

PETRA LARANJO

ALIGNMENT ARCHITECT • KEYNOTE SPEAKER • LEADERSHIP STRATEGIST

Alignment changes everything.



18+
YEARS IN
CORPORATE &
LEADERSHIP
WORK

4
CONTINENTS.
CLIENTS
WORLDWIDE.

3X
AFRICAN
EXPERIENCE
AWARD WINNER

ABOUT



WHERE PERFORMANCE MEETS HUMAN POSSIBILITY.

For nearly two decades, Petra Laranjo has been trusted by global organisations – from bp and Accenture to Standard Bank and Bühler Group – to address the performance challenges that strategy alone can't solve.

Her insight: most performance problems aren't capability problems. They're alignment problems. The gap between who people are and how they're showing up. Between what an organisation says it values and what it rewards in practice.

Petra works at that gap – with leaders, teams, and organisations – to rebuild the clarity, energy, and intentional execution that sustainable high performance actually requires. Her framework, BMBB (Body · Mind · BEing · Business), aligns the four dimensions that, when working together, make performance feel less like a push and more like a flow.

She is a published author, multi-award-winning coach (African Excellence Awards 2023, 2024, 2025), and founder of social impact platform JustOneThing365. She speaks and works globally – in-person and virtually.

TRUSTED BY



BEST PERSONAL & BUSINESS DEVELOPMENT COACH

African Excellence Awards · 2003 · 2004 · 2005

KEYNOTES & EXPERIENCES



KEYNOTES

LEADERSHIP & IDENTITY

ALIGNMENT AS A PERFORMANCE ADVANTAGE

The framework that changes how leaders and teams understand why they perform well – and why they don't. Alignment isn't a soft concept. It's the mechanism behind every performance outcome worth having.

LIVING ON PURPOSE

How intentional identity drives execution. For leaders who are achieving but want to lead from a deeper sense of clarity, purpose, and direction.

CONFIDENCE AS CURRENCY

Align who you are with how you show up. When confidence becomes embodied rather than performed, credibility and leadership presence follow naturally.

WOMEN IN LEADERSHIP

VOICE, VISIBILITY & ALIGNED POWER

For women ready to stop dimming themselves and start leading from exactly who they are. Tailored for Women's Month events, ERGs, and female leadership cohorts.

WELLBEING & PERFORMANCE

EASE, JOY & POSSIBILITIES

Sustainable high performance begins with regulated energy. Practical, science-backed tools for reframing stress and building the physiological and psychological capacity to perform without burning out.

(PERI)MENOPAUSE IN THE WORKPLACE

Reclaiming Power. Supporting women through the mental, emotional, and energetic impact of perimenopause so confidence, clarity, and leadership capacity are retained – not lost.

WORKSHOPS & EXPERIENCES

TEAM COHENSION & ALIGNMENT

TEAM ALIGNMENT WORKSHOPS

A structured intervention that surfaces the patterns in communication, behaviour, and unspoken assumptions costing your organisation performance. Half-day, full-day, and multi-session formats.

THE POWER OF ONE

Activate individual ownership to shift teams from passive participation to proactive, creative collaboration – uniting people through meaningful contribution.

FROM INSTINCT TO IMPACT

Increase team effectiveness by understanding instinctive behaviours and leveraging individual strengths to improve trust, communication, and execution.

COMMUNICATION & INFLUENCE

SPEAK WITH IMPACT

Professional speaker training for client-facing teams and leaders. Strengthen presence, voice, and message clarity so ideas land with confidence in high-stakes conversations.

WHAT CLIENTS SAY

“

The difference these sessions made within our organisation was phenomenal. What started as a two-day consultation turned into four months of work across project sites, workshops, and one-on-one sessions. Even our clients asked if they could attend.

Mishaya Chettiar
Programme Lead, Accenture South Africa

“

A passionate, meaningful and entertaining presentation delivered with style, confidence and impact. We experienced extremely positive feedback from all areas of the business – visible, easy-to-implement steps to becoming a stronger presence in the workplace.

Christopher Browne
Global Head: Wealth & Investment, Standard Bank

“

I have never before attended a session designed for a working audience that has been so impactful. I can only describe it as joy. Your snippets of sunshine for the week made me think about what else is possible.

Laura Gorman
Global Communications & L&D Partner, JLL – UK

“

It's your authenticity on stage that resonates. In my book, that trumps almost everything else. Standing ovation.

Stef du Plessis
Founder of the Professional Speakers Association of Southern Africa (PSASA)

“

Petra's motivational session encouraged us to reflect on how purpose drives personal growth and collective progress. She reminded us that innovation begins with intention – and that when we align our purpose with our work, we make a real and lasting impact.

Taryn Browne
Head of Marketing MEA, Bühler Group

“

Since the Living on Purpose session with Petra, my team of women in middle management are so energised and focused on making a difference – as individuals and as a collective.

Nombulelo Bea Hackula
Dept. of Cooperative Governance & Traditional Affairs, Eastern Cape

ENQUIRE ABOUT A KEYNOTE OR WORKSHOP