

Annie Särnblad

Global Expert in Microexpressions

Learn microexpressions for business negotiations and better relationships with Annie's fun and easy-to-absorb teaching techniques.

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Annie Särnblad is a preeminent global speaker and expert in reading facial expressions, as well as an esteemed strategic advisor. She has spoken twice at the world's largest CEO conference, YPO Edge and has taught workshops for over 4,000 CEOs and Managing Directors across the globe.

Annie is certified in the Facial Action Coding System (FACS) and can numerically code the 10,000 muscle combinations in human expression. She has developed her own simplified, easy-to-absorb teaching techniques for reading facial expressions based on the knowledge she accumulated living abroad for 25 years in nine countries while studying eight languages through immersion.

Annie has a Masters in Cultural Anthropology and started her career as a strategic advisor to Fortune 500s, startups, and family offices. She spent two decades in Europe and Asia coaching CEOs, management teams, and boards and sitting in on high-stakes negotiations.

Annie's clients currently hire her as a strategic advisor and/or for microexpressions training for their businesses. Her clients end up finding her coaching transformative in both their professional and personal lives.

Annie's teaching methods involve interactive, playful elements—an approach that works well for busy professionals who often have short attention spans and limited time.

What are microexpressions?

Microexpressions are the subconscious "leakage" of emotions that make unspoken feelings visible. They are universal to our species and show on our faces regardless of age, gender, socialization, culture, or geographic location.

Reading facial expressions correctly allows you to gain insight into another person's emotions in a way that is impossible for most people. When you can read facial expressions, every face to face interaction provides feedback and is an opportunity for greater connection.

In a negotiation, reading microexpressions allows us to gain insight into the other person's position. This ability to identify subtle changes in mood lets us instantly adjust our own behavior to improve the outcome of the negotiation.



Annie's Topics

All workshops and keynotes focus on reading and/or connecting with others:

- Microexpressions in High-Stakes Negotiations
- Microexpressions in Mergers & Acquisitions
- Microexpressions in Romance and Dating
- Microexpressions in Poker
- Love on the Face: Affection, Romance, and Arousal
- Lie Detection, Facial Expressions, and Body Language
- Protecting Kids from Predators: Teaching Parents, Teachers, and Kids to Recognize Dangerous Humans

CLIENTS INCLUDE



Annie in Action

Entrepreneur: "I'm a Human Lie Detector"

<https://bit.ly/3LeQ6YN>

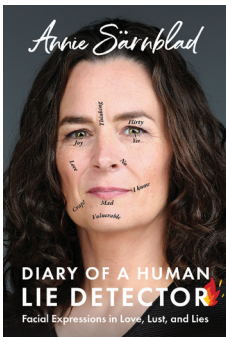
Foundr: "Microexpressions: The Superpower to Winning Negotiations" <https://bit.ly/3PpuAlx>

YPO The Edge Global Leadership Conference:
Microexpressions in Negotiation: <https://youtu.be/ZYCvzpBwKT8>

AllianceBernstein: Love on the FACE

<https://youtu.be/vC6hlyZFKhg>

The European House-Ambrosetti <https://bit.ly/3MjggdR>



Annie's Books

In *Diary of a Human Lie Detector*, Annie Särnblad uses passionate, autobiographical pieces about love, lust, and lies to teach the fleeting, momentary facial expressions of emotion that are invisible to most people. The *Facial Expressions Glossary* is the perfect addition to Annie's speaking and workshops, allowing readers to practice and test themselves as they learn with labeled photographs and descriptions of over 30 universal expressions.