

Fernando Rodríguez / General Manager, Arthrex Mexico, 2009

Full name: Ana Edna González Ortiz

Website: www.anaednago.com

[About Ana Edna and her work](#)

Mensajes de voz vía SpeakPipe: speakpipe.com/anaednago

LinkedIn de Ana Edna: [anaednago](#)

How to quote Ana Edna

Help us reach more people with Ana Edna's content by quoting **anaednago.com** or including the link to the original publication.

If you want to **share a fragment** of Ana Edna's publications **on another website**, please include up to 100 words and share the link to the original publication.

For **distributing, with non-commercial purposes**, one of Ana Edna's website publications **within your organization**, please include this note:

"©Ana Edna (Ana Edna GO) González Ortiz. All rights reserved. Originally published on [paste the corresponding URL here]"

Suggestions for your promotional materials

Choose the paragraph that best suits your audience.

Ana Edna is a renowned change and growth strategist with a proven track record in transforming companies and individuals. She has influenced over 6,000 people at tens of companies, with her unique approach that combines the neuroscience of change with data analytics and metrics, resulting in levels of growth that translate into both prosperity and fulfillment.

Ana Edna believes in the power of people working together and synergizing to achieve the change that makes them grow.

Ana Edna is convinced that the quality of the results that we achieve is directly related to the quality of our interactions with others and with ourselves.

For more than 25 years, Ana Edna has generated value with the methodologies that she has created to improve personally and professionally. She combines science, academic knowledge, and life experiences to achieve tangible results inside and outside of work.

The techniques that Ana Edna teaches can be easily linked with personal and professional reality; this allows day-to-day immediate implementation.

With Ana Edna there's always an action plan, indicators to measure progress, and means for follow-up.

The values that rule Ana Edna's life and work are: gratitude, service, and mutuality.

Interviews: context and suggested questions

Context

"Give the best in you and help others do the same."

– Ana Edna GO

"Don't change just for the sake of change, change for growth."

– Ana Edna GO

Suggested Questions

- Why is your combination of change neuroscience with data analytics and metrics so powerful?
- How can you move forward despite fear?
- How can you get rid of burnout at work?
- What's the story behind your content and trademarks?
- You strongly promote the use of Artificial Intelligence. Why is that so, given that your specialty is about Change and Growth through the development of Human Skills?
- Who is Change for Growth addressed to? Who can benefit the most with your products and services?

Events: audio, video and setting equipment

Please make sure to have:

1. Sound equipment available to connect with Ana Edna's.
2. Wifi connection available for Ana Edna and her team.
3. White board or chalkboard, and flipcharts.
4. Lavalier mic for audiences larger than 25 attendees.
5. 2 wireless hand mics for Q&A session, for audiences larger than 25 attendees.
6. For interactive talks: Cabaret layout with five chairs placed halfway around each table, or square tables with three chairs. Every person at each table must face the front of the room.
7. Side table and electrical multiple plug available for Ana Edna and her team.

Please take note of this...

Ana Edna plays content from her laptop, using her own remote control. Ana Edna's laptop will stay with her at all moments. Please arrange a meeting for her with the corresponding team before the event to test the sound and visuals.



Suggested **Presentation Words**

Suggested Words to Present Ana Edna

One of Ana Edna's favorite phrases: "Give the best in you and help others do the same." – Ana Edna GO

Ana Edna is a renowned change and growth strategist with a proven track record in transforming companies and individuals. She has influenced over 6,000 people at tens of companies, with her unique approach that combines the neuroscience of change with data analytics and metrics, resulting in levels of growth that translate into both prosperity and fulfillment.

She studied pedagogy and specialized in andragogy, the art and science of helping adults to learn. She also studied and got certifications in Accelerated Learning, Mental Enforcement, Super Learning, Mnemonics (which is the study and development of instructional strategies created to improve retention and recall information), Neurolinguistic Programming, Situational Leadership, Information Technology and coding, Marketing, Neurosciences, and Neuroeconomics, that studies how our brain works regarding decision-making.

She is the author of copyrighted first-rate content, and trademarked methods born from the success stories that her clients achieved applying them.

Ana Edna is the driving force behind her company "Trabajando en los Cómos (Working in the Hows)" and her umbrella brand "Change for Growth." Her expertise lies in teaching how to capitalize on change, which is inevitable, turning it into a strategic decision for growth. With her specialized methodologies, she trains people and companies to design and implement their own change strategy and achieve transformative growth.

She practices meditation, yoga, and landscape photography.

The values that rule her life and her work are gratitude, service, and mutuality.

Another phrase from Ana Edna: "Don't change just for the sake of change, change for growth." – Ana Edna GO

Get in touch with us through:

speakpipe.com/anaednago | anaednago.com/support