

The Global Brand and Voice for
High Conflict Negotiation Resolution

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US NEWS BEST LAWYER IN AMERICA
USA TODAY BESTSELLING AUTHOR

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WHY NOW? ■

THE NARCISSISM EPIDEMIC

The current global landscape is witnessing an unprecedented rise in narcissism and high conflict personalities which is rampant in mainstream media in our personal and professional lives. From the 1970s to the mid 2000s, scores on a clinical measure of narcissism increased by 30%. This surge is not just a subject of pop culture, but now is becoming a topic in academic circles; and even the legal profession. Here are some very recent examples:



SAMPLE ACADEMIC JOURNALS

REFERENCES 2023/2024

01

The ***Harvard Business Review's 2023*** article "*Are You a Digital Narcissist?*" highlights a startling **30% increase in narcissism traits** in the U.S. since the late 1970s, attributing part of this rise to the influence of social media. Citing Jean Twenge's statistics from her 2019 book *The Narcissism Epidemic*.

02

Psychology Today's 2024 article "*Go Easy I'm Fragile*" sheds light on vulnerable narcissism, a passive-aggressive form, and its **March 2023** piece "*Why High Conflict People are Stuck in the Past*" explores the psychological roots of high conflict behavior.



This global shift towards a heightened awareness and understanding of narcissism and high conflict behaviors underscores the necessity for a specialized voice and authority in this field - a role Rebecca Zung is uniquely qualified to fulfill.

THE LEGAL PROFESSION TREND

The legal profession is responding to this trend: the Virtual Training Event – **“Managing High-Conflict Personalities in the Federal Workplace”** **October 2023**, and the Kentucky Bar Association’s **“Understanding and Managing High Conflict Personalities”** **CLE Seminar from October 2023** are indicative of the growing need for specialized knowledge in this area.



Rebecca Zung’s upcoming presentation at **TRTCLE** in **March 2024**, a significant event for attorneys, on ***“How to Negotiate with High Conflict Personalities and Win,”*** underscores the demand for expert guidance in navigating these complex interactions. (With a database of nearly **300,000**, TRTCLE is one of the nation’s largest online providers of continuing legal education for attorneys.)

WHY REBECCA ZUNG AS THE GLOBAL BRAND

As a lawyer recognized by US News as one of the Best Lawyers in America (top 1%), and with a career spanning 24 years, Rebecca's credibility is well-established. Her meteoric rise going from a college dropout and single mother to a one of the nation's most powerful attorneys representing high-profile clients illustrates her resilience and dedication. Her influence extends beyond the courtroom, Now, with over 50 million views and 400,000 subscribers on YouTube, substantial followings on other social media platforms, and a highly-rated podcast which ranks in the top .5% of all podcasts globally with nearly 2 million downloads, all amassed in the just past 4 years, it is overwhelmingly evident that the world is desperately hungry for the solutions Rebecca provides to their issues. Her books, including the recent USA Today and Amazon #1 bestseller "*SLAY the Bully: How to Negotiate with a Narcissist and Win*," further cement her authority in this field.

CREDIBILITY

Rebecca also went from being a kid who dropped out of college to get married at 19, had 3 children by the age 22, went back to college then started teaching in an inner city elementary school in Ft. Lauderdale.

She then went from being a divorced single mom of three little ones- to putting herself through University of Miami law school at night - 100% on student loans while still teaching (having made law review and met her husband there, with whom she now has her fourth child) then went on to build a multimillion dollar family law practice in one of the most affluent communities in the country - Naples FL.

She **represented billionaires and celebrities**, such as Arnold Schwarzenegger's goddaughter (including traveling with Arnold to Madrid for his Sports Festival- pictured right); the owner of the largest Mercedes dealer in the world; the founder of Melting Pot restaurants; and Fortune 20 CEOs.

She has been featured in or on such major media as Forbes, Time, Extra, Huffington Post, NPR and and many top podcasts.



The Global Brand and Voice for High Conflict Negotiation Resolution

WHY REBECCA ZUNG AS THE GLOBAL BRAND

Rebecca Zung emerges as the unequivocal global brand for high-conflict resolution negotiation, uniquely blending her formidable legal prowess with an authentic, relatable narrative. What sets her apart as a global brand is her unparalleled ability to resonate across diverse cultures (she is first generation half Asian) and demographics, evidenced by her staggering online presence and international recognition.

Her journey from a **college dropout and single mother to a US News-ranked top 1% attorney in America epitomizes resilience and relentless pursuit of excellence.** Rebecca's expertise is not confined to the courtroom; her influence extends **globally through her digital platforms.** With over **50 million views and 400,000 subscribers on YouTube**, a top-rated podcast with nearly 2 million downloads, and substantial social media followings, she **reaches a worldwide audience, offering transformative strategies in high-conflict negotiation.** Her books, notably the USA Today and Amazon #1 bestseller "***SLAY the Bully: How to Negotiate with a Narcissist and Win***," solidify her as a leading authority.

Rebecca's story of personal and professional triumph, **combined with her legal acumen and deep understanding of high-conflict dynamics, positions her not just as a successful attorney, but as a global beacon of empowerment and resilience.** This unique blend of personal experience, professional success, and widespread influence defines what it means to be a global brand in high-conflict resolution negotiation, making Rebecca Zung the obvious choice for anyone seeking to navigate these challenging scenarios.

EXTRA

TIME

Forbes

Newsweek

THE
HUFFINGTON
POST

n p r

REBECCA BY THE NUMBERS



410,000 subscribers
and 50 MM views



255,000 followers



260,000 fans
215,000 in group



230,000 on email list



USA TODAY AND AMAZON #1 BESTSELLER

(Foreword by Chris Voss)



INFLUENCE

WHY REBECCA'S MESSAGE IS REVOLUTIONARY

Rebecca's approach to negotiating with high conflict personalities (HCPs) merges her background as high net worth divorce litigator with personal experience. Driven by a desire to succeed and her own encounters with a narcissistic business partner, she delved into understanding this complex personality type. Her research went beyond mere comprehension, focusing on effective communication and issue resolution with HCPs. The insights gained have revolutionized high-conflict resolution, earning her global recognition.

Her SLAY High Conflict Resolution Method is now utilized worldwide, in 167 countries, and she is actively training professionals globally in these innovative techniques.

HER RESEARCH ON THE ETIOLOGY OF HIGH CONFLICT PERSONALITIES

How HCPs Were Formed

- When humans are in stressful situations, we go into flight or flight, which causes adrenaline and cortisol to be emitted.
- If children are in stressful situations; abuse; neglect; over indulgence; continuously; this can cause the brains to be "bathed in chemicals" the adrenaline/cortisol potentially causing arrested development to the limbic system, the emotional center of the brain
- While the prefrontal cortex (thinking part) develops; the limbic brain lags

WHY SHE SAYS YOU HAVE TO APPROACH THEM DIFFERENTLY

How HCPs Think

- When narcissists are then triggered by verbal/nonverbal perceived threats such as being exposed, loss of control, being criticized, or slighted then the limbic system takes back over
- They then see you are for/against them; friend/enemy. Thus when that narcissistic injury is activated, they literally can become blinded to the collateral damage that they can cause.
- The pre-frontal cortex is no longer in control and they may not even necessarily remember what they did or said if they were in enough of a rage during that period- they are totally driven by emotion. They are like toddlers stuck in adult bodies.
- The SCARIEST PART - they are sometimes unaware of the collateral damage they are causing themselves and others during this time.
- They are most damaging during the discard phase.
- They will often take themselves down to take the other person down.
- Thus you CANNOT communicate nor negotiate with high conflict individuals in the same way that you can rational or reasonable people.

WHAT SHE SAYS YOU CAN DO ABOUT IT

Baby Steps then SLAY

- First baby steps because of the dopamine/cortisol mix there may be a trauma bond
- Then develop a S - a Super Strong Strategy - here you also create a powerful vision and also engage Step One - Don't Run This is also where you can learn to observe their behavior as a third party and pick up phrases for disarming them
- Then to L- creating invincible leverage. Two types of narcissistic supply. Diamond (image) and Coal (manipulation). Must threaten a source of supply more important for them to protect than the supply they are getting from manipulating you. This is also Step Two - Make a U Turn.
- A - anticipate and be two steps ahead of them. Anticipate type of narcissist and how they will try to bait and trigger you.
- Y - your mindset and believing you can win. This is Step Three - Break Free!



Understanding high-conflict or narcissistic personalities is crucial because they do not resolve issues as rational or reasonable people do. Their thought processes are fundamentally different. Furthermore, their targets often suffer from trauma and brain fog, complicating interactions. The common assumption of reasonableness falls short in dealings with narcissists, which is why this knowledge is vital.

SELECT NOTABLE PODCAST INTERVIEWS



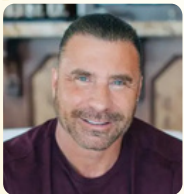
THE MEL ROBBINS PODCAST

"What I love about [Rebecca's] approach on this topic is that she's attacking this topic like a litigator. She's one of the top ranked trial lawyers in the US and she became an expert in this topic because she needed to get a strategy. She researched narcissism so that she could understand narcissism as opponents and outsmart them in the courtroom. She wanted to know how they thought and their tactics. If you master her SLAY strategy you're going to win every single day."



LISA BILYEU - WOMEN OF IMPACT

"Slay the Bully: How to Negotiate with a Narcissist and Win is frickin fire! It is so damn tactical. So when you feel dismissed, maybe you feel anger or shame or any emotion, she gives you every single step in order to show up, take your damn power back and make sure you negotiate like a freaking pro."



THE ED MYLETT PODCAST

"Rebecca is an unbelievable communicator. It's amazing what she's accomplished. There are two types of people. There are people who say inspiring things and then there's inspiring people. Very rarely is somebody both. She is both. She says very inspiring, very valuable things that no-one is saying, so there's that. But then she is also inspiring. Her life is inspiring."



JENNA KUTCHER/THE GOAL DIGGER PODCAST

"One thing I love about your story Rebecca is that you were learning all of these pieces of the puzzle but weren't quite sure exactly how they were all going to fit together - Youtube, funnels, books, law, plus your story - and you've figured out how to put it all together- and have it work for you. And you followed your heart. It's such a lesson for everyone!"



EVAN CARMICHAEL

"Rebecca is known to handle narcissists and teach people to negotiate with some of the most difficult people in the world. If you want to learn how to stand up to bullies, get her new book SLAY the Bully, which is a USA TODAY bestseller!"



CHRIS VOSS

"The magic of Rebecca's SLAY approach to negotiating with narcissists is her depth of understanding of the psychological mind of a narcissist. She seamlessly and efficiently integrates that understanding with her unique insight and skill level in the negotiating process. This is an opportunity. Embrace it."



We help anyone dealing with toxic people go from lives of drama, trauma and chaos to lives of freedom, possibility and purpose by providing expert negotiation strategies and compassionate support.

SUGGESTED INTERVIEW/SPEAKER TOPICS

- SLAY the Bully: How to Negotiate with a Narcissist and Win
- Speak Strong: Finding Confidence During High Conflict
- Negotiate Like You M.A.T.T.E.R: How to Step Up and Win
- Negotiate Like You M.A.T.T.E.R as a Woman Entrepreneur
- Negotiate Like You M.A.T.T.E.R and Step Up Win As a Minority Today
- How to Successfully Transition Careers as an Entrepreneur in Mid-Life
- The Top 8 Rules for a Successful Relationship from a High Conflict Negotiation Expert

SUGGESTED QUESTIONS:

1. How did you get into speaking on this topic?
2. What's a good definition of a high conflict personality? Is it nature or nurture?
3. What are the first steps you can take in dealing with them?
4. What does SLAY stand for?
5. What final thoughts do you want to leave people with?
6. Do you have a free gift for people?
6. Where can people learn more about you?



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