

## **FOR THE FORCES OF GOOD: THE SUPERPOWER OF EVERYDAY NEGOTIATION**

by S. Lucia Kanter St. Amour

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### **SYNOPSIS**

Have you ever arm-wrestled for chocolates, gamed with the tit-for-tat robot, or booked a session with a negotiation stylist? No?

Ever tried to get a toddler to eat their broccoli, been in a conversation where someone repeats themselves over and over, or tried to reason with a person who insists their opinion is indisputable fact?

Ever faced a bully?

Yes? **This book is for you.**

With plucky prose and arresting content, it offers handy Everyday Super Tips . . . and Girl Scout cookies. Accompanied by a runway fashion show of original art, you might call it the little black dress (or white pantsuit) of negotiation literature. It's as visually splashy as it is enriching.

Negotiation happens everywhere every day and it can be anyone's everyday superpower – even through small acts and language. Yet, negotiation is still viewed by the general public as a specialized skill mastered by experts, and one that you either have or you don't ("Negotiation can't be taught. Some people just have the skill and others don't," as proclaimed by a high school senior, heading to Brown University to study International Relations, at the author's 2022 Easter dinner table).

Women, in particular, still shy away from negotiation scenarios – many are uncomfortable just asking for something, prioritizing so-called politeness over opportunity and success.

Well, guess what? Negotiation isn't just for business and boardrooms. Negotiation is sexy. Negotiation is stylish. Negotiation is powerful and accessible to you. Every day.

This is not your father's 20th century negotiation tome. This is real everyday negotiation artistry from a woman who lives it every day. *For the Forces of Good* is for the high school teacher, the college student, the parent, the professional dog walker, the nurse, the administrative assistant, the hair stylist. It handily vanquishes the myth that negotiation is some rarified skill for special settings carried out by elite executives or gifted individuals. Far from a dry, tedious text, it's a tasty just-so recipe of expertise and Brene Brown-worthy vulnerability. Lucia shows us all how to layer the cake with equal parts skills building, storytelling, social and historical commentary, and thought experiment.

The frosting on this yummy how-to book is how unashfully it also flexes some intellect, imbuing the reader with that same intellectual prowess. Lucia navigates us up and down, side to side, demonstrating how the pieces all connect – like the cunning video game super heroine unlocking each next level, making us smarter with every turn of every page, all the while sharing her humanity.

All of that packaged in a compact super-snack sized. Whether you're the breezy social media surfer to the deep-dive philosophy student, this is for you. Why?

Because negotiation isn't just for business. It's everybody's business.

As praised by the celebrated "Godfather of Persuasion," Robert Cialdini, this book is INCLUSIVE.

The joy Marie Kondo sparked for home organizing Lucia Kanter St. Amour has kindled for everyday negotiation.

## ABOUT THE AUTHOR



Nicknamed “She-Who-Shall-Not-Be-Tamed” by the media, Lucia Kanter St. Amour’s book *For the Forces of Good: The Superpower of Everyday Negotiation* shot to #1 New Release status on Amazon within 3 days of release at the end of September 2022, and to #1 Best Seller within 10 days. A VP for UN Women, attorney action figure, and named by the UK fashion magazine *Violet Simon* as one of the Top 35 Women Disruptors, Lucia is one of a small handful of women authors on her topic: negotiation.

Launched in February 2022, her podcast, *Forces of Good: The Superpower of Everyday Negotiation*, garnered an immediate dedicated following for its inclusive storytelling and social-cultural-historical approach to negotiation as it relates to everyone every day.

Practicing law since 1998, ten years of her practice included regular clinical teaching positions in mediation and in negotiation and settlement at both University of California law schools at Berkeley and San Francisco. She has lectured at many prominent law and business schools in the United States and Europe and served for a number of years as an annual competition judge and mediator for the International Chamber of Commerce in Paris. One of the designers of the pilot mediation program for the Equal Employment Opportunity Commission's San Francisco

regional office in 1996, Lucia has a deep background in mediation and earned her mediation certification from the Harvard Law School Program on Negotiation.

An unapologetic agent of change, Lucia is also the beloved mother of five boys (three canine and two human) and founder and executive director of Spectrum Strategies, a 501(c)(3) nonprofit organization providing siblings support, and dog matching and training to families of children with autism. Studied in six languages, a pianist, a golfer, and a home cook of really legitimate Italian cuisine, she lives with her family in the San Francisco Bay Area.

## **REPRESENTATIVE ENDORSEMENTS**

### **Robert Cialdini, Author of INFLUENCE and PRE-SUASION**

*The word 'Everyday' in this book's title points to a critical but under-recognized feature of highly effective negotiation, its inclusiveness. It isn't limited to any one set of situations, topics, masters or, tellingly, to any one gender. With the research-based information and instruction engagingly offered within its pages, we can all up our game significantly.*

### **Thomas Wilmer, award-winning NPR podcast producer and on-air host**

*Powerful. Moving. Provocative. Essential. A steady and stunning build to its exquisite climactic chapter, this book represents a long missing voice in the realm of negotiation—yet it defies genre. Lucia takes you by the hand, whispers secrets in your ear, hands you building blocks, and leads you deeper and deeper through a transformative journey. You may not emerge quite the same person as when you started - but you will definitely be a more resilient and radiant version of your former self.*

### **Joshua Weiss, PhD., Co-Founder, Global Negotiation Institute and Senior Fellow, Harvard Law School Program on Negotiation**

*Lucia Kanter St. Amour has given us all a wonderful new book that demonstrates how effective negotiation is indeed a superpower. In fact, I would argue it is the mother of all superpowers! In a very readable manner, she helps the reader to grasp the nuances of negotiation through stories, anecdotes and popular exercises. When you finish the book, not only will you be a better negotiator, but you will have the foundation to continue on your own negotiation journey.*

### **Kwame Christian, Esq. M.A., Founder and CEO of American Negotiation Institute and host of the #1 negotiation podcast "Negotiate Anything"**

*Truly a Force for Good, Lucia has produced a critical missing link in the marketplace of negotiation literature. Inspiring and transformative, while certainly a work of skills building, it has a soul - and potential to generate not just better everyday negotiators, but more thoughtful participants in society at large. The time is overripe for more offerings like this that equalize the negotiating table, and make it fun and interesting in the process.*

**Alia Samad-Salameh, Principal, Global Labor Standards at Amazon**

*As a two decades labor negotiator - I'm loving this! Amazonians focus on super powers and the Super Tips provided are practical and useful in everyday life, which is often a series of negotiations. The usefulness of taking this out of the strict business setting or labor setting is wonderful. For women and other marginalized groups this is a great guidebook. Negotiation can be taught!*

**Colin Rule, original eBay online dispute resolution system architect; President & CEO of mediate.com and arbitrate.com**

*I loved this book—couldn't put it down. It brings a complex topic right down to earth with funny and incisive stories. It's like chatting on the couch with your best friend, if your best friend happens to be a world-renowned expert in negotiation. This book is a treasure, and the world will be a better place if everyone reads it.*

**Florence Bienvenu, Attorney, Chief of Staff at United Nations Women, San Francisco**

*Once you hit chapter 15, there is truly no turning back. This is a work of careful and loving architecture, of fundamental skills, intellect, and storytelling. It's very moving. You wouldn't think a topic like this could be so moving. Lucia understands human complexity, and how to connect. She teaches all of us how to do it, too. It is a book to return to time and time again. Lucia, thank you for sharing this wonderful work, and for sharing so much of yourself!*

**Grande Lum, Obama Administration Director, Department of Justice's Community Relations Service; author of *The Negotiation Fieldbook* and Co-Author of *America's Peacemakers***

*A fantastic book for anyone who wants to supercharge their negotiation powers. It is highly readable, thoughtful, personal, and full of useful ideas and tips to improve to your everyday negotiation skills. Lucia's energy, smarts, and passion for negotiation sparkled and inspired me throughout the entire book.*

**Mikkel Gudsoe, International Chamber of Commerce, Paris, competition judge and mediator; Danish fashion industry chief attorney and negotiator; professor of negotiation at Aarhus University**

*An amazing, refreshing and practical take on Negotiation...in fact...just human interaction! Very well written by an expert in her field with a strong handle on the pedagogy of influence, For the Forces of Good is easy to read with huge everyday take aways. This book should be read by everyone "new" as well as seasoned to negotiation!*

**Anita Christine Knowlton, Founding Director of the Center for Negotiation & Dispute Resolution at University of California Hastings College of the Law**

*Captivating, layered, accessible, content-packed, and written in a warm, personal voice. There's nothing quite like it on the market in the way Lucia connects it all together. It's fantastic!*

**Janet Martinez, Director, Gould Center for Negotiation at Stanford Law School**

*An engaging and all-gender synthesis of a skill that we all face daily: **negotiation**. Lucia's wonderful tone and writing style unpack negotiation as an essential function of everyday life. She matches our everyday demands with the power of equally everyday skills – if only we would be deliberate. She uses her deft storytelling power to synthesize a vast array of practical analysis and advice that the reader can leverage immediately. This book is a force for the reader's good.*

**Mark D. Lucia, Director of Student Legal Services at University of California, Berkeley**

*The best kind of skill-building book: you'll learn a ton about handling negotiations big and small, even as you feel entertained and engaged by memorable and sticky anecdotes. It's a masterfully absorbing blend of storytelling, irresistible thought experiments, and practical tips that you can apply to your own life - from the moment you finish reading.*

**Lindsey Tran, Director, Global Employee Relations at Twitter**

*I was lucky enough to be one of Lucia's law students and have carried these lessons forward in my career. Learning to listen effectively and negotiate is a critical skill for everyone and should be a required competency for college students before they head into today's complex workplaces. This is a must read, especially for women and other marginalized groups who are often reluctant to negotiate. Lucia's storytelling is relatable, and entertaining. I especially love her balance of humor, vulnerability, and deep expertise which makes for such an engaging read.*

**Kim Harja, Director of Business Strategy, Employee Experience, Diversity and Inclusion at Charles Schwab**

*Like the banking, finance and technology sectors, negotiation is still perceived as reserved for a narrow cohort - an attitude that is as outdated as it is inequitable. This is the book that demystifies negotiation with great stories, skills, and a friendly, inclusive, expert voice. Absorbing and enriching, *For the Forces of Good* includes the everyday person and offers them agency. It levels the playing field without being a "For Dummies" book or compromising nuance and intellect. My only criticism is that it wasn't published sooner.*

**Veronica Bykin, Director of Engineering at Nike**

*As a woman in senior tech leadership roles, I negotiate on a regular basis, and had never felt comfortable doing it. This book gave me strength and confidence. Lucia's depth of expertise combined with a woman's voice & perspective, resonates and is very easy to relate to. Thank you so much for writing this book!!*

**Cassandra Bequary, Second Violin, Vancouver Symphony Orchestra**

*AMAZING. I can't emphasize enough how helpful, interesting - and I want to say vital - this piece is, with all the examples, tips, stories, and the layered approach. It starts out innocently enough: chocolates, planning, . . . and gradually while you aren't noticing, like a sublimely*

*composed symphony, it builds until you are engrossed in a hypnotic experience. I devoured it and will read it again and again. Lucia is an absolute badass - brains and heart in the best proportions—and so generous in sharing her superpowers with the rest of us!*