



DR. YASMIN DAVIDDS

INTERNATIONAL AUTHOR SPEAKER

Organizational Psychologist & International Negotiation Consultant

Yasmin Davidds is an Organizational Psychologist, International Negotiation Consultant and Executive Coach. As one of the top leading Latina negotiation experts in the U.S. and Latin America, Dr. Davidds has trained and counseled over 2,000 corporate leaders in over 200 blue chip companies throughout 22 countries in the art and skill of negotiation. Her clients have ranged from senior judges to tribal leaders, from unionized prison guards to accountants, and from railroad officials to diplomatic trainees. Her practical experience includes a wide range of public and private sector efforts in Brazil, Columbia, Argentina, England, France, Spain, South Africa and the U.S. She has helped lead intervention and assistance programs to disputing parties and has advised corporate, non-profit and governmental teams on how to prepare for important negotiations.

Some of her most powerful negotiating lessons which she articulates in her popular and prevailing keynote presentations are:

- Speak the intellectual and emotional language of the other party
- Regardless of the odds, do not doubt your chance at success
- Be prepared
- Project confidence
- Do not be coerced into making unnecessary compromises and/or concessions

Best-Selling Author & Women Empowerment Specialist

Dr. Yasmin Davidds is an international best-selling author, women empowerment specialist, television talk-show host, radio personality and self-help guru in both English and Spanish markets within the U.S. and Latin America. Recognized and highlighted as one of the top Leading Latinas by Hispanic Magazine and also as one of the most influential Latinas in the book by acclaimed author Silvia Mendoza “*The Book of Latina Women: 149 Vidas of Passion, Strength and Success*”; Yasmin delivers through her inspirational speeches a simple but profound message: “People will only treat you the way you allow yourself to be treated. If you want others to respect you, begin by respecting yourself first. That means standing up for yourself and not allowing anyone to mistreat you in any way.”

The groundbreaking *Empowering Latinas: Breaking Boundaries, Freeing Lives*, Yasmin’s internationally best-selling book, along with her self-help system, *The 7 Principles to Self-Love and Personal Freedom*, have been dedicated to the empowerment of women and are used as reference books in universities nationwide. To continue cementing Yasmin as an expert in women issues, she signed an agreement with Atria Books (division of Simon and Schuster) to publish “*TAKE BACK YOUR POWER: How to Reclaim It, Use It and Keep It To Get What You Deserve*” and “*YOU GO GIRL: Give Your Daughters the Tools To Be Powerful Women*”. Yasmin has served as an empowerment expert and media spokesperson for top tier companies such as Proctor & Gamble, Verizon Wireless, Bayer Pharmaceutical, AOL Latino and Sara Lee. Recently, she received the highest honor of being selected and featured as one of the 150 Most Prominent Latino Writers and Journalists of All Times.

Yasmin broke ground when she hosted her own television talk show, “You Go Girl!” in which she addressed issues and gave powerful solutions to challenges affecting all women. Yasmin has appeared on hundreds of radio and television shows including NBC Evening News and L.A.’s number one radio station, Power 106. She has been featured in numerous magazines and newspaper publications including *La Opinión*, *People en Español* and *Latina Magazine*.



DR. YASMIN DAVIDDS

INTERNATIONAL AUTHOR SPEAKER

As a Hispanic Market Consultant for U.S. and Latin America Fortune 500 Companies, Yasmin trains company executives how to proactively utilize cause-related public relation strategies to attract Hispanic consumers. With her diversity expertise in the area of heightening awareness and creating levels of comfort when working with Hispanic markets, she has assisted clients in creating astounding goodwill with the Hispanic community. She has developed internal/external marketing programs, implemented Hispanic recruitment and retention programs, and advised clients on how to develop strategic partnerships with Hispanic grassroots organizations.

Leveraging her Mainstream Hispanic Market expertise and California English and Spanish media relationships, she strategically positions brands with Hispanic causes community causes. By accessing her resources within national and local Hispanic organizations, Yasmin develops brand associations between her clients and Hispanic initiatives. She has developed strategic partnerships with many elite corporations such as: Chrysler Corporation, MTV, Ford Motors, Simon & Schuster Publishing, Nordstrom, Proctor and Gamble, Verizon Wireless, Boeing, and many more. Yasmin has represented L'EGGS (the hosiery company) as their brand evangelist in their national campaign "*Shape Your Future*" and has served as Proctor & Gamble's spokesperson during their national "*Totalmente Latina*" public relations and empowerment tour.

Focusing on her expertise in the area of women empowerment, she has conducted hundreds of presentations in some of the nation's most prestigious universities including Stanford, Harvard, University of Southern California (USC) and many others. Yasmin's commitment to the empowerment of women and the Latino community has brought her recognition and acclaims from the U.S. Congress, the California State Senate and the California State Assembly.

A graduate of USC with a degree in Business Entrepreneurship, Yasmin went on to receive her Master's Degree in Women Studies and her doctorate degree in Organizational Psychology. In an effort to incorporate a multi-faceted approach to her studies, she attended the University of Cambridge in Great Britain, where she studied gender roles in a variety of ethnic groups. Since 1989, Yasmin has counseled tens of thousands of individuals, from junior high school to corporate level, acting as an advisor, coach and mentor. Yasmin served on the Board of Directors for HOPE (Hispanas Organized for Political quality), and is a graduate of their HOPE Latina Leadership Institute. She also served as an influential member of the San Diego State University Associated Council, the SDSU Finance Board, and the SDSU Associated Executive Committee. As a member of the Board of Directors of the USC Mexican-American Alumni Association, Yasmin was instrumental in providing Latino/a student with over one million dollars in scholarships. In her role as a director for Los Angeles leading radio station Power 106's Knowledge is Power Foundation, Yasmin identified pertinent issues affecting the Latino/a community and developed programming to address what matters most.

Beyond her experiences as the daughter of Latino immigrants, raised in a predominantly Hispanic neighborhood East of Los Angeles, Yasmin has done extensive research on how cultural messages effect the the psyche of women. Having worked personally with thousands of young girls and women on subjects ranging from drugs and violence to self-respect and self-determination, Yasmin has been gathering material for her unique and powerful empowerment programs for many years. Recently, Yasmin has been devoting her time to her speaking tours, visiting universities, non-profit organizations and corporations. As a highly sought out consultant, advisor and coach, Yasmin divides her time between her home in Los Angeles, CA and Latin America. Yasmin is the single mother of an empowered 11-year-old daughter, Divina.



DR. YASMIN DAVIDDS
INTERNATIONAL AUTHOR SPEAKER



PRESENTATION TOPICS

EMPOWERING WOMEN PRESENTATION TOPICS

- Do You Want Power? Change Your Story
- Women Negotiators For The New Millennium
- Becoming A Woman Of Influence
- Profiles Of Courageous Women
- Take Back Your Power
- An Empowered Woman Knows...
- Empowerment Training For Women
- Youth Leadership Development
- Leadership And Ethics

EMPOWERING LATINAS PRESENTATION TOPICS

- Latina Leadership Development
- Empowering Latinas
- Latinas 7 Principles To Self-Love & Personal Freedom
- Latina Empowerment In The 21st Century
- The Latina Entrepreneur
- Latina Negotiators For The New Millennium
- Latina Youth Leadership Development

NEGOTIATION PRESENTATIONS

- Successful Business Negotiations
- Peace Building: Broadening The Concept Of International Negotiations
- Managing Face-To-Face International Negotiation
- Negotiating Successfully In Asia
- Team And Multiparty Negotiation Strategies
- A Profile Of Master Negotiators
- Culture's Influence On Business Negotiations
- A Scientific Study Of Negotiation Styles In Ten Countries
- Gender's Influence On Buyer-Seller Negotiation Simulation
- Power And Participation In Corporate Negotiations
- Explorations Of Negotiation Behaviors In Ten Foreign Cultures
- Negotiators Abroad – Don't Shoot From The Hip
- Analysis Of Cross-Cultural Business Negotiations
- The Influence Of Culture On The Process Of Business Negotiations

Sample Presentation Briefs

DO YOU WANT POWER? CHANGE YOUR STORY

In this powerful presentation, Dr. Davidds tells the story of Kathy, a woman who was in a senior position in her company. Kathy was an extremely bright, hard-working, capable, a seasoned MBA from one of the top business schools and wanted to get promoted to the next level but had one problem, she didn't get along with her boss and he determined her promotion. She didn't trust him and she believed he didn't trust her. Looking back throughout her career, Kathy had always had a problem trusting her bosses.

Research shows that Emotional Intelligence, the ability to know and manage yourself and others is the single greatest factor in achieving career success. The truth is, a childhood experience had caused Kathy to "lose trust". She has relived that childhood experience in work and personal relationships. It's a decision she made when she was young that had limited her power and what was possible for her in terms of collaborative relationships.

Dr. Davidds invites participants to ask themselves:

- 1) Where do I feel like my power is limited?
- 2) What decision did I make long ago that has caused the same problem to manifest in my life over and over?
- 3) What stories have I made up about myself or others that limits my power?

For Kathy, she realized that in meetings, instead of fully listening to others and understanding where they were coming from and then fully expressing her own point of view, she was waiting and ready to rebuttal whatever they said. She was always ready to battle and defend herself. The problem was that because she approached life ready to do battle, a battle always appeared. Her way of seeing the world, "her story" is how everything showed up for her.

Dr. Davidds explains that we have the power to change our story and create a more empowering meaning for our life. The mind always works to look for evidence of any story we have created, we must create an empowering story and harness the full power of our mind to prove it right! This is where we shift our power and take ownership of it. Dr. Davidds ends the presentation by inviting participants to answer the following questions:

- 1) What is a more empowering story you I create for myself?
- 2) How will I make sure that I exercise my new more empowering story?

***If venue and presentation format allows, Dr. Davidds invites three participants on stage to share their new empowering story and how they will exercise it.

BECOMING A WOMAN OF INFLUENCE

Women who break through into senior-level leadership get there by delivering results. Explore ways to gain a voice and a seat at the table in your company. Learn to identify your six sources of influence, and understand the mechanisms of power within your organization.

PROFILES OF COURAGEOUS WOMEN

In Profiles of Courageous Women, Dr. Davidds's speaks about four courageous women who in confronting insurmountable life challenges, show remarkable perseverance, determination and courage. These women fought to survive emotionally, physically and politically. In their own respective fields, they were challenged simply for being women.

Their experiences teach us that every woman has a story—although we rarely talk about them with each other. For the sake of ourselves, and our souls, we need to begin sharing our pains, joys and challenges with others. We need to stop being ashamed of our experiences, no matter how awful they may seem. It is by talking about them that we truly set ourselves free.

TAKE BACK YOUR POWER

Each of us has power over our lives. We have the power to make decisions such as where we would like to reside and what type of career we would like to pursue. Most people, however, particularly women, misunderstand this power and do not fully utilize it. These people let others make their decisions for them and, as a result, lead unhappy lives. A person who recognizes her true potential draws on this power and uses it to make decisions for herself in every aspect of her life.

Taking back the power that belongs to you means embracing the choices that directly or indirectly shape your life. Your personal power comes from within, and when you embrace it, you feel as though there is nothing in the world you cannot handle. It helps you recognize that everything in your life is a choice, and it reinforces the truth that you have complete control over each and every one of those choices. While we may not have control over the events that occur in our lives, we do have control over how we react to these events. You, alone, are in control of your destiny.

AN EMPOWERED WOMAN KNOWS...

Until a woman has given herself permission to be spectacular, she will not find herself surrounded by people who will encourage her to be spectacular. As long as she tears herself down, she will attract others who tear her down; she will find people who agree that she is undeserving and lacking as long as that is how she thinks of herself.

An empowered woman has a clear, indisputable sense of her power and her worth. She knows and understands what she brings to a relationship, and she knows what she deserves in return. She knows when to be gentle and when to be tough. The hard work she puts into her relationships is rewarded, because she is getting back as much as she is putting into it. An empowered woman knows and respects who she is, and because of this inner knowledge she is in control of herself and her life.

LATINAS 7 PRINCIPLES

In The Latinas Seven Principles to Self-Love and Personal Freedom Presentation, Dr. Davidds shows how important it is for Latinas to love themselves in order to live happy and fulfilling lives.

Through powerful and life-enhancing stories, she helps Latinas tap into their internal power; reassuring their strength and will to make themselves whole. Women, regardless of their ethnicity or country of origin, have found this presentation to be life-changing.



DR. YASMIN DAVIDDS
INTERNATIONAL AUTHOR SPEAKER



NEGOTIATION PRESENTATIONS

- *Successful Business Negotiations.* Proctor & Gamble. Bogotá, Colombia.
- *Peace building: Broadening the Concept of International Negotiations.* Exxon Mobil. Paraguay.
- *Managing Face-to-Face International Negotiations.* Wal-Mart Latin America, Brazil.
- *Negotiating Successfully in Asia.* 3M Global Gateway. Lima, Peru.
- *Team and Multiparty Negotiation Strategies.* General Electric. Cochabamba, Bolivia.
- *Testing a Negotiation Model.* Coca-Cola Company. Medellin, Colombia.
- *A Profile of Master Negotiators.* Abbott Laboratories. Kingston, Jamaica.
- *Effective Negotiation* American Express Europe. London, England.
- *Culture's Influence on Business Negotiations.* British Petroleum. Burnaby, BC Canada.
- *Key Success Factors of Master Negotiators.* Universidad de Caribe. Cancun, Mexico.
- *A Multi-Method Examination of Buyer-Seller Interactions.* Microsoft. New York City, NY.
- *What Can You Learn From Master Negotiators?* Johnson & Johnson. New Jersey.
- *Master Negotiators.* Goldman Sachs Group. New York City, New York.
- *Take It Or Leave It: The Use of Ultimatums.* BIC Brazil. São Paulo, Brazil.
- *A Scientific Study of Negotiation Styles in Ten Countries.* Texas Instruments. Aguascalientes, Mexico.
- *Gender's Influence on Buyer-Seller Negotiation Simulation.* Mercedes Benz. Venice, Italy.
- *International Negotiation.* America Online. Grand Rapids, Michigan.
- *Corporate Illegal Behavior* Baxter Healthcare. Deerfield, Illinois.
- *Power and Participation in Corporate Strategic Planning.* AT&T Solutions. Florida.
- *Corporate Responsibility.* General Electric. Chicago, Illinois.
- *Regulation vs. Values: How Culture Plays Its Role.* Beckman Coulter. Miami, Florida.
- *Explorations of Negotiation Behaviors in Ten Foreign Cultures,* Interpublic Group of Companies. New York City, New York.
- *A New Methodological Approach to Interpersonal Influence Tactics.* Dover Diversified. Las Vegas, Nevada.
- *Negotiators Abroad – Don't Shoot From the Hip,* Baker Hughes. Woodlands, Texas.
- *Analysis of Cross-Cultural Business Negotiations.* Robert Bosch. Toluca, Mexico.
- *The Influence of Culture on the Process of Business Negotiations.* BIC Argentina.
- *Tension and Trust in International Business Negotiations.* McDonald's Corporation. San Pedro Sula, Cortes, Honduras.



DR. YASMIN DAVIDDS
INTERNATIONAL AUTHOR SPEAKER



PRESENTATIONS

PROFESSIONAL ORGANIZATIONS

- National Society of Hispanic MBA's
- Professional Hispanics in Energy
- Association of Hispanic Advertising Agencies
- National Association of Hispanic Federal Executives
- National Association of Hispanic Journalists
- National Association of Hispanic Public Administrators
- Association of Latino Professionals in Finance & Accounting
- Bilingual Foundation for the Arts
- California Community College Association
- National Latino Psychology Association
- California Mexican-American Legal Defense Fund
- Congressional Hispanic Caucus
- Hispanas Organized Political Equality
- Hispanic Business Alliance
- Hispanic Employment Program Managers
- Latin American Management Association
- Latin Business Association
- American Association of Hispanic CPA's
- Society for Advancement of Chicanos & Native Americans in Science
- Dallas Women's Business Network
- League of United Latin American Citizens
- Mexican American Unity Council
- National Association of Hispanic Social Workers
- National Association of Latino Elected & Appointed Officials
- National Association of Puerto Rican/Hispanic Social Workers Inc
- National Coalition of Hispanic Health and Human Services Organization
- National Council La Raza
- National Hispanic Bar Association
- Hispanic Chamber of Commerce
- California Latina Leadership Institute
- California Latino Coalition for a Healthy California
- National Hispanic Corporate Council
- National Hispanic Medical Association
- Hispanic Organization of Professionals
- Hispanic Public Relations Association
- National Hispanic Teachers Association
- National Latina Business Women Association
- National Society for Hispanic Professionals
- Society of Hispanic Professional Engineers
- United States Hispanic Chamber of Commerce



DR. YASMIN DAVIDDS
INTERNATIONAL AUTHOR SPEAKER



**PRESENTATIONS TO COLLEGES, UNIVERSITIES
& STUDENT ORGANIZATIONS**

- Harvard John F. Kennedy School of Government Latino Student Caucus
- Harvard Cuban American Undergraduate Student Association (CAUSA)
- Harvard Business School, Latino Student Organization of HBS
- Harvard Law School, La Alianza Student Law Association
- Harvard Latin America Student Law Society
- Harvard Hispanic Student Leadership Forum
- Harvard Student Colombian Colloquium
- Harvard Medical Student of Las Americas
- Harvard Brazilian Organization
- Harvard Hermandad de Sigma Iota Alpha
- La Organización de Puertorriqueños en Harvard (La O)
- Harvard Latinas Unidas (LU)
- Harvard Phi Iota Alpha Fraternity (Xi Chapter)
- Harvard Radcliffe RAZA
- Harvard Concilio Latino
- Harvard Fuerza Latina
- Stanford Society Of Chicano Latino Engineers And Scientists
- Stanford Society For Entrepreneurship In L America
- Stanford University of Southern California Chicanos/Latinos Students for Health Education
- Stanford Chicanos/Latinos In Health Education
- Stanford Unidas
- Stanford Sigma Theta Psi Sorority, Inc .
- Los Hermanos De Stanford
- Stanford Movimiento Estudiantil Chicano De Aztlán
- Stanford Lambda Theta Nu Sorority, Inc.
- Stanford Gamma Zeta Alpha Fraternity, Inc.
- Stanford Caribbean Students Association
- University of Southern California Latino Student Honor Society
- University of Southern California Lambda Upsilon Lambda, Inc.
- University of Southern California Latino Association of Policy, Planning and Development
- University of Southern California Latino Student Social Work Caucus
- University of Southern California Movimiento Estudiantil Chicano/a de Aztlan
- University of Southern California Society of Mexican-American Engineers and Scientists
- University of Southern California Annenberg Latino Student Association
- University of Southern California Student Ballet Folklorico
- University of Southern California Caribbean Student Association
- University of Southern California Chicanos for Progressive Education

- Stanford Latino Business Student Association
- California State University, Long Beach Student Senate
- California State University, Fullerton Lambda Nu Sorority, Inc.
- Columbia University Business Student Association
- DePaul University Associated Students
- Marymount College Administrators Conference
- Michigan State University School of Business
- Pepperdine University School of Psychology
- Cerritos College Student Association
- Los Angeles Mission College
- Mira Costa College
- Citrus College
- San Diego State University
- Whittier College
- University of California, San Diego
- University of California, Santa Barbara
- Contra Costa College
- Cypress College
- East Los Angeles College
- El Camino College
- Fullerton College
- Glendale College
- Long Beach City College
- San Diego Miramar College
- Santa Monica College
- University of California, San Diego
- Rio Hondo College
- Los Angeles City College
- Los Angeles Harbor College
- Mt. San Antonio College
- Orange Coast College
- University of Southern California Chicanos/Latinos Students for Health Education
- University of Southern California Hermanas Unidas
- Stanford Latino Law Student Association
- University of Southern California Hermanos Unidos
- University of Southern California Latina/o Student Assembly
- University of Southern California Latino Business Student Association
- University of Southern California Rites of Sisterhood
- University of Southern California Nuestra Alma Latina
- University of Southern California Sigma Lambda Gamma Nacional Sorority, Inc.
- University of Southern California Omega Phi Beta Sorority, Inc.
- University of Southern California Lambda Theta Nu Sorority, Inc.
- University of Southern California Sigma Delta Alpha Fraternity, Inc.
- San Diego State University
- San Francisco State University
- Stanford University
- University of California, Berkeley
- University of California, Irvine
- University of California, Los Angeles
- California State University, Los Angeles
- California State University, Sacramento
- University of California, Riverside
- University of San Diego
- University of Southern California
- University of California, Los Angeles
- Pasadena City College
- Southwestern College



DR. YASMIN DAVIDDS
INTERNATIONAL AUTHOR SPEAKER



HONORS & AWARDS

- *Women in Business Award*, Granted by State Senator Jack Scott & Assembly Member Carol Liu
- *Latino Community Spirit Award* granted by the California State Senate and California State Assembly, Latino Caucus
- *Commendation for the Empowerment of Latinas in California*, granted by California Lieutenant Governor, Cruz Bustamante
- *Latino Community Spirit Award* granted by the California State Senate and California State Assembly, Latino Caucus
- *Congressional Recognition for Legacy of Excellence*, granted by Congresswoman Grace Napolitano, United States Congress
- *Congressional Recognition for Outstanding Leadership and Community Contributions*, granted by Congressman Adam Schiff, U.S. Congress
- *California State Senate Recognition*, granted by State Senator Martha Escutia
- *Resolution of Commendation for the Empowerment and Betterment of the Community*, granted by State Senator Martha Escutia, California State Senate
- *Latina Entrepreneur of the Year Award*, granted by California Latino Business Association
- *HOPE President Award*, granted by Hispanas Organized for Political Equality
- *Award of Excellence in Educational Empowerment*, granted by Los Angeles County of Education
- *Recognition for Community Service Award*, granted by the California State Assembly

