

# Carol Frohlinger

## Author, Trainer, Consultant, Advancing Women

Please contact a GDA agent for information.

### Topics

- Health & Wellness
- Inspiration & Achievement
- Overcoming Adversity
- Personal Growth

### About Carol Frohlinger

Co-author of *Her Place at the Table* and *Nice Girls Just Don't Get It*, Carol Frohlinger is an internationally known speaker on the ways women can negotiate with authenticity to achieve their maximum personal and professional potential. Her depth of expertise and unique perspectives have empowered thousands of women to negotiate more confidently, competitively and competently in all aspects of their lives.

With humor and practical advice she demystifies the negotiation process, providing women with the tools needed to advocate themselves and get results – not only for them, but for their organizations as well. High energy, a wealth of experience, and the ability to connect with audiences of all ages and stages of their careers result in audience comments such as “engaging”, “thought-provoking”, and “dynamic”. Even the most reluctant negotiators in her audiences agree that her presentations provide critical skills that enable them to “negotiate with the best of them!”.

Microsoft, JPMorgan Chase, the Healthcare Business Women’s Association, Pricewaterhouse Coopers, The Principal Financial Group, the New York State Bar Association, and the National Association of Women Lawyers are just a few of the organizations and professional associations to whom Carol has spoken, often calling upon her time and again to share her wisdom with employees, clients and members.

Carol has appeared on the Today Show among other television programs. Her advice has been featured by CBS MoneyWatch, NPR, Martha Stewart Living Radio, Newsday, Cosmopolitan Magazine, Women’s Health and The New York Times among other mainstream media. Frequently called upon to provide expert input by publications serving the legal and accounting professions, Carol also contributes articles to professional and association journals such as WomenLegal Magazine, Managing Partner and ALM Law Journal’s Marketing the Law Firm and has blogged for Forbes.com and The Huffington Post.

As President of Negotiating Women, Inc., Carol consults with organizations and associations who wish to attract, retain and promote talented women. Carol and her team design and administer diagnostic surveys informing companies about gender related issues, conduct focus groups with women at all levels, advise organizations about how to launch and support women’s initiatives as well as developing and delivering research-based, interactive workshops.

Carol serves on the faculty of the UC Hastings College of the Law Leadership Academy for Women and as the Practitioner in Residence at the Women, Leadership and Equality Program at the University of Maryland Francis King Carey School of Law. She is also an affiliated faculty member of the Simmons School of Management. Her previous experience includes training both men and women in the financial services industry to negotiate sophisticated solutions to meet customer needs and to deepen relationships.

Selected by then Senator Hillary Clinton to lecture on the issue of pay equity for women, Carol served on a panel with the Senator to address the causes and implications of the gender gap in pay. Carol She has been honored by The International Alliance for Women with its “World of Difference Award” and was named to Top 50 Most Influential Women List by the Irish Voice.

Living by the maxim, “To those whom much is given, much is expected”, Carol co-authored “What You Need to Know About Negotiating Compensation”, a publication of the American Bar Association’s Presidential Task Force on Gender Equity. She currently serves on the Women in the Legal Profession Committee of the New York City Bar Association. She was appointed to and served on the New York State Bar Association’s Task Force on the Future of the Legal Profession and chaired its Best Practices Sub-Committee on Women in the Law. Carol has volunteered with The InterOrganizational Network (ION), an organization that focuses on increasing the number of women on the boards of America’s publicly held companies and is now a member of The Thirty Percent Coalition with the same mission.



Carol is a former sales executive, commercial banker and practicing attorney. She holds a J.D. from Fordham University School of Law.

She lives in New York City with her husband and is the proud parent of a daughter and son. She negotiates with each of them often!

## Select Keynotes

### • Her Place at the Table: Negotiating What Matters

Research demonstrates that women are excellent at negotiating for others. Research demonstrates that women are excellent at negotiating for others. They are not as good at negotiating for themselves for many reasons. This highly interactive keynote offers practical advice women can use immediately to enhance their confidence and competence at negotiation.

Attendees will be able to apply the lessons they learn immediately –and the benefits will inure not only to them but to their organizations as well.

#### Learning Outcomes

- ◊ Distinguishing the difference between "Big N" (formal) and "little n" (informal) negotiations
- ◊ Using the appropriate negotiation approach in a given situation
- ◊ Considering the most effective negotiation methodology and process to use in a given situation
- ◊ Identifying ways women commonly get in their own way and what to do about it
- ◊ Understanding the kinds of things women should negotiate for and the challenges they face when they do
- ◊ Pinpointing the strengths women bring to negotiation and harnessing that power to get better outcomes

### • Living and Leaving Your Legacy

Whether you are just starting a career or thinking about winding down, it's important to think about how you can make an impact every day – and how you will be remembered when it's time to move on. Hear stories about women who have changed minds and hearts through their work; they'll inspire you to make a difference for others.

### • The Female Brain Drain (both men and women)

The United States has fallen behind many European countries when it comes to the percentage of women in the work force, costing organizations competitive talent, customer and brand loyalty, and, in turn, money. Japan, Switzerland, Australia, Germany and France now outrank the United States with its 69% prime-age women's labor force participation. This keynote talk, delivered with humor, insight, and absent blame, will address the reasons women are increasingly leaving the corporate workplace and provides practical advice for how to stem the loss. You'll learn why, if it's good for women, it's good for everyone.

### • Inspiration for Negotiation Success

The secrets to negotiating successfully – believing that you can be successful, being proactive and being well prepared are the three keys to getting great outcomes. Hear about women who took charge of their careers- and their lives – using negotiation as the way to shape their futures.

### • Nice Girls Just Don't Get It

Unlike most keynote presentations, this one elicits and encourages audience participation to ensure your group is involved, inspired, and empowered. Combining insights into how old messages and behaviors impede women from getting the things they most want in life with strategies and tactics for achieving their professional and personal goals, the timeless message is appropriate for women of all ages and life stages.

## Select Book Titles

- **2011:** Nice Girls Just Don't Get It: 99 Ways to Win the Respect You Deserve, the Success You've Earned, and the Life You Want
- **2009:** Her Place at the Table: A Woman's Guide to Negotiating Five Key Challenges to Leadership Success

## Select Testimonials

Momentum is a rigorous year-long executive training program in its 15th year. For over a decade we have invited Carol back to conduct negotiation training each year. Her course consistently ranks in the top three of our curriculum. The topic is of critical importance to executive women, and Carol's expertise and enthusiasm give our women the boost they need to take on that next challenge, and to accurately articulate their value. Carol is as insightful as she is delightful, as hard-driving as she is entertaining. Her professionalism is evident, as I have watched her adjust her content and presentation style based on the experience level, skill set, and demeanor of our participants. Feedback from our last session includes: "This was one of my favorite (Momentum) sessions so far. It really helped me to focus on the way to achieve my independent plan." "Good, practical advice from Carol, and good balance of teaching vs. discussion vs. participation." "Loved this session, it was the best yet. Most useful, as we are always negotiating!" "Excellent session. I learned many strategies that I will put to good use. Great session, great speaker." Carol will be top on our roster of facilitators for a long time to come!

– *CEO, MOMENTUM LEADERS*

Carol conducted a workshop and was a keynote speaker at an event hosted by the Women Attorneys Section of the Evansville Bar Association. She was dynamic and inspiring, and provided useful, research-based information on women's issues in the workplace. Attendees have reached out to thank us for bringing her to Evansville. I highly recommend Carol as a trainer and a keynote speaker.

– *CHAIR, WOMEN ATTORNEYS SECTION, EVANSVILLE BAR ASSOCIATION*

Carol is an insanely superb speaker and consultant with creative and effective ideas for women in business and in life. Her expertise is demonstrated in her meticulous work product. We engaged her to speak to the members of my women lawyers' organization, and we had the best attendance yet. If you hire Carol, she'll make you shine.

– *CO-CHAIR, WOMEN'S ADVOCATE COMMITTEE, AMERICAN BAR ASSOCIATION*

Carol was the featured speaker at our inaugural Women Partners' Retreat; her session was titled, "Business Development in the New Normal". Our group, comprised of lawyers from many practice areas, benefited greatly from Carol's pragmatic advice and the practical tools she provided. Carol's background, combining strong instructional design experience with research about gender, business development and negotiation, makes her strongly credible. At the same time, Carol is an engaging speaker and connected with our partners ranging from those newly minted to those with thirty years' experience.

– *CROWELL & MORING LLP*

Carol has presented a number of times at my firm and always gets great reviews. She is an excellent speaker with lots of wisdom to impart.

– *DIRECTOR, PROFESSIONAL DEVELOPMENT (ONTARIO), BENNETT JONES LLP*

Carol was the keynote speaker at SRR's Women's Retreat. Her session on negotiation was right on point. Carol took the time to learn about our company and offered real world examples and stories that made the concepts accessible to all, regardless of tenure or level. The feedback received by the attendees was outstanding! I am already seeing Carol's techniques and suggestions being utilized, including by me! I recommend Carol without hesitation.

– *DIRECTOR, STOUT RISIUS ROSS*

Each year, our women's leadership organization hosts a symposium bringing in high level thought leaders to address topics of significant importance and value to women's leadership and advancement. At our 2014 spring symposium, we were so fortunate to have Carol Frohlinger lead one of our sessions, "Her Place at the Table: Negotiating Skills for Women." The feedback on Carol's session was both stellar and inspiring. Her interactive session was described as being "incredibly engaging" with wonderful and practical takeaway skills. One woman who attended said it all: "Carol's positive approach to the topic of negotiating made us feel as if "we can do this!" Carol Frohlinger is a star.....a smart and dynamic woman with an extraordinary background who has the capability to make women feel empowered and have their voices heard! What more could we ask for in a speaker? Thank you, Carol, for an enriching and extraordinary experience.

– *EXECUTIVE DIRECTOR, THE FORUM OF EXECUTIVE WOMEN IN PHILADELPHIA*

Carol gave a Negotiations workshop at the 2017 Officer Women Leadership Symposium to around 250 military officer women. This group of women is highly trained, yet not as familiar with the nuances of strong negotiations for oneself. In fact, often military officers don't feel comfortable negotiating on their own behalf because they are so service-minded. Carol not only gave the group a sense of the importance of negotiating on behalf of oneself, but also shared the theory and practical tips of negotiating well. In the session, she had everybody practice the recommended negotiating tips and then consider opportunities to manage negotiations. By the end, everybody left the room with an understanding of why they should negotiate, permission to negotiate, and motivation to negotiate on a particularly relevant issue. On behalf of military officer women and veterans, Thank you, Carol!

– *FOUNDER, ACADEMY WOMEN*

"Carol was the speaker for my company's Women's Initiative event where we hosted approximately 80 clients. We received so many wonderful comments from clients and friends regarding the event and Carol's words of wisdom on negotiating for "Our Place at the Table." She has been instrumental as we build our programming to inspire, empower, and connect women. Thank you, Carol!"

– *MANAGING DIRECTOR, FTI CONSULTING, INC.*

"Here we are, nearly a week after our annual Her Traditions Women's Luncheon, and we are continuing to receive emails and notes from our guests thanking us for the experience! Here's just one example that one of our managers shared with us: 'One of my large customers was so motivated by Carol's speech that she went back to her office and she emailed her boss. She had worked 40 hours already that week and was completely overwhelmed as she often is. She said that Carol gave her the motivation - and the practical advice she needed - to finally let her boss know that she needed help. Her boss emailed her back to say he had not known she was underwater and suggested they meet to discuss ways he could help her. Great job in supporting the women of business here in York and for enriching so many lives including my own.' Our follow-up survey reinforced that the nearly 200 attendees were engaged and inspired, giving overwhelmingly positive ratings for both speaker and topic. Thanks for making our event extraordinary!"

– *MARKETING MANAGER, YORK TRADITIONS BANK*

Hi Carol, I want to personally thank you for the incredible presentation you provided to our membership yesterday evening. You truly engaged the audience. Your examples and anecdotal stories really resonated with them. In the end, we had 140 people in attendance and a strong showing from the C-suite including a CMIO, a CNIO and two CIOs. They generally don't have time for these events so the fact that we had this number in attendance is really a testament to you as a speaker. I'll also be sure to mention how successful the event was with the other HIMSS Chapter Presidents on our next quarterly call and at the HIMSS Annual Conference in March. Take care and I hope to see you again sometime soon!

– *PRESIDENT, HIMSS GREATER CHICAGO CHAPTER*

Carol's session on Negotiating for Yourself was one of the highlights of the Hastings Leadership Academy for Women. Carol is a gifted teacher who inspires participants at the same time she is expanding their skills. She combines a high degree of professionalism with a sense of humor and accessibility, and it is a pleasure to work with her.

– *PRESIDENT, IDA ABBOTT CONSULTING*

"Our chapter of CREW (Commercial Real Estate Women) recently held its first ever 'Women in Action' event. We hired Carol as our keynote speaker for two reasons: 1. we knew she would be a huge attraction to boost attendance 2. that negotiation, Carol's area of expertise, was just what our group wanted to hear about! We were right. Carol delivered on both objectives. She personalized her comments on negotiating compensation to our audience's comments and questions. As one of our members said, 'It was a great pleasure to attend Carol's session. I loved her suggestions about keeping a brag book, the Hamilton reference she made to 'being in the room where it happens' and her warnings about aspirational collapse and 'The Tiara Syndrome', wow! She just nailed it - offering not only great content but also encouragement and inspiration." We received great feedback about her and will strongly recommend Carol to our other chapters."

– *PRESIDENT, TRUST REALTY ADVISORS, CREW (COMMERCIAL REAL ESTATE WOMEN)*

Our members were so excited to hear what Carol had to say that registration for our event swelled and we had to book a larger room! Carol didn't disappoint - her keynote was full of humor, practical advice and a clear "call to action". She kept the audience completely engaged from the moment she started to speak and her message resonated with an extremely diverse audience ranging from senior leaders to those just starting their careers. We received great feedback and I highly recommend her for your conference.

– *WOMEN IN COMMUNICATIONS AND TECHNOLOGY - QUEBEC CHAPTER*

WX New York Women Executives in Real Estate engaged Carol Frohlinger to make a presentation to the participants in its Mentoring Program this winter. Carol prepared an interactive presentation on negotiation skills for women that both the mentors and mentees of the program found engaging and enlightening. The content was thought provoking and was well received by both the younger as well as the more senior professionals in attendance. Carol's humor, relatable examples and incorporation of the audience's personal stories, questions and feedback were just a few of the reasons why the experience was valuable. Carol is a unique and engaging speaker and was a pleasure to work with. She incorporated material from her book "Her Place at the Table" which is relevant for professional women at any stage in their careers. We

received very positive feedback from all in attendance and would highly recommend Carol for similar speaking engagements.

– *WX NEW YORK WOMEN EXECUTIVES IN REAL ESTATE*