

# Wintegritty®

## **Wintegritty: Win with Integrity and Deal with Those Who Don't**

*Negotiate Anything with Ethics, Trust, and Integrity*

Truthfully, aren't you frustrated that you play by the rules, but the cheaters always seem to win?!

When you act with honesty and ethics, you drive winning results without driving others away. Whether personally or professionally, you can enhance your reputation and influence others, even when the conversation becomes difficult or disruptive. However, building trust and maintaining integrity takes intention, discipline, and the courage to do what's right.

### **Attendees will learn to:**

- Negotiate your daily decisions with integrity and certainty.
- Improve how you are perceived internally and externally.
- Confidently respond to tricks, negative tactics, and toxic personalities.
- Take a stand and speak out about wrongdoing. Say "no" to excuses and unacceptable behavior.

---

## **Wintegritty for Women Who Lead**

Win with Integrity and Deal with Those Who Don't

Do you ever feel disheartened when, as a woman, you abide by the rules during negotiations, only to see those who cheat come out on top or face criticism for standing firm in your position?

By operating with honesty and integrity, you can achieve successful outcomes without alienating others. Whether in personal or professional settings, you have the opportunity to bolster your reputation and inspire others, even during challenging or contentious discussions. However, establishing trust and upholding integrity requires deliberate effort, self-discipline, and the bravery to uphold moral principles.

### **Attendees will learn to:**

- Approach your daily decisions with integrity and conviction.
- Enhance both your internal and external perception as a woman.
- Assertively address tricks, negative strategies, and toxic individuals, while maintaining positivity and grace.
- Stand firm and speak up against injustice. Refuse to accept excuses or unacceptable conduct.

---

## Wintegritty for Sales Leaders

Win with Integrity and Deal with Those Who Don't

Let's be real. Doesn't it irk you when you adhere to the rules in sales, yet it's always the cheats who come out on top?

Negotiating sales with honesty and ethics not only leads to successful outcomes but also fosters lasting connections. Whether in personal or professional realms, you have the opportunity to boost your credibility and inspire others, even amidst challenging or turbulent negotiations.. Nevertheless, cultivating trust and preserving integrity demand purposeful action, self-control, and the fortitude to prioritize what's ethical.

### Attendees will learn to:

- Conduct your daily decision-making with integrity and confidence.
- Enhance your internal and external reputation as a sales leader.
- Respond assertively to deceptive tactics, negativity, and toxic individuals, maintaining professionalism and positivity.
- Stand up against unethical practices. Refuse to tolerate excuses or unacceptable behavior.

## About Linda Swindling, JD, CSP



Ranked one of the Top 15 Negotiators of the World by Global Gurus, Linda is an engaging 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.

Her negotiation expertise was refined in the courtroom and the boardroom as a practicing corporate attorney and later, a strategic advisor to CEOs. During her 10 years practicing law, Linda became a partner, successfully negotiated several million-dollar deals, and resolved cases that "couldn't be settled."

A Board Certified Coach (BCC) and Certified Speaking Professional (CSP), Linda was selected through a competitive process to be a TEDxSMU speaker.

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*, *The Manager's High-Performance Handbook* and *Stop Complainers and Energy Drainers: How to Negotiate Work Drama to Get More Done*. The creator of the popular *Passport to Success* book series, she is a frequent media guest.