

OVERVIEW

COREY KUPFER

Speaker. Trainer. Consultant.



INSPIRING AUTHENTICITY IN BUSINESS SO COMPANIES PROFIT AND PEOPLE PROSPER.

Corey Kupfer is an expert speaker, trainer and business consultant with more than 30 years of professional negotiating experience as a successful entrepreneur, and attorney. The founder and president of Authentic Enterprises, LLC and the Authentic Business Academy, Corey is dedicated to inspiring authenticity in business through speaking, training and consulting. His topics of expertise include authentic negotiating, authentic deal-making, building authentic business relationships, and authentic conversations about difference.

In his book, *Authentic Negotiating: Clarity, Detachment & Equilibrium – The Three Keys to True Negotiating Success & How to Achieve Them*, Corey draws on decades of experience effectively negotiating business deals and disputes to reveal the real, internal work it takes to become a truly great negotiator.

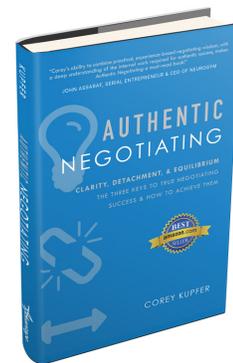
What is authenticity? According to Corey, authenticity is derived from universal truth, based upon inner wisdom, and achieved only after significant introspection and personal development. The result is absolute clarity of purpose.

Accessing your truth, achieving the clarity to perceive your inner wisdom, and connecting to it all is the foundation of Corey's life, work, speaking, and coaching. Attainment of true authenticity requires us to do the hard, inner-work to understand who we really are and to define our core values. It's only after we discover and connect to these things that we can achieve an authenticity that can be truly transformative to our life and business.

Through his book, speaking, and workshops, Corey Kupfer uses his own life experiences and soul-searching journey of self-discovery as a guide. Infusing your life, your team, and your business with his authentic negotiating principles will lead to a goal-oriented existence that is rooted in clarity.

Corey's core principles of Clarity, Detachment, and Equilibrium (CDE) are the backbone of his philosophy. What makes *Authentic Negotiating* exciting is that all of his approach is learned. Whether giving a keynote address or unpacking the finite details in a break-out session, Corey teaches his readers and audience how to practice CDE. What's more, his lessons on authenticity aren't one-time engagements. By learning how to hone each aspect of CDE and the practical application of those principles, audiences are given the tools they need to make authenticity a comprehensive part of their lives.

Put an end to inauthenticity and manipulative behaviors. Invite Corey Kupfer to show you that a place of truth and authenticity is accessible to anyone willing to do the inner-work needed.



Corey Kupfer's Amazon bestselling book, *Authentic Negotiating: Clarity, Detachment & Equilibrium – The Three Keys to True Negotiating Success & How to Achieve Them*, exposes the core of negotiation success and challenges you to do the tough internal work required to become a great and truly authentic negotiator. This is a guide on how to holistically approach a negotiation by preparing yourself from an internal emotional and intellectual standpoint because no quick tip, surface tactic, or lazy shortcut will get you the negotiating results you want when it counts.

"Having built six companies into national firms, I sure wish Corey had written this book sooner. The unique insights and practical approaches would have been worth millions of dollars. Read it and reap!"

Jack Daly, professional sales coach, speaker, expert in corporate culture, and Amazon best-selling author of *Hyper Sales Growth*

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BIOGRAPHY

COREY KUPFER

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INSPIRING AUTHENTICITY IN BUSINESS SO COMPANIES PROFIT AND PEOPLE PROSPER.

Corey Kupfer is the founder and president of Authentic Enterprises, LLC and the Authentic Business Academy—organizations committed to inspiring authenticity in life and business through various educational avenues, such as speaking, training, and consulting. Holding a J.D. from New York University School of Law, Corey runs his own Manhattan-based firm, Kupfer & Associates, PLLC, which represents entrepreneurial and growing companies of all sizes across industries from startup through exit.



Corey works tirelessly to apply his passion for authentic negotiating and deal-making to advance clients' business interests. With an eye on authenticity, Corey's approach to representation is uniquely equipped to work with businesses through every phase of the life cycle.

His beliefs have been refined from a singular desire: to master what it means to be authentic—to stay true to who you are while achieving the results you want. Upon this foundation, Corey began formulating what would become the Authentic Negotiating philosophy that informs his best-selling book.

Too often, as a young man Corey had seen people achieve the trappings of success, but not be happy. What was amiss?

To Corey, it became clear: the deep-seeded need to win. Its adverse impact on others—and on those who have that need—generates a profound corrosiveness of ego, anger, fear, and manipulation on people's souls. As one of his mentors, the great Wallace Wattles teaches, operating on the creative plane is a much higher state of being and brings much more success and happiness than operating on the competitive plane.

"This inspiring book shows you exactly how to maintain business relationships, stay true to yourself, and achieve your objectives. *Authentic Negotiating* is the negotiating book for our times—people will be studying and applying this for decades to come. Must read!"

Dave Kerpen, New York Times best-selling author of *The Art of People*, CEO of Likeable Local

After spending time in villages in Ghana, Uganda, and India, and experiencing people with so little possess so much joy and sense of connection, Corey redefined himself as a world citizen connected to all of humanity. He became determined to end baldly transactional and manipulative interactions in business, life, and negotiations.

From this, Corey Kupfer developed fundamental beliefs and a core framework for successful negotiating that is different from nearly all traditional negotiation teachings. He increased his vigilance against shallow tactics and cheap tricks and wholeheartedly embraced truth, clarity, and ultimately, authenticity.

Authentic Negotiating: Clarity, Detachment & Equilibrium – The Three Keys to True Negotiating Success & How to Achieve Them is the culmination of Corey's thirty-year journey of learning, application, and evolution; countless negotiations; and a particularly challenging soul-searching test of character. He's certain that if you practice and apply the teachings in his book, you will significantly increase your chances of being successful in any negotiating situation—and well beyond.



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SHORT BIOGRAPHY

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INSPIRING AUTHENTICITY IN BUSINESS SO COMPANIES PROFIT AND PEOPLE PROSPER.

Corey Kupfer is an expert speaker, trainer and business consultant with more than 30 years of professional negotiating experience as a successful entrepreneur, and attorney. As a speaker, leader, and coach, Corey gives individuals and businesses the tools they need to access their truth, attain clarity, and achieve authenticity. His guidance has helped businesses and individuals elevate their day-to-day operations, negotiations, and lives.

His transformative philosophy leverages years of practical negotiating expertise, formative life experiences, and profound lessons both learned and observed. Too often, as a young man Corey had seen people achieve the trappings of success, but not be happy. What was amiss? To Corey, it became clear: the deep-seated need to win, its adverse impact on others—and on those who have that need—generates a profound corrosiveness of ego, anger, fear, and manipulation on people's souls.

Wallace Wattles said, "Man can form things in his thought, and by impressing his thought upon formless substance can cause the thing he thinks about to be created. In order to do this, man must pass from the competitive to the creative mind." Through years of doing the challenging inner-work necessary to overcome his competitive impulses, Corey's authentic negotiating principles and core framework for negotiation success have proven Wattles' wisdom unmistakably true. Absent from conventional negotiation teaching is Corey's unwavering devotion to truth, clarity, and self-awareness. His approach transcends shallow negotiating tactics by asking his audience and readers to dig deeper to uncover the truth about what they really want, why they want it, and how they can attain it with fundamental changes to their mindset. He increased his vigilance against shallow tactics and cheap tricks and wholeheartedly embraced truth, clarity, and ultimately, authenticity—and he invites his audiences and readers to do the same.

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SPEAKING & WORKSHOPS

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SHARE THE ART OF AUTHENTICITY

You strive to have a successful business, giving every ounce of energy you have to keeping it running smoothly day in and day out. What if there was one all-encompassing element that helped you to do better deals, resolve disputes, have better client relationships, nurture business partnerships, and improve employee attraction and retention? What if this one thing also helped to highlight who you truly are as a person and let your core values shine through your business? Your choice to imbue your business and your life with true authenticity can do all of this and more.



To negotiate authentically, you must do the extensive internal work required to prepare yourself for any negotiating situation. Kupfer's methods turn inward in order to harness Clarity, Detachment, and Equilibrium (CDE) to conduct thoughtful and successful negotiations. By thoroughly preparing yourself and staying authentic, you can achieve more of your goals in any negotiation, keep strong relationships with those you are doing deals with, and stay calm and focused throughout the entire process. With Corey's authentic negotiation approach, you own your objectives. You can put an end to half-wins. You can banish ego, fear, and upset from ever controlling your negotiations again. It's all possible through the disciplined practice of CDE.



Authentic Deal-Making includes aspects of Authentic Negotiating, as negotiating is an important part of any deal, but it also includes other key elements. These elements include deal-structuring in a manner that meets the party's objectives, maximizes tax and other benefits, and minimizes risk. It involves knowing how to get deals done, how to vet deals so you spend energy on the ones that are most likely to work and don't waste time on those that won't, how to prepare for a deal to increase the chances of it closing, how to properly pace the deal so you don't lose momentum or artificially push the deal too hard, how to determine what is really important and what isn't and how to make deals successful post-closing.



Building authentic business relationships requires more than just honesty and transparency. There is a body of personal and internal work we must do to be able to understand our own authenticity. If we don't know ourselves, we can't honestly connect with others. Authentic business relationships must be built upon trust. That means presenting your authentic self and inviting your counterpart to do the same. Successful business relationships need to last beyond the negotiating table. If the foundation is misrepresentation on both sides, a productive partnership is impossible. This workshop will teach you how to lead with authenticity and build lasting business relationships.



This is the next step in building authentic business relationships. There are many differences that contribute to keeping business relationships inauthentic or superficial. These can be based upon race, ethnicity, religion, gender, age, culture, geography and innumerable other things. Building deeper connections across difference or perceived differences at a level that is real, deep and, often, challenging is a frontier in building team, customer, vendor, and other key stakeholder relationships. Corey applies the methodology he created for his Authentic Conversations About Race program to differences of various types. This methodology has been used with great success to facilitate deep, intimate and powerful conversations for many groups and organizations, including at the World Conference Against Racism in Durban, South Africa in 2001.

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