

Keynote Guide



Ask For More Group®

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For More Group

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Letter From Ask For More Group®

Negotiation touches every part of modern work. It shows up in sales conversations, client relationships, internal alignment, talent decisions, risk management, storytelling, and innovation.

It's the force that shapes whether organizations move quickly, collaborate effectively, and unlock the full potential of their people.

Yet even highly accomplished professionals often feel under-equipped for their most important conversations. They may have deep expertise in their roles, but lack a clear, practical framework for negotiating, advocating for themselves, and showing up with strong executive presence.

Ask For More Group® exists to close that gap. Led by best-selling author and Columbia Law School professor Alexandra Carter, we partner with companies, law firms, and global organizations that want negotiation and communication excellence to be part of their culture—not just a one-time event. Through dynamic keynotes and intensive workshops, our speakers and facilitators deliver research-backed tools that participants can apply immediately, in real conversations, with real stakes.

Whether your priority is sales performance, leadership development, inclusion, or retention, we'll collaborate with you to design an engaging, interactive experience that both inspires and drives measurable change. This guide offers an overview of the keynotes we most often deliver and how we work with clients. The most important step, though, is a conversation.

We'd love to talk with you about your audience, your goals, and how Ask For More Group® can support your next event or initiative.



About Ask For More Group®

Ask For More Group® provides best-in-class training in negotiation, self-advocacy, executive presence, and public speaking, drawing on decades of high-stakes experience in boardrooms, courtrooms, and leadership rooms around the world.

Founded by Alexandra Carter - award-winning Columbia Law School professor, director of the Mediation Clinic, and Wall Street Journal and best-selling author of Ask For More: 10 Questions to Negotiate Anything - the Group brings together a select team of speakers and facilitators who have been personally trained by Alex and have worked alongside her for years.

Our services include:

- Keynotes and speaking engagements for conferences, offsites, and leadership meetings
- Corporate training and workshops tailored to your team's current challenges
- 1:1 coaching for senior leaders and rising talent
- Online courses that allow participants to learn and practice at their own pace

Ask For More Group® has supported organizations across industries, including technology, media, healthcare, financial services, and global law firms. Clients such as Amazon, Google, Uber, A+E Networks, Pfizer, and Chief have described our work as engaging, actionable, and transformative for their people.





Keynote Topics

All topics below can be delivered as a keynote, a highly interactive workshop, or as part of a multi-session program. Each experience is tailored to your audience and goals.

1. Ask for More: Strategic Negotiation. Only 7% of people know the secret to great negotiation – but mastering it is simpler than many people think! No matter where they start, anyone can improve their negotiation skills and see quantum-leap results in their professional lives. In this innovative, interactive talk, we give audiences several powerful tools to achieve immediate, massive results in their negotiations. Straight from the pages of Alex Carter’s Wall Street Journal bestselling book, *Ask For More: 10 Questions to Negotiate Anything*, participants learn how to ask powerful questions and then “land the plane” for the greatest effect. The results? Better deals, fewer losses, and a lot more collaboration across the board.

2. Becoming Your Own Ultimate Self-Advocate. Negotiation isn’t just about numbers—it’s also about messages. An essential part of that message is how we talk about ourselves, both within our companies and with clients. Participants in this workshop will learn how to drive huge growth and prevent unnecessary loss by communicating powerfully, how to develop the negotiation resilience to get past a “no” and persevere until it’s a “yes,” and how to advocate for themselves by asking the right questions. In this interactive talk, we offer tactics and strategies to help participants nail their communication skills and masterfully negotiate on behalf of themselves in any context.

“Alex believes that women have always been powerful - but they haven’t always been included in the conversation on negotiation.”



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3. More than Money: Negotiating Beyond the Contract. Money is important—but it's only half the story. In fact, nailing certain critical everyday negotiations—for access, for boundaries, for information, or for time—is often what moves the needle for professionals running a business, leading a team, or pursuing a new role. In this tactical interactive talk designed for your organization's senior leaders, we teach the most powerful non-monetary “asks” in any negotiation. Participants will learn how to drive major results and prevent unnecessary loss by advocating for everything they need to succeed and thrive.

4. Executive Presence Through the Voice. Command, clarity, and confidence in any situation—that's the X-factor known as “Executive Presence,” and every leader needs it. Executive Presence exists both in the words we choose and how we speak them. In this constructive and illuminating workshop, we unpack the inequity inherent in the concept of Executive Presence, while also giving participants research-backed strategies for choosing the right language and speaking it with confidence. Attendees will emerge ready to fully embody Executive Presence—in any room.

5. Communicate to Connect. Realize the full potential of your communication skills and transform your professional relationships. This dynamic keynote blends motivational insights with actionable strategies, empowering attendees to elevate their communication skills and make a lasting impact within their company and throughout their industry. The audience will leave inspired, equipped, and ready to drive success through the power of effective communication.



6. Navigating Challenging Conversations. We have all experienced the anxiety leading up to a challenging conversation. Whether it is a negotiation for work or a conversation with a colleague, friend or spouse, there is a better way to approach these conversations, easing that uncertainty and anxiety. In this keynote, we provide the essential framework for preparing for these difficult moments, teaching you the right questions to ask yourself and the other person (and the right way to ask them!) to ensure that these conversations are successful every time.

LET'S GET STARTED
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How to Book Ask For More Group®

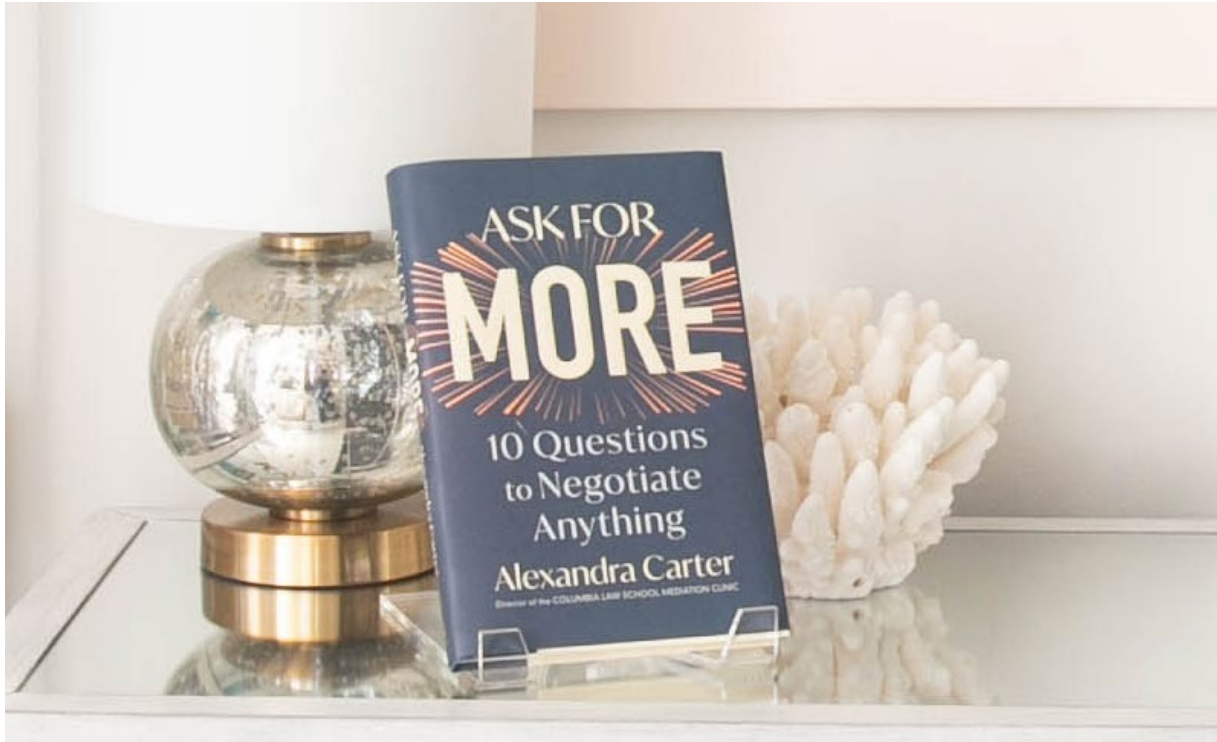
Let's get started.

Option 1.

Reach out to the team at hello@alexcarterasks.com to further discuss your opportunity.

Option 2.

Visit <https://askformoregroup.com/contact/> to learn more about our services and submit a speaking or training inquiry. Share your event details—dates, location, audience, and priorities—and a member of our team will follow up to discuss options and availability.



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“Negotiation is the invisible force powering every business interaction. When your people have the skills and confidence to ask for more, your organization unlocks more value in every conversation.”

