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WOMEN IN BIOHEALTH | MADISON

WOMEN IN BIOHEALTH PRESENTS:  
**NEGOTIATION SKILLS FOR GETTING MORE OF WHAT YOU WANT**

FOUNDER & CEO OF EFFECTIBILITY, LLC

**ALLISON COOLEY, MED, CEC, BBC**

The ability to confidently negotiate is a critical foundational skill for anyone interested in reaching their goals, building stronger relationships and moving things forward. Research consistently shows that men generally feel more confident in comparison to women in negotiation situations, succeed at higher rates, and initiate negotiations more frequently than women. During this session, we'll explore some of the reasons behind these trends and discuss strategies that will help women more confidently engage in all types of negotiations. We'll also briefly discuss how to leverage your power in a negotiation, how to prepare for a negotiation and successfully engage in a bargaining conversation.

**MAY 4, 2021**  
ZOOM

**TIME:**  
5:00 - 6:15 PM

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