

### Topic summary

We all negotiate every day, yet few people are ever taught how to negotiate. In this interactive and engaging talk, negotiation expert David Goldwich gives an overview of some of the most important negotiation principles, including

- Uncovering interests hidden behind positions
- What “no” really means, and what to do about it
- The problem of compromise
- Optimizing your concessions
- How to give or respond to an ultimatum
- Creating value out of almost nothing

and much more!

Presented with memorable stories, live demos, and humor, this session will help you negotiate winning agreements as soon as you walk out the door.

### Speaker's profile

David Goldwich is a “reformed” lawyer who is committed to helping people get what they want by teaching them how to play the negotiation game and be assertive, compelling, persuasive communicators.

David practiced law in the United States for more than ten years, arguing before judges and political, government, and community bodies. He knows how to persuade the toughest audiences.

Recognizing that lawyers perpetuate rather than solve problems, David began lecturing and training in 1995. An engaging and award-winning speaker, David uses humor and stories culled from his own experience as a lawyer, businessman, and father to help people reach breakthrough changes in their personal and professional lives. He is the author of several books, including *Win-Win Negotiations: Developing the Mindset, Skills and Behaviours of Win-Win Negotiators*.

David conducts workshops and delivers keynotes in the areas of Negotiation, Persuasive Business Presentations, Storytelling in Business, Assertiveness, and Influence and Persuasion.

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