



I was that 11 year-old kid in 1982 with the lazy eye and eye patch, speeding away from the bully on my second-hand bike in my small midwest town.

Fast forward to 1998. I'm a fledgling attorney in a meeting with the Longshoreman's Union - the only woman in a room full of tough guys with no necks. One of them wondered aloud, "Who invited the president of the lollipop guild?" [referring to 5'2" / 110-pound ME], which was met with chuckles all around. Then, they pointed to a chair in the corner and told me to sit there. Yes, they "put baby in the corner." The chair was so huge, it swallowed me; my feet didn't quite touch the floor.

I felt ridiculous. Having been told I was invisible and to stay that way, I used what tools I could (and powerful ones at that - "nobody puts baby in a corner"): listening and observing. I ended up cracking the code that day because I was the only one to notice something all those other guys couldn't notice because they were so busy talking.

Fast forward to 2021. I'm 50 years old, having built an international career as an attorney, law professor, nonprofit founder (oh, and special needs mother). I find myself president /CEO of a very male dominated sports organization (behind 94 years of men in that role) and endured a prolonged, highly organized group bullying campaign. It was so extreme and that it made me review my whole life and finally see:

- (a) the persistent pattern of bullying I had normalized for 25 years, but just kept "trying harder" to prove myself and fit in / prove my worth; and
- (b) that I had been trained since childhood to be powerless, to be silent, to not question authority, to cooperate, to give and give and give.

I realized that when I had spoken up about inequities (and believe me, I did), I had been ruthlessly punished. I mean, I lost jobs over it. Once I "saw" all this, I couldn't unsee it, and I finally said, "This ends now."

It also made me review my decade of teaching negotiation at two University of California law schools and notice for the first time that every. single. resource for all 10 years had been authored by a male expert. How had I never noticed it before?

So I decided to do something about that; to level the playing field; to teach women and others who have been so left out of the superpower of negotiation how to be competent and confident everyday negotiators.

And it also had to be done with STYLE!

So, starting off 2022 as a broken doll after Bullygate 2021, I launched my podcast to teach non-experts (and especially WOMEN) about negotiation in a fun, engaging, social-historical story-telling way. I wrote my book at the end of March - in 4 days! Six months later, I released it with star-studded endorsements; and it soared to #1 Best Seller status within 10 days. It is, simply put, the most inclusive, most comprehensive, most fun, most artistic, most stylish, and BEST book on negotiation ever written: "The Little Black Dress" of negotiation - because it's essential and goes with everything.

This is a new beginning. We're told to get out of our comfort zone to have a growth mindset. News flash: women have been operating outside of a comfort zone for millennia. It's well past time that we tap into our existing power (another news flash: we don't need others to "empower" us. We already have the power in us).

It is past time that we come home to ourselves.

I'm Lucia Kanter St. Amour. And that, my sparkly friends, is why I'm here! To help navigate you home to yourself.

Because negotiation isn't just for business; it's everybody's business



