



Why Stress? Hire the Best!

David P. Snyder's Profile

Travels from Raleigh, NC, USA



A Talent Agency

David P. Snyder is a Speaker, Author, Playwright and Composer, Songwriter, Jazz Musician, and Multi-instrumentalist

David Snyder is an international thought leader in Performance Management. He is also certified to build validated leadership assessment tools at the individual and organizational level. His books have been published in numerous languages worldwide, where he is highly regarded as an author and consultant in the field of leadership assessment and development.

David's clients have included RTI, one of the largest research organizations in the world, where he helped develop best practices in commercial work for RTI's Predictive Analytics team. His graduate studies at the Mind/Body Medical Institute of Harvard Medical School yielded published research findings on brain biology and emotional styles.

Through Snyder, Inc., David has built a diverse portfolio of subsidiaries. He is currently working with leading medical entrepreneurs nationwide to build integrated software solutions for coordinated patient care. Also, David is helping to develop software based platforms that allow businesses—for the first time—to analyze the emotional content of call center conversations and recruitment interviews.

He is the author of two critically acclaimed business books, *How To Mind Read Your Customers* and *How to Hire a Champion*. *How to Hire a Champion* was named as an "outstanding work" and one of the best books available on building high performance teams by the Bloomberg Organization. He holds a graduate degree in psychology from Harvard and an undergraduate degree in English and Comparative Literature from the University of North Carolina at Chapel Hill.

For Further Information or to Book
CONTACT:
Mary G. @ 336.775.9661
<http://mgmspeakersbureau.com>

Specialties: Leadership, Performance Management, Customer Service, Sales and Business Psychology

Target Audience: Corporations; Organizations; Large and Small Businesses

Topics Include:

How to Mind Read Your Customers: *The Science and Psychology Behind Increased Sales and Customer Retention*

Based upon his internationally acclaimed book by the same title, this compelling speech gives numerous examples of how the world's most successful people achieve their success by having a special ability to form positive relationships with almost everyone they meet. It is this powerful and expansive network of allies—combined with a laser focus on priorities—that allows them to achieve almost superhuman goals. Prior to writing *How to Mind Read Your Customers*, David conducted research on personality at Harvard University and Harvard Medical School. As the former editor of an international magazine on leadership, David had the opportunity to interview more than 3,000 world leaders about their personal philosophies on what it really takes to earn trust and build lifelong business relationships.

Key Learning Objectives:

- Understand the unique personality types you will meet in life and business.
- Unlock the keys to understanding the stress points and personal desires of each type.
- Learn how to build trust and strong, life-long relationships with all types.

Please call for fees

Testimonial:

“David is to sales & motivational speaking as the electric guitar is to Rock & Roll.”

**Chris McCabe, EVP
Emerald Exhibitions**