

The Azara Group

Empowering Leaders. Influencing Change.



Message from the CEO:

In our monthly newsletters, we share our latest articles and updates. We want you to take charge of your future by giving you tools to become a stronger leader. Our goal is to help you flourish and share what makes people thrive!

*Regards,
Fatimah Gilliam*

LATEST ARTICLES

Negotiation Tip #2 – When Should You "Go Nuclear?"



This is the second article in a three-part series providing negotiation tips and advice – encouraging your professional and business success. The guidance in this series promotes your ability to skillfully get what you want, negotiate and influence, and navigate difficult conversations.

IN THIS ISSUE

Negotiation Tip #2 –
When to "Go Nuclear"

R-E-S-P-E-C-T –
Showing Respect in the
Workplace

Thought Leader Spotlight

...and much more!

THOUGHT LEADER SPOTLIGHT



Meet **Gwenna Gainer Lucas**,
Founding Partner and
Managing Director of [The
Rainy Group](#). She is also the
Co-Founder of Coal IQ.

Gwenna is an expert in brand
design and international
expansion, and has worked for
top brands like Cole Haan,
Kate Spade, and Carter's.

For priority-setting advice, check out the [first article](#) in this series.

At some point in every negotiation – especially when things become tense or you are dealing with people who are pricklier than a porcupine – you are faced with the decision of whether you should alter your negotiation style.

When is it time to reach into your ugly bag, inflict some pain on the other side's pressure points, and “go nuclear” to try to end their tomfoolery?

[Read the full article here...](#)

R-E-S-P-E-CT – Showing Respect in the Workplace



What do people crave the most in business and the workplace? What can kill business deals when reaching a deal is in everyone's best financial interest? It is simple – it all boils down to respect!

People want to feel respected – they need to feel valued, heard when they speak up, and considered in important decisions. If we treated each other better, collectively we could make the workplace more enjoyable, less toxic, and increasingly stress-free.

[Read the full article here...](#)

COMPANY UPDATES

Click [here](#) to read Gwenna's insights about leadership, being an influencer, and her career.

MEDIA SPOTLIGHT

Black EOE Journal
America's Leading African-American Business and Career Magazine



In the upcoming July 2017 issue of the [Black EOE Journal](#), several articles written by The Azara Group will be published in the print, online, and digital versions.

This magazine is available at many diversity conferences across the country, at Barnes & Noble, and online – reaching upwards of 1.6 million readers.

We will update you with more information as the magazine and articles approach their release date.

BOOK RELEASE



Speaking Appearance

In April, both Fatimah Gilliam and Amina Hassan spoke at various events. They will continue to speak at events in the coming months.

Learn more about having us speak at your event or organization [here](#).

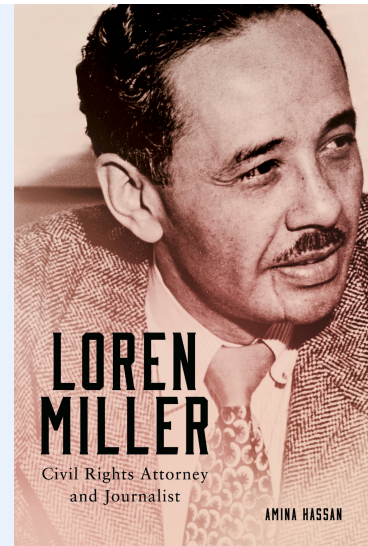


Our Welcome Video

Check out our company video.

Watch our video [here](#).

Learn more about The Azara Group [here](#).



Last year, Amina Hassan's book on the life of civil rights attorney Loren Miller was published. She is our company researcher and consultant.

Click [here](#) to learn more.

Order it today!

To see Amina's new website about her book, click [here](#).

This book is the 2016 winner of **The Donald H. Pflueger Local History Award** by the Historical Society of Southern California. Click [here](#) to learn more.

Lonnie G. Bunch III, the Founding Director of the Smithsonian's National Museum of African-American History and Culture (NMAAHC), where Amina's biography is available in the bookstore, said:

"I just love the Loren Miller book!"

Click [here](#) to read a review in the Library Journal, which calls this book:

"A recommended work that adds to the corpus of civil rights and offers a rich portrait of a central figure in the related struggle."

Click [here](#) to read a review in the Western Historical Quarterly Review, where Lorn S. Foster (Professor of Politics at Pomona College) said:

"Amina Hassan presents us with an excellent...history of the West in her biography of Loren Miller...[and] reveals Miller as a hidden jewel...and an unsung

hero of the national Civil Rights movement."

Click [here](#) to read a review in the Southern California Quarterly, where Emily Lutenski (Professor of American Studies at Saint Louis University) said:

"Hassan describes Miller's contributions to worlds as seemingly disparate as the Harlem Renaissance and the United States Supreme Court, and insists upon Miller's importance for scholars of civil rights, black politics and letters, and Los Angeles."



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