
Rick Snyder

What You Can't See, Shapes Everything

Speaker | Author | Founder and CEO of Invisible Edge



■ SPEAKER BIO

About Rick

Rick Snyder is a global leadership advisor, keynote speaker, and founder of Invisible Edge. With over two decades of experience working with senior leaders across five continents, Rick helps individuals and organizations access their intuitive intelligence to lead with clarity, courage, and conviction.

His approach combines behavioral psychology, emotional intelligence, and intuitive strategy, empowering leaders to make confident decisions, build resilient cultures, and navigate change with calm presence.

He has worked with clients like **Apple**, **3M**, **CHEP**, and **Tatari**, and has been featured in Forbes, Fast Company, and The Economist. Rick is also the author of two books on intuitive leadership, including the widely acclaimed *Decisive Intuition*.



Keynote topics

01 Developing Executive Presence for Greater Influence and Impact

Executive presence sets top leaders apart. You will learn to command a room, influence decisions, and earn trust in pitches, team leadership, and tough conversations. Leave with tools to strengthen your voice, read cues, and project deal-closing confidence.

02 Breaking Free From Your Inner Critic

Founders often face an unseen blocker: the inner critic. You will recognize self-doubt patterns, rewire that voice, and make bolder decisions. Leave with practical tools for confident, clear, intuitive leadership so your vision leads the company.

03 Win Back Your Week

Founders scale by prioritizing the right work. You will reclaim 90+ minutes of strategic time weekly using the 4D Strategy: Delegate, Ditch, Defer, Deal. Leave with a plan to offload distractions, empower your team, and focus fully.

04 Build High-Performing Teams

Great teams scale faster when they align, not just hustle. You will connect people to purpose, run empowering 1:1s, and build a culture of ownership and innovation. Leave with tools to elevate performance, reclaim time, and grow results together.

05 Read the Room, Lead the Room

Great founders lead by listening. You will sense tension before trust breaks, ask bold questions, and shift room dynamics. Leave with tools for high-stakes meetings, executive alignment, and influence without overspeaking.

06 Humanity & AI: The Future of Conscious Collaboration

AI is evolving fast, but our relationship to it will shape what it becomes. Explore how mindset, emotional intelligence, and intent influence AI's direction. Learn why leadership, not just code, determines whether we build fear or conscious collaboration.

Live workshops & training

01 From Awkward to Authentic: Master Networking That Builds True Relationships

Networking should feel real, not forced. Drop the pitch, show up with presence, and build trust. Learn curiosity-led conversations, generous value, and a simple 1:1 framework. Leave ready to grow influence and business.

02 Sales Is Not a Dirty Word

Sales can feel pushy, but it does not have to be. This session reframes selling around service, curiosity, and confidence. Learn to uncover what buyers value, ask questions that create value, and build relationships over pitches.

03 Decide with Insight: Faster, Smarter Decisions Through Intuitive Intelligence

Learn to blend gut instinct with rational analysis for faster, clearer decisions. Based on Decisive Intuition, you will read inner signals, cut through noise, and act with conviction on high-stakes choices that matter most.

04 Effectively Managing Gen Z

Understand what drives this generation and how to lead them effectively without lowering standards. By focusing on clarity, consistency, and development, managers can unlock higher engagement and stronger results.

05 Stress Management and Resilience Training

Equip leaders and teams with practical tools to manage stress and build resilience in high-pressure environments. Strengthen mental clarity and emotional control to improve decision-making, performance, and overall well-being.

06 Develop a Coaching Mindset: Build a Culture of Growth

Great leaders don't just manage performance, they develop people. In this experiential program, you will practice the core skills of coaching: deep listening, powerful questions, meaningful feedback, and growth-focused conversations. Learn to uncover potential, build ownership, and turn everyday interactions into development opportunities that strengthen your people, team, and culture.

■ SPEAKER BIO

Podcast & interview topics

Rick is a compelling guest for podcasts, panels, and virtual interviews, known for weaving insight with real-world relevance. He brings a thoughtful voice to topics like:

- ✓ Trusting Intuition in a Data-Driven World
- ✓ Emotional Intelligence in Leadership Today
- ✓ How to Lead Through Ambiguity and Volatility
- ✓ Culture Is Built in Micro-Moments: One Conversation at a Time
- ✓ Coaching vs. Command Leadership Styles and Outcomes
- ✓ The Neuroscience of Decision-Making
- ✓ Developing Inner Authority in a Noisy World

Listen to Rick in conversation on leadership, intuition, and performance in previous podcast appearances and interviews [HERE](#).



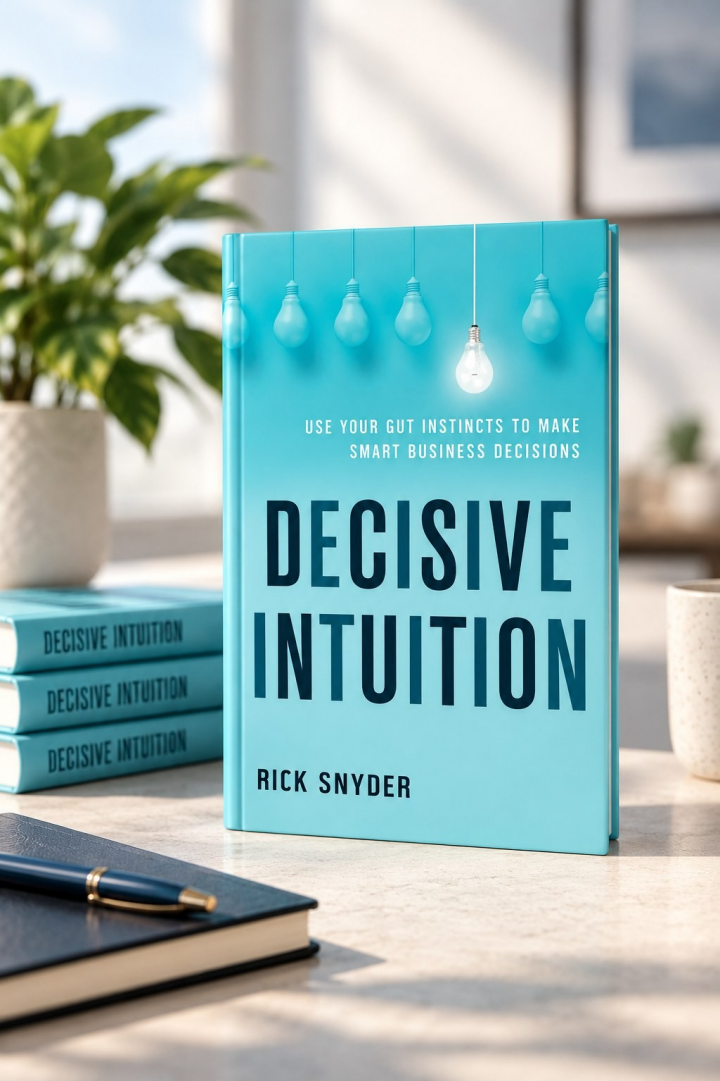
■ THE BOOK

Decisive Intuition

What Started It All: Decisive Intuition: Use your gut instincts to make smart business decisions

Today's leaders are flooded with information, but the smartest decisions often come from within.

Decisive Intuition introduces a practical framework for integrating intuitive intelligence into real-time business decision-making. Drawing from neuroscience, client stories, and decades of executive coaching, Rick shows how to combine instinct with logic for faster, smarter leadership.



Why Rick's work resonates

Real voices from those who've experienced his impact firsthand.

“



Snyder does a masterful job in showing precisely how to develop and use intuition for greater creativity, better choices and more empowered leadership.

Brian Collins
CEO, Collins

“



An absolutely remarkable workshop that has given me insights on how to make an impactful difference.

Anila Prabhu
Global Sustainability Director, 3M

“



Rick delivered a standout keynote at our Florida Realtors Leadership Academy Speaker Series Summit that truly set the tone for the week. He's a dynamic and natural presenter who didn't just share powerful insights on leadership presence, he brought the room to life with his engaging style and ability to connect. His session became the buzz of the summit and left a lasting impression.

Omar Capellan
Chairman, Florida Realtors
Leadership Academy

“



Having Rick at the De:Days was fantastic! His presentation about integrating intuition with data for better decision making resonated deeply with our audience. The feedback was extraordinary. His ability to mix the right amount of scientific findings with practical tips and insightful stories brought the room alive.

Natascha Sache
Co-Founder & COO, De:Days

■ LET'S CONNECT

Ready to strengthen your leadership edge?

We'd love to connect. Reach out to learn more about our keynotes, programs, workshops, and custom solutions for your team.

EMAIL info@invisible-edgellc.com

US **+1 (760)-410-6023**

UK **+44 (0) 7746 872930**

WEB invisible-edgellc.com

[Rick's LinkedIn](#)

[Rick's Media](#)

