

Annie Särnblad

Global Expert in Microexpressions

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

anniesarnblad.com | annie@pointhouseadvisors.com



Annie Särnblad is a world-renowned expert in reading facial expressions, an esteemed strategic advisor, author, and speaker. She developed her own easy-to-absorb teaching techniques for facial expressions based on the knowledge she accumulated living in nine countries and studying eight languages through immersion. She is also certified in the Facial Action Coding System (FACS).

Annie has a Masters in Cultural Anthropology and built her career in Asia and Europe as an advisor to Fortune 500s, startups, and family offices. She has taught workshops for 5,000 CEOs and MDs all over the globe and has spoken at Tiger 21 Global Exchange and twice at the world's largest CEO conference YPO Edge.

Annie has written two books: *Diary of a Human Lie Detector: Facial Expressions in Love, Lust, and Lies* and *The Facial Expressions Glossary: Business Edition*. Annie's clients include Museum of Science in Boston, YPO, Tiger 21, Stanford University, AllianceBernstein, and London School of Business. She's been featured by NBC, CBS, CNBC, 92NY, *Reader's Digest*, and *Success Magazine*.

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. Her well-loved sessions offer fun, laughter, and instant takeaways. The powerful skills she teaches change lives and wow audiences every 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 understanding and connection.

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





Annie in Action

Annie Särnblad Speaking Reel

<https://youtu.be/aAP7X8XUytA>

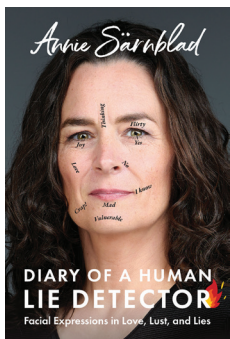
Succes Magazie: "Annie Särnblad knows what you're thinking" <https://bit.ly/SarnbladSuccessMag>

NBC California Live <https://bit.ly/3PQsMDt>

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

AllianceBernstein: Love on the FACE

<https://youtu.be/vC6hlyZFKhg>



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 each 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 facial expressions.

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Annie Sarnblad’s Session at YPO’s The Edge was a huge success! The members loved her and rated her as one of the top speakers they’d heard. She is now one of the most requested speakers for events. She is fantastic!

KELLY BOULLET

Learning Director Young Presidents’ Organization

“

I have invited Annie to speak and witnessed Annie speaking at multiple events and in different categories and businesses in my life. She always wows the audience and I’m regularly asked by clients to be introduced to her for their own follow up. She is fantastic.

DEACON TURNER

National Senior Managing Director Alliance Bernstein,
Board Member Cherokee Nation Businesses

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I would like to wholeheartedly endorse Annie as a speaker for any event. Her insightful and engaging contributions have always been a high point for both business participants and university students. The way Annie interacts with an audience to make them laugh, relax, and learn is masterful.

BJORN ATTERSTAM

Lecturer & Researcher, Rotterdam School of Management –
Erasmus University

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I have seen Annie and worked with her at multiple events. It is fun to watch the audience mesmerized by what she is teaching them! It is no surprise that she gets high ratings at every event.

CLAIR ROMERO

Executive Director at ACG (Association for
Corporation Growth) Chicago

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In a world teeming with talents, Annie stands out as a paragon of brilliance and versatility... For those fortunate enough to collaborate with her, Annie is not just an advisor but a catalyst for transformation. Her unique blend of skills, knowledge, and humanity sets a gold standard for what a true professional should embody. I wholeheartedly recommend Annie and can assert with confidence that any venture she is a part of will not just succeed but flourish.

BORIS NORDENSTRÖM

Investor in Deep/Frontier-Tech Ventures, Strategic Advisor

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I had the opportunity to see Annie speak and all I can say is WOW! Many trainers and so called experts discuss NLP and body language, but Annie's vast experience in micro-expressions goes much further. Annie helps individuals and companies master the hard science to leverage this superpower to negotiate larger contracts, mitigate conflict and even forge stronger relationships. I wholeheartedly recommend her work.

SHARI LEVITIN

CEO of Shari Levitin Group, National Speaker’s Association
Board Member, and Sundance Institute Board Member

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As the President of the Las Vegas chapter of the National Speakers Association, I was extremely excited to invite Annie back for her long program, and she was fabulous. She has an ability to connect with audiences that makes everyone want to be her friend. Her content is unique, powerful, and fun. She would be a spectacular speaker for almost any audience. Everyone wants to read other people better.

MARK STIVING

Founder at Impact Pricing, President of National Speakers
Association Las Vegas

Annie's Topics

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

Microexpressions in High-Stakes Negotiations

In this interactive session, Annie Särnblad offers fun, laughter, and immediate takeaways relevant to all negotiations, including M&As, deals, and sales. Using her own easy-to-learn methodology, Annie teaches how to recognize specific expressions as well as how to successfully respond mid-negotiation, including when to pivot, stay on track, or close a deal.

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

Recognizing microexpressions is the very deepest of listening skills. In high-stakes negotiations, understanding what others are feeling in every given moment can mean the difference between a positive outcome and a negative one.

Microexpressions, Lie Detection, and Body Language

Join Annie Särnblad on a deep dive into how our words, body language, and microexpressions show our true intentions. Knowing when others are genuine and when they are trying to deceive is instrumental to making healthy, productive decisions in our personal and professional lives.

In lie detection, we look for a mismatch between the words and the microexpressions, as well as specific body language, word choice, and tone clues that indicate deception.

In this interactive session, Annie Särnblad offers fun, laughter, and immediate takeaways for learning lie detection. Using her own easy-to-learn methodology, Annie teaches how to recognize specific expressions as well as how to successfully manage potentially deceptive conversations.

Microexpressions in Management and Leadership

In this interactive session, Annie Särnblad teaches key facial expressions helpful in all face-to-face interactions, including negotiations, team building, and strengthening connections with employees, clients, business partners, and board members.

Reading microexpressions helps leaders see what lies beneath the surface so they can better identify and solve real issues. In addition, when we create environments where we recognize and make space for thoughts and feelings without judgment, we can show up as our true selves. Leaders who recognize underlying problems and establish authentic relationships are better able to build creative, inclusive, and productive professional environments.

Microexpressions in Love and Business

In this interactive session, Annie Särnblad offers fun, laughter, and immediate takeaways. Recognizing microexpressions helps us make safer, healthier decisions about who to trust in romantic, platonic, and professional relationships.

Please inquire for more information about Annie's additional topics, including Microexpressions in Romance and Dating, Protecting Kids from Predators, and Microexpressions in M&As.