



## **“PREMIER ORGANIZATIONS UNITE TO MAKE A ONE- OF- A- KIND PARTNERSHIP”**

### **The Women Negotiation Institute and The National Latina Business Women Association, Los Angeles Chapter Join Strategic Forces to Develop Latina Entrepreneurs in the Skills and Strategies of Effective Negotiating**

*Los Angeles, Calif., July 06, 2011* —The Women Negotiation Institute and The National Latina Business Women Association, Los Angeles Chapter (NLBWA-LA) have joined forces in a strategic partnership to help promote and develop Latina entrepreneurs in the skills and strategies of effective negotiating. “We are very excited about this new partnership which will increase the wealth of resources for our members. This is a great complement to our existing programs that are all focused on achieving our mission of supporting Latina professionals in helping them achieve all their career and professional goals,” stated Ana Perez, President of NLBWA-LA. The NLBWA-LA in association with The Women Negotiation Institute will provide Latina entrepreneurs the tools, strategies and techniques to grow their bottom line by developing versatile negotiating styles that will allow them to nurture business relationships while maximizing value. On July 22, 2011, The Women Negotiation Institute will launch its 3-day Essential Negotiations Training for Women titled “*How to Negotiate In A Man’s World Without Compromising Your Values*” at the University of Southern California with subsequent sessions at UCLA in August and UC Irvine in September. Through the use of videotaped simulations, role-playing exercises, debriefings, individualized coaching and case study discussions, women will learn the systematic process of creating value in collaborative negotiations as well as the strategies needed to counteract the tactics used in competitive negotiations.

Dr. Yasmin Davidds, founder and president of the Women Negotiation Institute, states, “The program concentrates on transforming negotiation behavior for women. It is designed to help women change their limiting beliefs about negotiating, develop their understanding of the negotiation process and provide them with the skills, strategies and techniques to negotiate with confidence.” As a Latina Entrepreneur herself, Yasmin Davidds understands the complexities involved in being an entrepreneur, “We are very excited of our partnership with the National Latina Business Women Association-Los Angeles Chapter,” Yasmin expresses, “and admire their dedication to the business development of Latina entrepreneurs. Latina-owned businesses are the fastest growing segment of small businesses in the US, generating over 44.4 billion in sales nationwide. Latina entrepreneurs are a powerful social and economic force. Yet, in order

for Latina Entrepreneurs to rise to the next level, they must understand the etiquette and systematic process to negotiations that is well known to experienced negotiators; many of whom they will be doing business with in the future and can determine the success or failure of a business deal.” Yasmin contends learning to negotiate effectively is not a skill one can learn from a book, it needs to be practiced continuously.

That is why The Women Negotiation Institute decided to allocate 70% of its training curriculum to experientially based learning in which women are video-taped role-playing real world negotiations applying the strategies, techniques and tactics they learned.

For more information or to register for The Women Negotiation Institute upcoming training seminars please visit [www.womennegotiationinstitute.com](http://www.womennegotiationinstitute.com)

### **National Latina Business Women Association-Los Angeles Chapter**

The Premier Latina Business Organization! Created and launched in July of 2003 to meet the needs of the growing ranks of Latina Entrepreneurs, Executives and Professionals from the Greater Los Angeles area. The organization’s mission is to encourage Latinas to develop their business and professional skills and to meet their career goals through education, business referrals and networking.

### **WOMEN NEGOTIATION INSTITUTE**

The Women Negotiation Institute is the only professional development company in the US specializing in public and private negotiation training exclusively for women. Its curriculum – developed by women empowerment and negotiation expert Dr. Yasmin Davidds—consists of 70% experiential hands-on training in real-world negotiations. The institute’s mission is to empower women to ask for what they want and provide them with the tools, strategies and techniques to do so effectively.

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