

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

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Negotiation Tip #3 –
The Art of No Deal &
Learning to Compromise

5 Tips for Starting a New Job –
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...and much more!

LATEST ARTICLES

Negotiation Tip #3 – The Art of No Deal & Learning to Compromise



This is the third 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

THOUGHT LEADER SPOTLIGHT



Meet **Elizabeth Preis**, Former Vice President, North America at The Estee Lauder Companies.

Elizabeth has dedicated her 25-year career to the world of Beauty and Fashion as a marketing expert.

She's worked for The Estee Lauder Companies, J. Crew Group, Saks Fifth Avenue, and Bloomingdale's.

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

difficult conversations.

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

For advice on what to consider before opting for hostile negotiating tactics, check out the [second article](#) in this series.

By their very nature, negotiations involve compromise. It is rare that you will make it through a negotiation without having to forgo something that you want and yielding along the way. The sooner you get comfortable with the reality that there needs to be some give-and-take, the sooner you can reach a sustainable solution.

Winner-take-all strategies often result in outcomes that burn relationships and kill deals in the final hour. In essence, ask yourself if you want to be the “Master of the Art of No Deal” by being obstinate.

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

5 Tips for Starting a New Job – Be Proactive & Strategic!



Starting a new job comes with excitement, anticipation, and anxiety. You want to be successful, but do not know what to expect. To set yourself up to be a star performer, you need to be proactive and have a strategy.

Read our five tips to help you transition into your new role.

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

SPEAKER SPOTLIGHT



On May 24th, The Azara Group's Founder & CEO spoke about leveraging negotiation skills to be an effective leader at the 15th annual LBW Leadership Symposium in Atlanta, Georgia.

Click [here](#) to learn more.

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.

COMPANY UPDATES



Speaking Appearance

In May, 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](#).



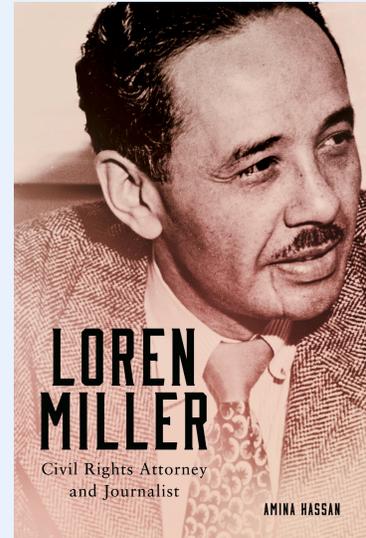
Our Welcome Video

Check out our company video.

Watch our video [here](#).

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

BOOK RELEASE



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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