

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

Putting the "Professional" in Professional Sports



On July 21, 2016, a headline made the sports community buzz – Nike’s Jordan Brand of footwear unveiled its latest version. Basketball Hall of Famer Michael Jordan had global celebrity power when he partnered with Nike, but how did he become a professional on and off the court?

How did he parlay his basketball career into becoming

IN THIS ISSUE

Putting the "Professional" in Professional Sports

Is It My Move? Making First Offers in Negotiations

Thought Leader Spotlight

...and much more!

THOUGHT LEADER SPOTLIGHT



Meet **Michelle Caruso-Cabrera**, Chief International Correspondent & "Power Lunch" Anchor at CNBC.

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

SPEAKER SPOTLIGHT

a business mogul?

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

Is It My Move? Making First Offers in Negotiations



Although negotiating is tough, being a skilled negotiator is critical in business and career development. From discussions over salaries to agreeing on multi-million dollar contracts, it is a skill worth perfecting. But who should make the first move in a negotiation?

Making the first offer could be a powerful first step in a critical discussion. There are positives and negatives to making the first offer.

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

COMPANY UPDATES



Speaking Appearance

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



Our Welcome Video

Check out our company video.

Watch our video [here](#).

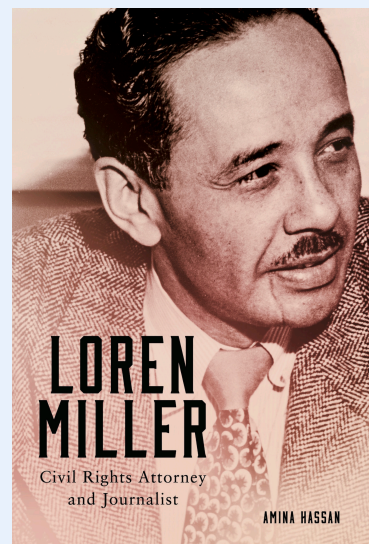
Learn more about The Azara Group [here](#).



On July 23rd, The Azara Group's Founder & CEO spoke to a standing-room only crowd at the National Association of Counties (NACo) annual conference on "Becoming a Master Negotiator & Influencer." The talk was sponsored by our client Aetna.

Click [here](#) to learn more.

BOOK RELEASE



Last fall, 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](#).

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

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."*



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