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# THE ART OF NEGOTIATION

AT WORK, HOME, AND PLAY

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# *What do you want?*

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Not what you need. Not what you should settle for.

What do you actually want?

## THE STAKES

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**\$83**

TRILLION

in wealth changing hands  
over the next two decades

**83%**

of widows faced serious difficulties  
taking sole control of household wealth

**1 in 4**

did not know where all  
the assets were

*Source: UBS "Own Your Worth" Report, May 2025*

THE BIGGEST NEGOTIATION

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# Choosing a partner is not just a romantic decision.

*It is a financial decision, a health decision,  
and a career decision.*

**50%**

more likely to be promoted  
with a conscientious spouse

**77%**

average net worth  
lost in divorce

# Comfortably uncomfortable.

*Not terrible. Not a crisis. Just... fine.*

*The most seductive trap there is.*

## THE PATTERN

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# Reaction

Waiting for crisis.

Turning to friends who validate.

Seeking therapy that explains why—  
but not what to do next.



# Intention

A framework.

What do you want?

What are you willing to trade?

What is your walk-away?

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*The same skills you bring to a boardroom belong in your living room.*

IT IS ALL ONE NEGOTIATION

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**50%**

**less likely to be promoted**

for women spending 20+ hours  
per week on caregiving

**\$295K**

**in forgone lifetime earnings**

the average cost of unpaid  
caregiving for women

***Not a work problem or a home problem.***

***One problem wearing two masks.***

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The art of negotiation is not  
just about getting a better  
deal at work.

*It is about refusing to leave  
your own life on the table.*

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