

NEGOTIATION SPEAKER

LINDA SWINDLING, JD, CSP

Negotiation speaker, author and expert Linda Swindling, JD, CSP, empowers leaders to negotiate everything from big deals to workplace drama using proven strategies that drive results without driving others away.

Linda helps leaders enhance business relationships; improve sales opportunities; communicate more effectively so they are heard and understood. She shows them how to have the courage and confidence to ask outrageously to get what they *really* want.

FORMER ATTORNEY & MEDIATOR

Linda learned first-hand how to negotiate results from her experiences in the courtroom and the boardroom. During her 10 years practicing law, Linda became a partner, had several successes negotiating multimillion-dollar deals, and resolving cases that “couldn’t be settled.” She also became a respected mediator in the Texas legal community. In addition to earning her law degree, Linda received advanced negotiation training through the Attorney-Mediators Institute, the Harvard/MIT Program on Negotiation, and The University of Houston’s A.A. White Dispute Resolution Center.

SPEAKER

Linda is an engaging keynote speaker who delivers take-home strategies that work in the *real* work environment. Her material is innovative, based on original research and more than 20 years of experience. You won’t hear anecdotal or intangible theories based on books she read. Instead, you get strategies that consistently produce breakthrough outcomes and lasting results.

Linda is a Certified Speaking Professional (CSP®), a designation that represents the speaking profession’s highest earned international measure of professional platform competence.

After winning a competitive audition, Linda delivered and received recognition for her TEDxSMU talk “The World Needs You to Ask Outrageously.”

Linda's clients include the Fortune 500, companies from a wide variety of industries, governmental entities and many international associations. Linda has worked with Ericsson, Texas Instruments, AstraZeneca, Pepsico, Southwest Airlines, Marriott, MetLife, Four Seasons Hotels and Resorts, KPMG and more.

EXECUTIVE EDUCATION

Linda developed a deep understanding of how great leaders think and negotiate through her law practice and as a Chair for Vistage, the world's leading CEO development organization. During her five years as a chair, she advised and coached CEOs and key executives both in one-to-one settings and in three peer groups. Linda is also a member of the Executive Education faculty at the University of Texas at Dallas, where she facilitates high-impact executive development workshops.

CERTIFIED COACH & FACILITATOR

Linda is certified in the COREMAP assessment, the RAMP method and as a ToPS facilitator. She is also a Board Certified Coach.

AUTHOR

Linda is the author/co-author of more than 20 books, including her best-selling *Ask Outrageously! The Secret to Getting What You Really Want, Stop Complainers and Energy Drainers: How to Negotiate Work Drama to Get More Done*, and *The Manager's High-Performance Handbook: How to Drive Winning Performance With Everyone on Your Team*. Linda's popular *Passports to Success* are quick, result-oriented tools designed to drive winning workplace communication, leadership and high performance. The collection of 13 passport books are jam-packed with practical tips and techniques to help leaders with everything from dealing with change to providing top-notch customer service.

MEDIA GUEST

Linda is a frequent media guest. Her work has been featured in *Forbes*, *Fast Company*, *Business Insider*, *Entrepreneur Magazine*, *Reader's Digest*, *Fox Business*, and *The Huffington Post*. Linda has appeared on dozens of news programs, including the CW's *Morning Dose* (Dallas-Fort Worth, TX), *FOX 5-KVVU* (Las Vegas, NV), *KLBK This*

Morning (Lubbock, TX), *River City Live-WJXT* (Jacksonville, FL), *Q13 News-KCPQ* (Seattle, WA), *First Coast Living-WTLV* (Jacksonville, FL), and more.

PERSONAL LIFE

Linda is the mother of two grown children. She lives with her husband in Dallas, Texas. Linda is an active member of her community and passionate about helping people through her various volunteer efforts.

VOLUNTEER

Linda serves on the National Board of Directors for the Texas Tech Parents Association and is on the National Advisory Board for the College of Media and Communications at Texas Tech University, her *alma mater*. Linda earned a BA in Broadcast Journalism and law degree (JD) from Texas Tech University.

Linda has volunteered for 24 years and served as the president of the board for the Metrocrest Social Services, a non-profit agency which helps the working poor. She is the past-president of the National Speakers Association (NSA)/North Texas and served as a national officer and the dean of the Speakers Academy for the NSA. She is currently the Scholarship Chair and a member of the National Board of Trustees for NSA's Foundation.