

Susanna Reay - Authority Architect

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Social Media Links *(in order of use)*

- LinkedIn: <https://www.linkedin.com/in/susannareay/>
 - Instagram: <https://www.instagram.com/susannareay>
 - Facebook Page: <https://www.facebook.com/SusannaReayBusiness>
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Short Bio:

Susanna Reay is known as the Authority Architect, an award-winning global business strategist, speaker and best selling author of Framework Thinking®: Sketch. Scale. Be Sought. Through her unique SPARK Process®, she helps experts to develop and leverage their knowledge for maximum impact and income.

Longer Bio:

Susanna Reay is the Authority Architect, an award-winning global business strategist, speaker and best selling author of Framework Thinking®: Sketch. Scale. Be Sought. She works with coaches, consultants and expertise-led entrepreneurs who are brilliant in the room but know their thinking is not travelling as far as it could.

In a world saturated with content and constant pressure to be visible, distinct thinking is rare. Susanna challenges the assumption that more noise is the answer. She teaches that without clear intellectual property and well-defined load-bearing ideas, visibility becomes a trap.

She calls it the Visibility Trap: the exhausting cycle of producing, posting and hoping something resonates, without the architecture to carry your genius beyond the live moment.

Through her SPARK Process® and her pioneering work in Framework Thinking®, Susanna helps experts identify the ideas that truly hold weight, transforming scattered brilliance into structured intellectual property that is memorable, teachable and scalable, so they become recognised authorities in their field.

Her work reduces cognitive load, increases structural coherence and enables her clients to build businesses where their thinking, not just their time, does the heavy lifting.

Known for her clarity, her research-grounded approach and the energising belief that everyone has something uniquely powerful within them, Susanna brings intellectual rigour, possibility and steady confidence to every stage she steps onto.

Based in Oxfordshire and serving clients worldwide, she is on a mission to help experts stop chasing visibility and start building work that travels.

Susanna Reay MBA

Featured in:

StartUps Magazine, Brand You Magazine, Canvas Rebel, Atomicon Big Networking Week, The Athena Network, Showtime, Global Entrepreneurship Network, You are the Media

Areas of Expertise:

- Scalable Online Business Strategy
- Authority Framework™ Creation
- Group Training Offers
- Solopreneur Business Growth
- Networking for Introverts, HSPs & more
- Virtual Think-Tank Founder & Host
- Interactive Online Event Design
- Divergent Thinking
- Creative Disruptor
- Digital Nomad Life

Awards

- Digital Woman to Watch 2025, Digital Women Awards
- Finalist in Digital Trainer/Educator, Digital Women Awards 2025
- Award Winning Speaker, Confidently Come Speaking

More about Susanna Reay: <https://susannareay.com/about/>

Susanna Speaks About

Ideas That Fly: 3 Shifts to create ongoing impact

What makes some experts stand out while others blend in? Join Susanna for a practical session that will transform how you share your expertise with the world.

After working with hundreds of entrepreneurs globally, Susanna has discovered why constantly adapting to expectations might be your biggest business blind spot.

In this talk, she'll reveal the simple framework that shifted her business from exhausting adaptability to effortless authority. You'll discover which of the four authority patterns naturally fits your style and how to leverage it for greater impact.

Curious about what's keeping your brilliance hidden? This conversation could be the missing piece you've been searching for to elevate your business and make your ideas fly.

Watch full keynote at <https://vimeo.com/susannareay/showtime25>

The Framework Effect: Build Authority, Captivate Audiences and Inspire Action with Ease

Confused people don't buy. In this talk, Susanna shares how to simplify complex concepts and draw people into your world so they connect and engage with your work faster than ever before. Audiences love Susanna's no-fluff approach to growing your authority, and in this session she shares:

1) How to Craft an Authority Framework®: Learn to create a simple, yet powerful structure that communicates your expertise clearly and makes your message memorable and shareable.

2) Boost Engagement and Action: Discover how to use your framework to captivate audiences during your talk and inspire them to take the next step with you.

3) Position Yourself as the Go-To Authority: Leverage your framework across platforms to grow your authority brand, making your business scalable and impactful.

Other Business Topics - and happy to create a bespoke solution for your audience:

- Framework Thinking for Strategic Communication

- The Power of Sharing Expertise Visually
- What Makes Ideas Sticky?
- Hosting a Global Think-Tank Summit

Life Topics

- Living Outside the Box
- A.I. and Divergent Thinkers
- The Highly Sensitive Introvert in Business

Susanna has been regularly speaking on podcasts, summits and stage since 2019 - see full list at <https://susannareay.com/speaker/>

Speaker Introduction:

Susanna Reay, is the best-selling Framework Thinking author and business mentor with a truly global perspective. Having built her business living across 2 continents, 4 countries, and 5 cities over the last 24 years, Susanna brings a unique blend of design, business, and technology expertise.

Susanna has mastered the art of uncovering each entrepreneur's authentic voice, helping entrepreneurs step into their authority era. Using her unique SPARK Process, she transforms jumbled ideas into clear, confident offers that stand out in a crowded marketplace. Please welcome Susanna Reay!

Recent Appearances:

- **Showtime**, October 2025 - Stage
- **Atomicon** Big Networking Week, March 2025 online
- **Inspired Speakers Network**, January 2025 online
- **Athena Network** Business Development Talks 2020 onwards online
- **Super-Fast Authority Think-Tank Summit**, November 2024 online
- **Oxfordshire Women in Business**, July 2024 - Stage
- **Creator Day Live** Summit Speaker, April 2024 online
- **Confidently Come Speaking**, July 2023 on stage

Podcast Guest Appearances (see the full [Spotify list here](#)):

- Building Your Leader Brand
- The Quiet and Strong
- You are the media
- The Bookkeepers
- Reputation Revolution / Crank the 3rd
- The Lighten Your Launch
- The Decision Table
- Commit First

Resources

Questions Susanna Would Love to be Asked in Interviews / on Podcasts:

- What is the difference between an Authority Brand and a Personal Brand?
- When did you realise that visualising your expertise was the missing piece in the business jigsaw puzzle for coaches and consultants?
- Does being a highly sensitive, divergent thinking introvert affect your business strategy?
- What are the 3 main steps listeners need to think about, for their ideas to fly?
- How has your international life informed your work?
- Tell me about your Think-Tank Summit, how is this different from others that are held?

Susanna's Free Resources for Your Audience:

- **Quiz: What's Your Natural Authority Style?** Take the Quiz here to find out in under 5 minutes and get signed content creation and visibility tips to stand out as the authority: <https://susannareay.com/authority-style/>
- **Quiz: Are your ideas ready to be shared at scale?** Take the Expert Business Assessment to get a free, detailed report that shows you exactly where to focus next: <https://susannareay.com/expert-business-assessment/>

- **FREE Guide and Insights Report** (PDF) *"How to Create Authority Super Fast As An Expert Business Owner Today"* PLUS get instant access to two high-impact sessions from the 2024 Think-Tank summit. <https://susannareay.com/guide/>

Resource:

Book: **Framework Thinking: Sketch, Scale and Sell What You Know.** Published May 2026.

Book: **The Introvert Way® Roadmap** - available on Amazon worldwide. Details at <https://susannareay.com/book-the-introvert-way-roadmap/>

Booking an Interactive Talk or Workshop:

If you're running a live event, whether in person or online, Susanna can facilitate an interactive workshop that will have attendees sketching out their business concepts clearly and succinctly. The event can be adapted specifically for your people.

Email susanna@susannareay.com stating your timeline, budget and audience to start the conversation.

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