



Engaging the Effective Negotiator Mindset Part 2: Get'em Talking: Goals & Questions

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Leading up to our May 2017 conference in Seattle and its theme, Eat Drink Lead, we published *Part 1: The Woman Inside The Effective Negotiator*. With September's [WCR Calgary Conference](#) set to kick off on September 16, 2017, we continue with our upcoming conference's theme, *People. Purpose. Passion. The Pathway to Success.*

In many respects a negotiator's effectiveness in arriving at a desired outcome is contingent on focusing not on their own goals but on the goals and motivations on the other side of the table. It's not the "me me me" approach that is the most effective but instead "you you you."

To read the full article, please visit [WCR](#).