

Annie Särnblad

Reading Humans Group Training & Coaching

Science-based skills for negotiation,
influence, connection, and protection



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400K+

SOCIAL MEDIA FOLLOWERS

22M+

VIEWS ON VIRAL INSTAGRAM POST

20M+

MONTHLY INSTAGRAM IMPRESSIONS

26M+

VIEWS ON 'SCHOOL OF GREATNESS' CLIPS

250M+

VIEWS ACROSS MEDIA



MOST WATCHED 'SCHOOL OF GREATNESS' SOCIAL MEDIA CLIP



VIRAL CLIPS FROM CBS THE TALK WITH 2.6M+ VIEWS



ANNIE'S BOOKS ON FACIAL EXPRESSIONS

PRESS & MEDIA



Annie Särnblad

- ✓ Global expert in microexpressions
- ✓ Esteemed strategic advisor and speaker
- ✓ Expert coach for navigating complex relationships
- ✓ Champion for connection and protection



CLIENTS



About Annie

Annie Särnblad is a world-renowned expert in reading facial expressions and esteemed strategic advisor, coach, author, and speaker. She developed techniques to simplify the science of microexpressions based on her Master's in Anthropology and the experience she accumulated living in nine countries and studying eight languages through immersion. She is also certified in the Facial Action Coding System (FACS).

Annie's distinguished advisory and coaching portfolio includes Fortune 500s, startups, and family offices across the globe. In addition to helping clients navigate complex business challenges and relationships, she has taught workshops for over 5,000 CEOs and MDs worldwide. She's also spoken at Tiger 21 Global Exchange and twice at the world's largest CEO conference YPO Edge, as well as at esteemed universities including Harvard, Stanford, and London Business School.

Annie's teaching and coaching methods involve interactive, playful elements, which work well for busy professionals who often have short attention spans and limited time. Her well-loved sessions offer fun, deep insight, and instant takeaways. Working closely with boards, CEOs, and teams, Annie fosters powerful skills that improve businesses, relationships, and lives.

IN ALL GROUP PACKAGES!



Reading Humans Masterclass

Master the Deepest of Listening Skills

Annie Särnblad's Reading Humans Masterclass is included with all group training and coaching packages. This program teaches seven universal facial expressions so that you can **see exactly what other people are feeling, improve your relationships, and increase your ability to influence others**. This course also covers the basics of **lie detection** and **body language** so you can read someone's true intentions.

This online course provides playful, interactive video instruction and simple DIY practice videos to teach you how to read facial expressions so you can become proficient in this universal, non-verbal language of our species. It serves as the foundation for group training and coaching packages that further address your team's unique needs.

Learn at your own pace with engaging video tutorials.

Practice on your own using facial expression videos.

Test yourself with a Guess the Expressions Quiz.

Homework tailored for the specific needs of your team.

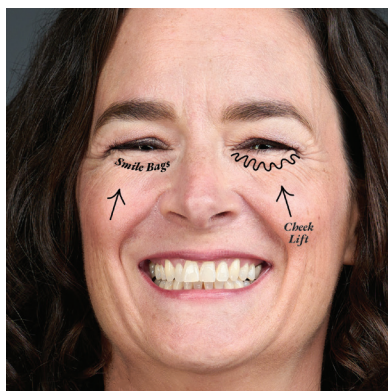
Improve your ability to connect and influence.

Benefit from understanding humans deeply.

Facial Expressions in Negotiations

Microexpressions are the fleeting, involuntary “leakages” of emotions that show on our faces. They are universal to our species and show regardless of age, gender, socialization, culture, and geographic location. In a negotiation, reading microexpressions allows us to gain insights into other people’s positions, so we can instantly adjust our own behavior and improve outcomes.

Here are three examples of facial expressions that Annie teaches to increase success rates in negotiations. For each expression, Annie teaches both the full macroexpression as well as the fleeting microexpression.



The Yes Face

True joy shows not in the mouth, but in the skin under the lower eyelids. In an authentic expression of happiness, the cheeks rise up and push this skin out, creating bulges, or “smile bags.” Pupil dilation also shows intense desire for the topic at hand. If you see smile bags or pupil dilation during a negotiation, the other party is showing that they are very interested.



The No Face

In the No microexpression, there’s a quick jump up of the skin on one side of the nose, creating fleeting nose wrinkles and nostril shadows. If you see someone making this face in a negotiation, they dislike something that was just said or done. This gives you the opportunity to inquire more and/or pivot your approach.



The Maybe So Face

The Maybe Face pulls down both corners of the mouth simultaneously. Sometimes the eyebrows raise up at the same time, and often the shoulders give a little jump. This face means, “Hmm, I’m not convinced...” When someone makes this face in a negotiation, you have more work to do. Take a breath and ask questions to learn why the other side is still on the fence.

Turn every face-to-face interaction into opportunity!

For Leadership, Sales, Negotiation, and Professional Teams

Annie Särnblad's group training and coaching programs provide a unique perspective on human emotions that **drive tangible improvements in every business relationship and operation**. Her approach is grounded in science and emphasizes building deeper human understanding and connection to yield concrete results, such as negotiating advantageous contracts and M&As, mitigating conflicts, choosing the right partners, and forging stronger relationships and teams. Clients love collaborating with Annie and agree that she's insightful, engaging, and a catalyst for positive transformation.

Programs that drive tangible benefits

Improve sales & negotiation performance

Resolve conflict effectively

Build stronger teams & delegate effectively

Build & maintain professional trust

Improve relationships in family offices

Manage difficult personalities

Understand others' true intentions

Invest in trustworthy people & ventures

Identify red flags & deception

Improve personal relationships

Teach children to see whom they can & cannot trust

Keep loved ones connected & protected

LIMITED AVAILABILITY!

Training & Coaching Packages

	Essentials	Intensive	Premium ONE-YEAR ENGAGEMENT
Introductory Live Workshop to introduce your team to the science and skill of reading facial expressions.	Online	In-Person	In-Person
Team access to Reading Humans Masterclass , an online program that teaches facial expressions.	4 Weeks	8 Weeks	8 Weeks
Tailored weekly homework during the Masterclass to address team's specific needs.	4 Weeks	8 Weeks	8 Weeks
Bi-weekly Q&As during the Masterclass where Annie answers questions in a personalized video.		4 Q&As	4 Q&As
Live Online Recap Session at the end of the Masterclass to help teams cement learning.	✓	✓	✓
2 Additional In-Person Advanced Training Sessions to delve deeper into complex expressions and specific client applications.			✓
One-on-One Phone Coaching with management to address complex company challenges.*			Up to 20 Hours Total

For more information and pricing: annie@pointhouseadvisors.com

*Note that coaching is focused on managing complex relationships and not on teaching facial expressions.

LIMITED AVAILABILITY!

Family Office Packages

	Essentials	Intensive	Premium ONE-YEAR ENGAGEMENT
Introductory Live Workshop to introduce your team to the science and skill of reading facial expressions.	Online	In-Person	In-Person
Team access to Reading Humans Masterclass , an online program that teaches facial expressions.	4 Weeks	8 Weeks	8 Weeks
Tailored weekly homework during the Masterclass to address team's specific needs.	4 Weeks	8 Weeks	8 Weeks
Bi-weekly Q&As during the Masterclass where Annie answers questions in a personalized video.		4 Q&As	4 Q&As
Live Online Recap Session at the end of the Masterclass to help teams cement learning.	✓	✓	✓
2 In-Person Advanced Training Sessions to delve deeper into specific client applications and complex expressions.			✓
Individual One-on-One Phone Coaching with Annie to address complex relationships.*			Up to 20 Hours Total

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*Note that coaching is focused on managing complex relationships and not on teaching facial expressions.

TESTIMONIALS

"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."

BORIS NORDENSTRÖM
Investor in Deep/Frontier-Tech Ventures,
Strategic Advisor

"Your talk was candid, provoking, and actionable, and trully resonated with the group. We are so grateful for the time and effort you took to share your expertise with us. We got survey results back, and you were the highest score of the entire thing! So so outstanding!!"

JP MORGAN

"Annie's session at YPO Edge was a huge success! The members loved her. She is now one of the most requested speakers for events. She is fantastic!"

KELLY BOULLET
Learning Director Young Presidents' Organization

"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

"Annie helps individuals and companies master the hard science of microexpressions to leverage this superpower, negotiate larger contracts, mitigate conflict, and forge stronger relationships."

SHARI LEVITIN
CEO of Shari Levitin Group, National Speaker's
Association Board Member, and Sundance

"Universal acclaim from the {Harvard Law} students. Thanks for being so generous with your time and good humor. No surprise your reviews were great."

JONATHAN KEMPNER
Counselor to the Harvard Law School,
President Emeritus Tiger 21



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