

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 #1 – Let the Dogs Fight Over the Bones!



This is the first 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 #1 – Let the Dogs Fight Over the Bones!

Check Your Cell Phone at the Door!
Are You Disrespecting Your Coworkers?

Thought Leader Spotlight

...and much more!

THOUGHT LEADER SPOTLIGHT



Meet **Nelson Boyce**, Director of Agency Business Development at **Google**. He oversees the Publicis Group Holding Company of Advertising Agencies in the U.S. for Google.

He used to work for **BET**, **Nickelodeon**, **Time**, and **Vibe Magazine**. He once spent an evening with **Quincy Jones** that had a lasting impact on his career.

When negotiating, it is easy to get distracted by things that do not matter relative to the big picture. Often, we go into a negotiation knowing what want by the time we walk in the negotiation room. Along the way, sometimes we get off track.

Here are some tips to help you keep your focus on what really matters, and steer you away from distractions and fighting over bones.

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

Check Your Cell Phone at the Door! Are You Disrespecting Your Coworkers?



Nearly everyone has a cell phone. These devices can make our lives easier. They keep us connected to other people and send us continual information. However, there is a time to use them and when we should put them away.

It is time for more of us to start unplugging and reconnecting with people. Why? You could be sending signals that you do not intend – signals that could have negative repercussions on your professional advancement.

So what messages are you sending when you do not fully engage with others and have your nose in your phone? What is that potential negative blowback from being unable to electronically disconnect?

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

COMPANY UPDATES

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

SPEAKER SPOTLIGHT



On February 17th, The Azara Group's Founder & CEO (Fatimah Gilliam) and Consultant (Amina Hassan) spoke at Aetna's annual Black History Month event about civil rights trailblazer Loren Miller and leadership lessons for today.

It was held at Aetna's corporate headquarters in Hartford, Connecticut.

AWARD SPOTLIGHT



This year, The Azara Group's consultant (Amina Hassan) was awarded the The Donald H. Pflueger Local History Award by the Historical Society of Southern California.

This award is the historical society's most prestigious book award, and is awarded to an outstanding scholarly book on Southern California history.

Click [here](#) to learn more.

BOOK RELEASE



Speaking Appearance

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

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

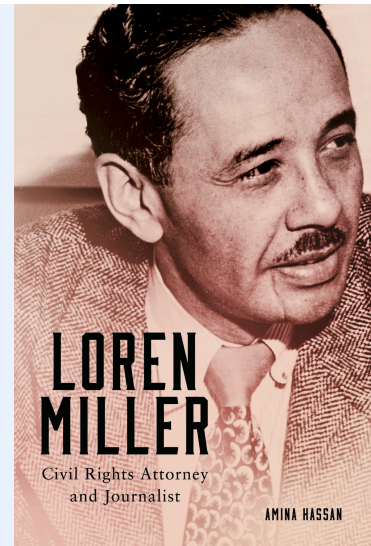


Our Welcome Video

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](#).

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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