

RICK SNYDER

What You Can't See, Shapes Everything

Speaker | Author | Founder & CEO

Invisible Edge

invisible-edgellc.com



A B O U T

RICK SNYDER

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, AAA**, and **Tatari**, and has been featured in Forbes, Fast Company, and The Economist. Rick is the author of two books on intuitive leadership, including the acclaimed *Decisive Intuition*.



THE BOOK

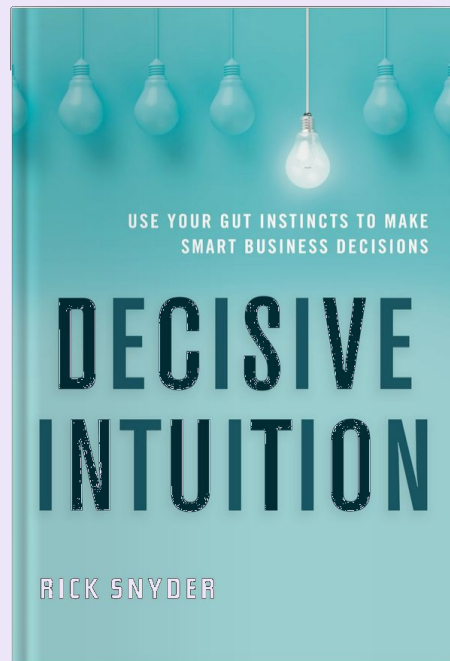
DECISIVE INTUITION

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.



**Invisible
Edge**

FEATURED PROGRAM

Read the Room, Lead the Room



Master the subtle signals that drive team dynamics and business success – before you speak a word.

Unspoken dynamics separate average managers from transformational leaders

Learn to separate signal from noise and spot the invisible forces stalling momentum

Build the inner confidence to trust your intuition without second-guessing

Turn insight into action: speak the unspoken and shift the energy of any room

On-demand video modules and guided workbook exercises grounded in neuroscience

Ideal for complex team dynamics, investor pitches, and high-stakes conversations

FEATURED PROGRAM

Building High-Performing Teams Through the Power of Story



Growth doesn't happen by accident. It happens when leaders align their people with where the business is going.

Reconnect your team to a mission that actually drives performance

Make sure your people know what success and growth look like for them

Equip your managers to coach for impact, not just manage tasks

Most organizations lean too far toward either metrics or people

Combine structure and story to build teams that truly perform

A simple, proven framework to scale alignment and accountability



FEATURED PROGRAM

Lead From Within: Breaking Free From the Inner Critic



A practical program that transforms self-criticism into confident self-leadership.

Tackles perfectionism paralysis, imposter syndrome, fear of judgment, and self-doubt

Practical tools for high-pressure moments: decision prompts and simple confidence resets

Make clean, decisive choices without the second-guess spiral that stalls momentum

Build the calm, steady presence your team needs to trust and follow

Speak with conviction in high-stakes rooms and lead as your authentic self

Available as self-paced or coach-led with personalized 1:1 support



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.

Breaking Free From Your Inner Critic

Founders often face an unseen blocker: the inner critic. You will 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.

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.

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.

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.

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 Events

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.

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.

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.

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.

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.

WHY RICK'S WORK RESONATES



Brian Collins

CEO, Collins

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



Anila Prabhu

Global Sustainability Director, 3M

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



Omar Capellan

Chairman, Florida Realtors Leadership Academy

Rick delivered a standout keynote at our Leadership Academy Summit. He's a dynamic presenter who didn't just share powerful insights on leadership presence. He brought the room to life with his engaging style and left a lasting impression.



Natascha Sache

Co-Founder & COO, De:Days

His presentation about integrating intuition with data for better decision making resonated deeply with our audience. His ability to mix scientific findings with practical tips and insightful stories brought the room alive.

Ready to Strengthen Your Leadership Edge?

Reach out to learn more about keynotes, programs, workshops, and custom solutions for your team.

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