



## Jeremy Snape

### Former England Cricketer, Founder and Managing Director of Sporting Edge

Jeremy Snape has the combined experience of being a successful International cricketer and coach to provide innovative performance ideas for teams and leaders. He has the ability to draw upon real life examples from his playing and [coaching](#) career which are underpinned by his Master's Degree in Sport Psychology.

## Jeremy's biography

### Jeremy Snape's background

Jeremy Snape is a former international cricketer, an international coach and the Founder and Managing Director of Sporting Edge, a performance [consultancy](#) that keeps people ahead of the game in sport, business and education.

Jeremy's career started as a professional cricketer at Northamptonshire Country Cricket Club aged 16 before being recruited to the Gloucestershire side which went on to win five trophies in three years. Renowned for his innovative use of slow spin bowling and tenacious batting, he made his England debut in 2001 and went on to gain a further 10 caps.

Jeremy's fascination for understanding the psychology of success started from a powerful lesson he learnt whilst playing for England in front of a crowd of 120,000 at a One Day International in India. He then moved to Leicestershire County Cricket Club in 2002 where he went on to captain the team and shape a strategy that won two T20 trophies in 2004 and 2006.

Studying an MSc in Sports Psychology at Loughborough University allowed Jeremy to make the transition from playing to [coaching](#). This led to roles with Shane Warne's victorious team in the Indian Premier League and the South African cricket team who became the number one ranked test team in the world in 2009.

As Jeremy's reputation for developing the winning Mindset in players and teams grew, he joined the Football League Managers Association (LMA) to design and deliver Leadership courses across the professional game.

His trusted reputation has allowed Jeremy to embark on a unique research programme, going Inside the Mind of Champions® to uncover the psychology of success. On this quest, Jeremy has interviewed 100s of top coaches, athletes, neuroscientists, military leaders and performance experts, and has distilled their stories, wisdom and strategies into practical tools that inspire change and fresh thinking across your

organisation.

Jeremy now works with a wide range of blue chip clients delivering keynote speeches and consulting in areas of the winning mindset, leadership and high performing teams. He also continues to work within sport. He was recruited by Alan Pardew at Crystal Palace in 2015 and was part of the coaching team when they reached the FA Cup final in 2016.

Jeremy is a regular contributor to the BBC, Sky Sports, City AM and the Financial Times. His fascination with the psychology of success, whether it be in sport or business, remains as strong as ever, as does his passion for helping others to achieve success.

## Jeremy's talks

- **The Winning Mindset**

Deliver your personal best with inspirational insights and practical tools from the world's top performers.

- **Game-Changing Leadership**

Learn the secrets of success from elite leaders in sport, the military and the performing [arts](#).

- **High Performing Teams**

Gain unique access inside the world's best teams to understand how they sustain outstanding results.

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