

Linda Byars Swindling, JD, CSP



American Airways magazine calls Linda Swindling “a bargaining expert.” Linda calls herself a “recovering” attorney. A recognized authority on workplace issues, persuasive communication and negotiations, Linda is an author, award-winning presenter and consultant. She works with organizations and sales professionals to harness the power of positive influence, persuasion and negotiation.

Author of the popular *Passports to Success* series: *Get What You Want*, *Set the Standard*, *Meet the Challenge* and *At Your Service*, Linda is also co-author of [The Consultant's Legal Guide](#) and several other books including [What Smart Trainers Know](#) and [The Productivity Path](#). She has produced seven multimedia programs including: *Keeping Your Key People-Employee Retention*, *Hiring & Firing the Legal Way*, *Managing Your Boss & Management without the Legal Hassle*.

Linda's clients include the American Heart Association, World Travel BTI, Crowne Plaza Hotels, PepsiCo, State Farm, American General Contractors Association, Ericsson, National Autobody Conference and Expo, International Special Events Society, International Association of Exposition Management, the Gospel Music Association, as well as Holt, Rinehart and Winston and Global Marketing Services, in association with IBM. Linda was the 2002-2003 national chair of NSA's Meetings Industry Council and in 2003-2004 she was editor of the *Professional Speaker* magazine. She was selected twice as the Outstanding Speaker of the Year by the Hospitality and Marketing Association International Dallas and given the Spirit Award & President's Award by the D/FW Meeting Professionals International. A certified speaking professional, Linda brings more than 15 years of experience in employment, insurance and corporate law. She currently serves on the national board of directors for the National Speakers Association and is a Platinum Series speaker for Meeting Professionals International.

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