



# ANDREW L. URICH

Corporate Training & Convention Speaking



## ADDITIONAL TOPICS

- ❖ Influence Skills: The Key to Leadership
- ❖ Profitable Ideas on Critical Thinking, Innovation & Value Creation
- ❖ Ethics Awareness: The Key to an Ethical Workplace
- ❖ Professional Image: Personal Brand Management
- ❖ Profitable Relationships: Charm School for Business

## Negotiation

Strategy, Planning, and Execution

“In business as in life, you don’t get what you deserve, you get what you negotiate.”

~Chester Karrass

- Find out what makes people say “yes”
- Identify the variable that has the highest correlation to “winning” negotiations
- Learn to plan for negotiations effectively
- Avoid the cost trap and the satisfaction trap
- Create win/win (more/more) opportunities
- Learn to increase your bargaining power



This program is appropriate for everyone who negotiates terms.



ANDREW L. URICH, J.D.  
Associate Professor of Management  
Director of Student Development  
Eastin Center for Talent Development

Oklahoma State University  
William S. Spears School of Business

Email: [aurich@okstate.edu](mailto:aurich@okstate.edu)  
[www.andrewurich.com](http://www.andrewurich.com)

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# ENDORSEMENTS

“Serious message... very entertaining delivery.”

~GARY HUNERYAGER  
VP, OGE Energy

“Andy has been a favorite guest speaker at Chesapeake for several years now. His sessions on Influence, Professional Image and Critical Thinking are highly requested and always well attended. Andy offers a unique blend of humor, insight and thought-provoking content.”

~KATE BEAVIN  
SPHR, CPLP; Director –  
Training and Development  
Chesapeake Energy  
Corporation

“Through humor and challenging topics, Professor Urich promotes thinking in the most positive way — by self examination.”

~ DOUG GOTTLIEB  
CBS Sports

“Talk about a tough crowd! Professor Urich spoke to over 450 lawyers and insurance professionals at our national conference in Denver. He delivered practical and useful advice in a very entertaining presentation. In fact, numerous members endorsed him as the best presenter we have ever had in the history of our association. I would highly recommend Professor Urich to any organization.”

~ WARREN L. SIEGFRIED, J.D.  
Program Chair  
Trucking Industry Defense  
Association

“No matter the audience, Andy brings a message that challenges the listener. Through the presentation of a different perspective, Andy changes the way you see things. Furthermore, his style and delivery relay techniques that stick with you. People remember Andy Urich.”

~ GALEN MARTENS  
Senior VP - CFO  
First Oklahoma Bank

“Fabulous class. I laughed and I learned.”

~ Dr. RAJ BASU  
VP of Academic Affairs  
OSU-Tulsa

# Andrew L. Urich Clients

