

NEGOTIATION SPEAKER

LINDA SWINDLING, JD, CSP

Leadership is a Series of Negotiations

How Leaders Can Effectively Negotiate Anything from Big Deals to Workplace Drama

More than ever, leaders must know how to effectively negotiate in order to be successful. When you think about it, much of a professional's day is spent negotiating: hammering out the terms of a deal, controlling costs, solving clients' problems, and working with other departments. For some, negotiation can look like asking for additional headcount, mediating workplace drama, and negotiating change in the organization. For you, negotiation may mean influencing key decision makers and being recognized for the value you provide. Leadership is a *constant* negotiation.

In this presentation, Linda shows you how to become a better negotiator and leader through research-backed tactics and proven strategies that work in real life. From her experience in the courtroom and the boardroom, Linda inspires others to look at negotiations as a conversation rather than a confrontation. She equips high-performing leaders with the tools they need to help attract support for their ideas.

After attending, participants leave with strategies to:

- Harness the power of positive influence, persuasion and negotiation;
- Negotiate for the push and pull for resources while building win-win-win partnerships with stakeholders;
- Avoid over-committing and unnecessary compromise;
- Spot and identify others' negotiation (DEAL) styles and effectively communicate to create desired, durable outcomes;
- Develop meaningful relationships with key people to attract support for ideas; and
- Reach winning results with integrity and confidence.

IDEAL AUDIENCE: For anyone who leads people, including project leaders, mid-level managers, and senior executives. Specific audiences have included: sales teams; governmental departments; professionals such as lawyers, doctors, financial advisors, and accountants; insurance and tech companies; women's groups; associations; and more.

FORMAT OPTIONS: 45-60 minute keynote; or half-day to full-day workshop.



Linda Swindling, JD, CSP

Negotiation speaker and author 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 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, successfully negotiated several million dollar deals, and resolved cases that “couldn’t be settled.” She also served as a respected mediator in the Dallas/Fort Worth legal community. In addition to her legal training, Linda received advanced negotiation training through the Attorney-Mediators Institute, Harvard Law School’s Program on Negotiation, and The University of Houston’s A.A. White Dispute Resolution Center. A Board Certified Coach, Linda was selected through a competitive process to be a Chair with Vistage, the world’s largest CEO development organization. For five years, her role as a Chair included facilitating peer groups as well as coaching and advising CEOs and key executives.

Linda is an engaging keynote speaker who delivers take-home strategies which work in the real work environment. Her material is innovative, based on original research and gained from more than two decades of experience. You won’t hear anecdotal or intangible theories based on books she read. Instead, you get strategies that produce breakthrough outcomes and lasting results. Linda’s past clients include Ericsson, Pepsico, Marriott, Texas Instruments, and more.

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* and *Stop Complainers and Energy Drainers: How to Negotiate Work Drama to Get More Done*. She is a frequent media guest and a TEDx speaker.

What Others Are Saying About Linda...

"Wow! I thoroughly enjoyed Linda’s awesome, entertaining, humorous, and valuable presentation. Her energy, the information and resources she shared, and her enthusiastic encouragement continues to inspire."

— **University of California, Berkeley**

"Linda was absolutely fantastic."

— **Four Seasons Hotels and Resorts**

"Linda, the evaluations you received from our audience last week are superior! If all presenters were as professional as you, our jobs would be so much easier."

— **International Association for Exhibition & Events (IAEE)**