



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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