

Snyder, Inc.

Team Building, Online Coaching and Assessment, Web-Based Training

David P. Snyder

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Occupation: Author, Team Building and Coaching Expert, Team Relationships Troubleshooter

Author, *How to Mind Read Your Customers: Using Insights from Psychology to Increase Sales and Build a Better Business* (American Management Association, May 2001.) (Listed first, best books of the year, *Sales and Marketing Management*, 2001.)

UNIQUE QUALITIES: As an author in workplace psychology and team building psychology, David Snyder brings backgrounds in scientific research in psychology (Harvard University), change management, sales training, and upper level marketing and organizational development strategy. His approach is company-specific and jargon-free and his method involves teaching executives how to apply immediately usable solutions to complex problems involving human interaction across departments. His confidential workshops for executives and department heads are characterized by a blend of intense strategic thinking and practical nuts-and-bolts training in applicable communication, critical thinking and business psychology tools to address specific problems.

BEST CUSTOMER QUOTE: "The course you gave to our management and sales team was exceptional. Your insights into developing relationships, and the attitudes those relationships foster were especially helpful because they reflect the kind of culture that I hope our organization will aspire to. Today, I know our people are more confident, are approaching their jobs with more conviction, and are more highly motivated as a result of your training. That's very valuable and I would surely recommend your company to any organization that is dedicated to improving its business." Lawrence Kovarovic, Senior Vice President (retired), Reed Exhibition Companies.

Notable Recent Consulting Projects

1. Worked with Target Training International (Scottsdale, AZ), a leading workplace assessment tools company, to develop a personality-specific online coaching instrument, **The Blueprint for Success**. Process developed and implemented between November 2001 and November 2002. Involved research and development and creating working relationships with many of the nation's top consultants in the areas of behavioral and performance assessment and coaching. (To preview tool and see development process, go to www.mindread.net and click on "My Own Blueprint for Success" button.)
2. Worked with EDT Learning (Phoenix, AZ), a leading web-based training company, to help develop marketing and implementation concepts for a blended learning process. Operating as a current business partner of EDT Learning. (2002 to present.) See <http://customer.edtlearning.com/snyder>.
3. Worked with Carolina Forge, a major auto industry supplier, to develop and implement a complete production management and performance management system for employees on all teams at a manufacturing plant. (See www.mindread.net and click on Industrial Training button.) Conservative estimates of increased productivity (measured by machine utilization) approximately 20 percent after implementation of program. (Fall/winter, 2001.)
4. Worked with faculties at seven community colleges in North Carolina to implement a critical thinking and writing course to help improve critical thinking and writing skills for all students in all career tracks. 2000-2001.)
5. Worked with three county school systems and one community college to exhaustively study the success of vocational education in eastern North Carolina and then recommend specific plans for improving teaching and counseling effectiveness to help increase workplace readiness skills. Also involved researching industry needs to determine workplace readiness needs in specific industries. (2000.) Also developed a series of critical thinking and writing programs for the students in one school system to help them improve scores on end of year tests. (2000.) (For references, see www.mindread.net. Click on **Critical Thinking for Educators** link on right hand menu.)

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"Maximizing Business Performance Through Superior Leadership Solutions"

ADDITIONAL CONSULTING EXPERIENCE

Has worked with numerous corporations, public organizations and small businesses on customized organizational development, sales strategy, realignment and marketing plans. Have also worked extensively on the interface between business education and job readiness. Currently collaborating with education and business leaders to investigate new approaches to increasing public school student performance through training in critical thinking. Also, have developed and facilitated a wide range of training seminars in the area of strategic planning and staff development. Clients have included Time Magazine, Blue Cross & Blue Shield, Baptist/St. Vincent's Health System, the Mayo Clinic/St. Luke's Hospital, Target Training International, Carolina Forge, Reed Exhibition Companies, Dennis Interactive, the North Carolina Department of Public Instruction, the Community College System of North Carolina, the State of North Carolina, and other organizations.

EDUCATION

Master of Liberal Arts degree in Psychology, Harvard University, 1995.
Bachelor of Arts in English and Comparative Literature, University of North Carolina at Chapel Hill, 1982
Co-Investigator, Frontal Brain Asymmetry and Neuroticism, Mind/Body Medical Institute, Harvard Medical School, Beth Israel Deaconess Medical Center. (1994.)

PUBLICATION MANAGEMENT EXPERIENCE

Senior Editor, LEADERS Magazine, New York, N.Y., 1989-1992.
Duties: Coordinated the efforts of a New York staff and overseas bureaus. Planned created, managed, and edited from start to finish an international quarterly for world leaders in finance, science and the arts. Also served on the Council for International Business Risk Management during the editorship.

TEACHING EXPERIENCE

Harvard University: Instructor in Science Journalism, Harvard Extension (1994).
Teaching Fellow in Psychology, Harvard Extension (1993)
Pennsylvania State: Instructor in Technical Writing (1993).
University of North Florida Instructor in the College of Health, Drug Abuse Prevention, (1995).
Instructor in Psychopharmacology (1995).

Publications: Numerous. Abbreviated List as follows.

Books: *How To Mind Read Your Customers.* American Management Association, spring 2001.
How To Stay Competitive Without Losing Your Soul (in progress.)
Why Your Children Can't Read, Write or Think for Themselves: And How To Teach Them What Their Schools Ignore (in progress)
Implementing Your Inner Genius: How to Become as Innovative as the World's Most Innovative Companies. (in progress.)

Science Articles:

Frontal Brain Asymmetry Predicts Emotional Styles In Men. (Jacobs, Gregg. D, and Snyder, David P.)
Behavioral Neuroscience. February 1996.

Factors Affecting High School Student Future Outlook and Perceptions of Counseling Quality. (Dellana, Scott A., and Snyder, David P.) Submitted to *Journal of Counseling and Development.*

Magazine and Newspaper Articles Approximately 2,500 credits.