



Susie Tomenchok

EXPERT NEGOTIATOR. AUTHOR. TEDX SPEAKER.

Empowering professionals to **Adopt a Negotiator's Mindset™** - so you can confidently navigate challenges and unlock your full potential.



Hi, I'm Susie!

HELLO & WELCOME

I help professionals at every stage, from emerging talent to C-suite executives, take ownership of their careers and lead with confidence.

In today's workplace, a Negotiator's Mindset™ isn't a nice-to-have. It's how you shape your path, build influence, and make sure the value you bring is seen. Because people don't live in your head. If you don't say it, they don't know it.

Every person and organization I work with has a different story. My approach uses proven frameworks like RAISE™, CLAW™, and P.A.C.E.™, tailored to your goals and your culture. And because my coaching keeps me in live negotiations every week, what I bring you is current and ready to use.

In the pages ahead, you'll find my most requested sessions, hear from leaders I've worked with, and see how we can work together.

Here's to owning your career and raising your hand for it.

Warmly,

Susie



I learned negotiation in the boardroom. I saw how natural it really is in the aisles of Target, where my young daughters ran strategy sessions I didn't find out about for years. That's when I knew these skills belong to everyone.

I'm a keynote speaker, embedded executive coach, and author who helps executives and ambitious professionals take ownership of their careers and lead with confidence.

My expertise comes from the negotiation table. I managed an \$80 million sales portfolio negotiating deals with companies like Discovery, Turner, Gallup, and Boeing. That experience became the Negotiator's Mindset™, an approach that helps leaders, teams, and organizations advocate for their ideas, build influence, and lead with their strengths.

My frameworks, P.A.C.E.™, CLAW™, and RAISE™, make it practical and repeatable.

I'm also a TEDx speaker, a certified CliftonStrengths Coach, author of The Art of Everyday Negotiation Without Manipulation, and host of the Get What You Want podcast.

I'm a graduate of the International Coaching Academy and the Betsy Magness Leadership Institute, an executive leadership program for women in media and technology.

I love traveling to rooms across the country to help people see the power of a Negotiator's Mindset™, and I try to live what I teach every day.

Most importantly, I'm a mom to three incredible daughters.

Mission:

Helping leaders take ownership of their careers and navigate high-stakes moments with confidence and clarity.

Vision:

Organizations where every professional adopts a Negotiator's Mindset™, makes their value visible, and leads with influence, not just a title.

Message:

Negotiation isn't a skill. It's a mindset.



My Most Requested Keynotes, Workshops, and Team Sessions.

Every organization is different. These are my most requested topics, and each one can be tailored to your team's goals, challenges, and culture. Let's build the right experience together.

PRESENTATIONS AND WORKSHOPS

➤ **Situational Awareness: Read the Room and Act Decisively**

Featuring CLAW™

Recognize when the meeting before the meeting already happened. Know when to push, when to pause, and when the real decision is being made somewhere else entirely.

You'll leave with: A framework for decoding what's actually happening in the room, language for naming the unsaid, and the confidence to act on what you see.

➤ **The Art of Influence: Build Buy-In Before You Ask**

Featuring RAISE™

Most negotiations are won or lost before anyone sits down. Build allies, shape your leadership brand, and earn support across the organization, so when you ask, the answer is already leaning yes.

You'll leave with: An influence map of your real stakeholders, practical ways to be seen, and a plan for the relationships that shape your next opportunity.

➤ **Emotional Agility: Stay Composed When the Stakes Spike**

Negotiate with yourself first

Composure isn't suppression. Stay clear-headed in the pushback, the reorg, or the moment you're being talked over, and respond with intention instead of reaction.

You'll leave with: A way to catch your own pattern in real time, a recovery move for when you've already reacted, and a practice for the high-stakes moments that feel personal.

➤ **The Negotiator's Toolbox: Walk Into Any Conversation Prepared**

Featuring P.A.C.E.™

Prepare for the conversation you've been avoiding: the role, the resources, the boundary, the seat at the table. Walk in with a plan, not a script.

You'll leave with: A prep framework you can use right away, language for the moment your voice usually drops, and a way to turn tension into traction.

Which topics fit your team?

Trusted by Leading Brands

I've partnered with some of America's most respected organizations, helping their leaders and teams unlock new levels of confidence, influence, and results by adopting a Negotiator's Mindset™.

My proven frameworks have delivered measurable impact for:

Cardinal Group
COMPANIES

ebay™

Charter®
COMMUNICATIONS



SHI

COMCAST



CSG

WOW!



STUDENT QUARTERS

RE/MAX®



The WICT
Network
Empowering Women
in Media, Entertainment and Technology

revgen



What Clients Are Saying

Real leaders. Real transformation. Here's what professionals and organizations say about working with Susie:

Best investment in my professional development! I now approach negotiation as an opportunity to be a problem solver. It has increased my confidence in my ability to negotiate.

Adrienne Pubylski, Public Sector Sales Vice President

When Susie speaks, she has a way of bringing you in, building you up, and giving you the confidence to say, "I can do this." That was why I bought her book before she ever left the stage, it is the way she speaks and the way she carries herself. She encourages the audience to do the same. It makes you want more. It makes you desire more of what it is that she portrays for all of us to emulate.

Audrey Talbot, Vice President, Digital Self-Service, Spectrum

Susie has elevated my game professionally and helped me advance my career. Not only is Susie an amazing coach, but she is the best mentor. She is always there for me whenever I need support and guidance. There is no one better in the industry!

Kelly, Vice President, ReMax International

Susie's individualized strength-based coaching has been extremely successful in driving skill development and engagement for our team. Because Susie is able to tailor the coaching, it is so much easier for people to understand how to make the professional changes they want to make. She's had a huge impact across the organization.

Cara Athmann, COO, Cardinal Group Companies

Susie consistently receives outstanding feedback whenever she gives a keynote speech. Her authentic presentation style allows audiences to connect with her instantly. What I love most about Susie on stage is her ability to seamlessly weave stories from her experiences into her presentations, effectively illustrating her points. She skillfully combines research and data with engaging anecdotes, making her messages memorable. Susie's dynamic and relatable speaking style ensures that people remember what she says.

Denise Collison, Senior Vice President, Public Sector Sales at SHI

**Ready to experience these results for your team or event?
Let's connect and make it happen.**



Negotiation for Everyone

Negotiation doesn't have to be intimidating or manipulative. With a Negotiator's Mindset™, it becomes the way you lead, advocate for your ideas, and take ownership of your career, and everyone at the table wins.

The Book:

The Art of Everyday Negotiation Without Manipulation gives you my frameworks to prepare for any conversation with clarity, understand what the other side truly values, and approach negotiation with confidence instead of fear.

Coming Soon: The Enhanced Audiobook

This isn't just a reading of the book. I narrate it in two voices: Print Susie, polished and practical, and Audio Sooze, who tells you what really happened. It launches in January 2027 and is free for every audience I speak to and every subscriber to my newsletter.



Every client engagement includes a copy of my book so your entire team can put negotiation to work every day.

Want to go deeper?

Let's design a one-day workshop, multi-day retreat, or group coaching experience where your team can learn and practice together.

Prefer a self-guided approach?

Ask me about the book and workbook bundle to equip every professional with the tools they need.



Let's connect and create an experience that will change the game for you and your team.

Let's work together!

Whether you're planning a keynote, a workshop, or an ongoing coaching partnership, I'll tailor the experience to your people, your culture, and the moments that matter most to your business.

Here's my ask: send me a note about your team or your event, and let's find the right fit.

Email Me

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Negotiation is more than a skill. It's a mindset.