

ANU BULUSU

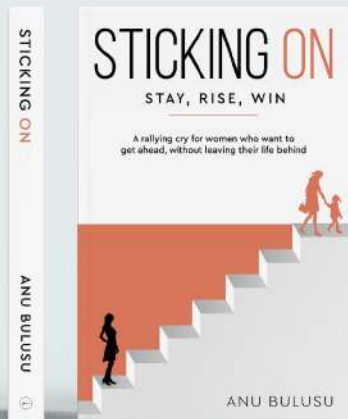
Post-Exit Founder | Tech Leader | Best Selling Author

Sticking On

International Best Seller

#1 Best Seller

amazon



Sticking On is a radically honest guide to navigating career growth as a woman – without the gloss, the guilt, or the pressure to play by someone else's rules.

This isn't a self-help manual or a corporate checklist. It's a field guide written from the trenches from real experience, and lots of coffee!

The book tackles the hidden costs of ambition: the mental load no one talks about, the unspoken codes at work, and the quiet exhaustion behind high performance; and offers ideas to turn these costs into investments.

With clarity, strategy, and a touch of wit, Sticking On offers a practical, empowering framework to help women rise through the ranks, stay the course, and define success on their OWN terms. Because the issue isn't the pipeline, it's what happens once women are in it.

And when people stick on?

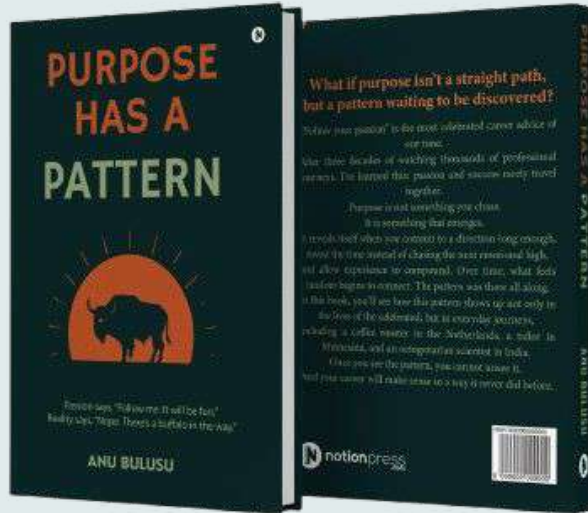
The whole system shifts forward.

Purpose Has a Pattern

Expanding the Shelf

Best Seller
amazon

Following the international success of *Sticking On*, Anu Bulusu continues to decode the unspoken mechanics of success and certainty in a volatile world.



Accumulate

Building career capital
and durable assets.

Launching in July 2026

Certainish

Making decisions when
the data is messy.

Coming Soon

Speaker

Anu Bulusu

Anu helps shift mindsets through original frameworks and powerful storytelling.

She co-founded and led INRY, one of the fastest-growing technology firms in the US, to a successful exit. She then launched L5.ai, which is already a global firm serving over 500 customers in just 3 years. Anu blends entrepreneurial grit with corporate depth (gained as a leader at Microsoft and Deloitte).

Her book *Sticking On: Stay, Rise, Win* became an Amazon International bestseller in 2025, sparking conversations on how women can rise without burning out. Followed by her recent Amazon bestseller *Purpose has a Pattern* in 2026.

She has been featured on Bloomberg TV's *American Dreams* and is a sought-after speaker who has presented at ServiceNow, ClickUp, events like Knowledge, SKOs, HYSEA and AugustFest, Business Network International (BNI) and several universities.

Her thought leadership has reached more than 100,000 people.

Her superpower is turning messy realities into simple, sticky frameworks. Her talks don't fade, they rewire how people see situations, with 2x2 grids and formulas people can reuse.

Having lived and led across three continents and four generations, Anu brings a rare global perspective on leading complex organizations, while navigating workplace dynamics and family life, with humor and conviction. **Watch video - [Link](#)**



Trusted to speak
at global
conferences and
organizations
like..



Voices of Transformation



"Totally enjoyed listening to you at **HYSEA!!** Suggested documentary gave a new perspective on leadership. Eagerly awaiting your new book!"

Usha Christopher
AVP at DBS Bank

"I realized many past decisions align with your **4C framework**. This gives me a clearer, more structured approach and greater confidence."

Malay Kumar
Presales Head, Solugenix



"Highly engaging and interactive, with students actively participating and reflecting on the **applicability** of insights."

Mr. G Umamaheswar Rao
HOD, CMR Institute of Technology

"#Terrific_Tuesday. Grateful for generously taking the time to conduct such an **enriching** seminar."

Abhinav Sharma
Corporate Feedback

Don't just inspire. Transform. By design.

Anu is known for her **unique frameworks** which energize and equip audiences with **ideas and structure**.

Ready to use immediately.

SIGNATURE TOPICS

IN-PERSON OR VIRTUAL EVENTS

Explosive growth for Unicornish teams.

The Formula For Building Unicornish Teams.

- Unlocks explosive growth for teams and leaders.
- Reverse-engineers how unicorn leaders think and act.
- Simplifies growth into a formula any team can apply.
- Equips people to commit, scale, and build unstoppable momentum.
- Blends case studies with frameworks so it sticks long after the session.

**Best for Leadership and team events, Strategy sessions,
Startups, Founder / Entrepreneur conferences.**

The X+1 Factor

Commitment is a career multiplier.

What separates the Top 1% from the rest?

- Based on Anu's C.O.R.E.™ framework.
- Reveals calibration, optimization, resolution, and execution as career multipliers.
- Shifts commitment from abstract value to actionable differentiator.
- Goes beyond motivation, giving everyone a shared, practical language.
- So engaging your audience will want to photograph every slide.

Best for All Hands, Annual Events, ERGs.

Decision Making

Anu

Real leadership begins where data ends.

What do you do when you have data but not insight?

- Based on Anu's 4C™ Framework.
- Reveals how context, compass, courage, and conviction drive real-world decisions.
- Shows leaders how to go beyond dashboards and apply judgment when data is limited and the terrain is uncertain.
- Unpacks iconic real-world decisions from global crises to corporate failures through the lens of the 4Cs.
- Hardwires a lens to decode “gut” and “intuition” with rigor.
- Helps cut through the noise and decide with clarity.

Best for Management / Leadership / Executive Events.

Build Your Tribe

Not just your Network.

Influence is the most effective capital.

- Shows how influence extends beyond job titles and transactions.
- Introduces a 4-quadrant lens that reframes how leaders see their network.
- Unpacks the hidden roles of peers, allies, mentors, and sponsors.
- Challenges what audiences think they know about networking.
- Brings ideas to life through vivid case studies and storytelling.
- Leaves leaders with fresh strategies for building social capital in the AI era.

Best for Leadership / Management.

Sticking On

Anu

Stay, Rise, Win.

Build resilient careers in an uncertain world.

- Inspired by Anu's international bestseller Sticking On.
- Speaks to anyone navigating change, not just women.
- Exposes hidden dynamics of perception, imposter syndrome, workplace politics.
- Pulls back the curtain on what top performers do to rise and win.
- Shifts the audience's mindset on balance, resilience, and growth.
- Live-wire interaction and personal storytelling that audiences remember.

Best for ERGs, Diverse audiences, Founders, Startups.

Note: Can be included with bulk-purchase of the book.

Custom

Want Anu to address something else?

Custom sessions are designed and delivered on request, let us know what you're looking for, and we can evaluate if there is a mutual fit.

We look forward to hearing from you...

- Check Out Sticking On – use the QR code. 🙌
- Follow Anu here: [linkedin.com/in/anubulusu](https://www.linkedin.com/in/anubulusu)
- Testimonials, videos and reviews: www.anubulusu.com
- Want to know more? Email us at connect@anubulusu.com

