



# Stuart Diamond

Keynote Speaker

## Speaking Topics Include

- **Better Persuasion Is The Fastest ROI**
- **Using Differences and Disagreements to Add Value Instead of Creating Conflict**
- **Building More Effective Teams and Consensus**

*"The best training we have ever received on this or any subject. The benefits were immediate and tangible."*

-Jon Sobel, Former Senior Vice President, Yahoo!;  
CEO, Sight Machine

**Negotiations**  
**Emotional Intelligence**  
**Leadership**  
**Getting More**

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# Let us tell you Stuart Diamond's story

Stuart Diamond is a professor, Pulitzer Prize-winning journalist, attorney, entrepreneur, and author who has taught negotiation for more than 20 years at the University of Pennsylvania's Wharton School of Business. He currently teaches the course at University of Pennsylvania School of Engineering and Applied Science as "Engineering Negotiation" and a Negotiations Course at Penn Law School.

Diamond's widely acclaimed book on negotiation, *Getting More*, was a 2011 New York Times best-seller and has been used by Google to train 12,000 employees worldwide. The book has sold more than 1.7 million copies and has been translated into 27 languages. It's been called the #1 book to read for your career by The Wall Street Journal's career site and the best negotiation book "of all time" by Inc Magazine for Entrepreneurs. The book has also been named by Amazon as one of 25 leadership and success books to read in one's life. It focuses on perceptions, emotional intelligence and cultural diversity, which his research concludes produces four times as much value as the traditional power, leverage and logic way of negotiating.

Diamond's *Getting More* negotiation model has been adopted by U.S. Special Operations for the training of U.S. Special Forces, Green Berets, Navy SEALs, U.S. Marines and other units. Admiral William H. McRaven, Commander of U.S. Special Operations Command (USSOCOM), named *Getting More* to his recommended reading list for military science.

Diamond's *Getting More* technique provides training and consulting in negotiation and problem-solving for a diverse international clientele facing internal and external issues, as well as private companies, associations, universities and companies of all sizes.



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