



“Dealing with Bullies in the Business & Beyond”

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(Inspired by a talk given by David at Columbia University in April of 2017 to graduate students of the Master of Real Estate Development program)

There are times in our business and personal life when the presence of a bully stands in the way of our success. Wouldn't it be nice to have a proven strategy to deal with the bully & win?

Disclaimer: *We do not seek to bully others nor to use in-kind bully tactics in response to a bully, but sometimes we are given no choice but to resist bullying. To do this in the nicest way possible, we need to have a strategy in advance.*

Bully - Routinely uses fear, intimidation & disruption of our work to achieve their objectives.

Strategy Outline:

1. Recognize when you are being bullied
 - A. Typical Bully Tactics –
 1. Refusal to cooperate with you, the bank, attorney, etc.
 2. They throw a sucker punch - Learn how to withstand it
 3. They don't deal in truth, but typically use fear & intimidation tactics to get their way
2. Stay calm during an encounter – Use transparency as your guide
3. Ask yourself: Are the truth and facts on my side?
4. Am I prepared to defend the opposition? Truth + Facts + A Story = A sound defense
5. Develop & Nurture Allies
6. Be Proactive -
 - A. Have your proverbial day in court
 - B. Outcome = the court's decision

Present Three Case Studies:

1. “Bad Neighbors”
2. “Why You Sucker Punch Me”
3. “I Must Be Going Crazy”

Discuss | Q & A

Thank you!

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