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ECMC LEADERSHIP COLLABORATIVE CONVENING

MASTERING SALARY NEGOTIATIONS

Effective Strategies for Advocating for Your Value

Facilitated by: Ashley Rudolph

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ABOUT THIS WORKSHOP

You'll refine your salary negotiation approach with new strategies to advocate more effectively. You'll learn how to **build a strong case** and **master practical negotiation tactics** to confidently navigate conversations and achieve your desired outcomes.



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YOUR SPEAKER



ASHLEY RUDOLPH

Performance Coach and
Former Tech Executive



I coach executives and managers to lead high-performing organizations.

I built this training based on my firsthand success in salary negotiations – I'll be sharing battle tested strategies.

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From IC to VP in 5 years

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2014 - Hired as Program Producer

2014 - Negotiated raise 6 months later (+9%) 

2015 - Promoted to Global Program Manager (+16%) ▲

2016 - Promoted to Global Program Director (+31%) ▲

2017 - Negotiated a raise as a Director (+16%) 

2018 - Joined new company as Senior Director (+29%) ▲

2019 - Promoted to VP (+6%) ▲

2020 - Joined new company as VP, Product Operations (+18%) ▲

2021 - Annual Raise (+6%) 

2022 - Lateral move, negotiated a raise (+15%) 

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\$500,000 in Raises Negotiated

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Your Goals, Your Strategy

Take the elements that worked for me and adapt them to your career path.

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Workshop Norms

Here are some shared norms, so that we can make the most of our time together and create a safe space.

- 01.** **Be Present.** No phones, laptops, or distractions.
- 02.** **Participate!** Everyone's voice adds value.
- 03.** **This is a safe space.** What we discuss in this room stays in this room.

What We'll Cover Today

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01. How to refine your approach to your career.

Gain new strategies for positioning yourself to negotiate more effectively.

02. How to build a strong case for salary negotiation.

Learn how to leverage research, your achievements, and market data to strengthen your negotiation approach.

03. How to master practical negotiation tactics.

Develop know-how to navigate salary conversations with real-world techniques.



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How comfortable are you with the topic of negotiation?

How comfortable are you with putting it into practice?

Share your response on a fist to five scale.

Did you know?

55%

Of U.S. workers do not negotiate their salaries. **Half of women** report they've never negotiated their salary.

Source: Pew Research Center, InHerSight



Did you know?

84%

Of employees who negotiate their salaries receive an increase.



Source: Pew Research Center



Did you know?

+15–20%

When employees negotiate their salary—whether it’s during the hiring process, during performance reviews, or at key milestones like promotions— **they typically see an increase of 15–20%**

Source: Pew Research Center



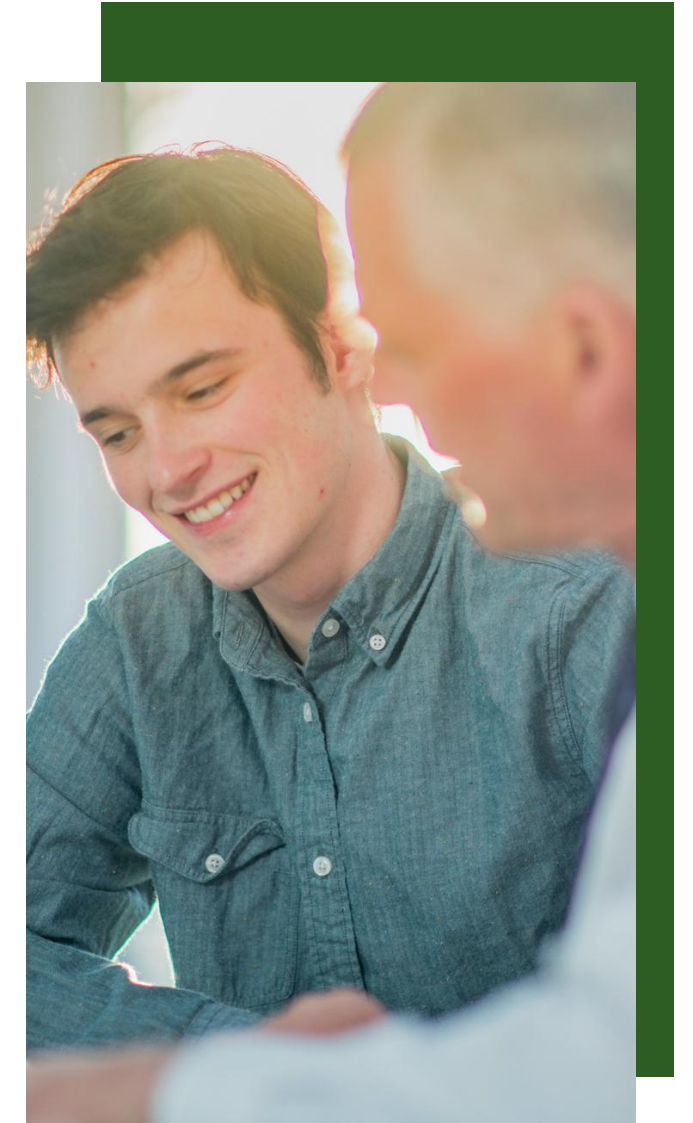
MASTERING THE ART OF SALARY NEGOTIATIONS

Building A Career Strategy That Works

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SALARY NEGOTIATIONS ARE ABOUT LEVERAGE

- ✓ Consistently delivering strong results
- ✓ Building strategic relationships
- ✓ Positioning yourself as indispensable within your organization



Using the 3Cs framework



The 3Cs Framework for Career Growth



CONTENT

Be an expert. Deliver high-quality work that drives results. Showcase your ability to solve problems that impact your organization.

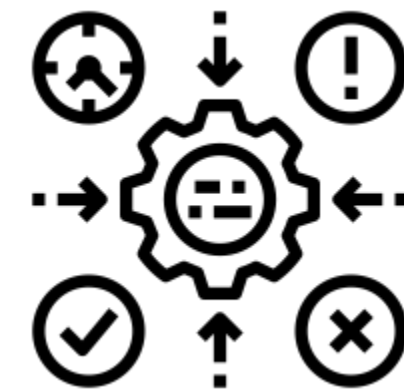
Example: Completing a high-stakes project on time and under budget while introducing innovative solutions to solving the problem.



CONFIDENCE

Communicate, lead, and manage challenges with confidence. Anyone can identify problems, few can devise solutions.

Example: During a crisis, you remain composed, lay out a clear action plan, and guide your team through the issue with authority and poise.



CONTEXT

Understand how decisions are made, the internal politics, and who holds influence. Successfully navigating this landscape is key to removing blockers.

Example: By forming alliances with key stakeholders, you're able to gain support for your project and remove roadblocks.

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Do you have any questions or need clarity on anything we have covered so far?



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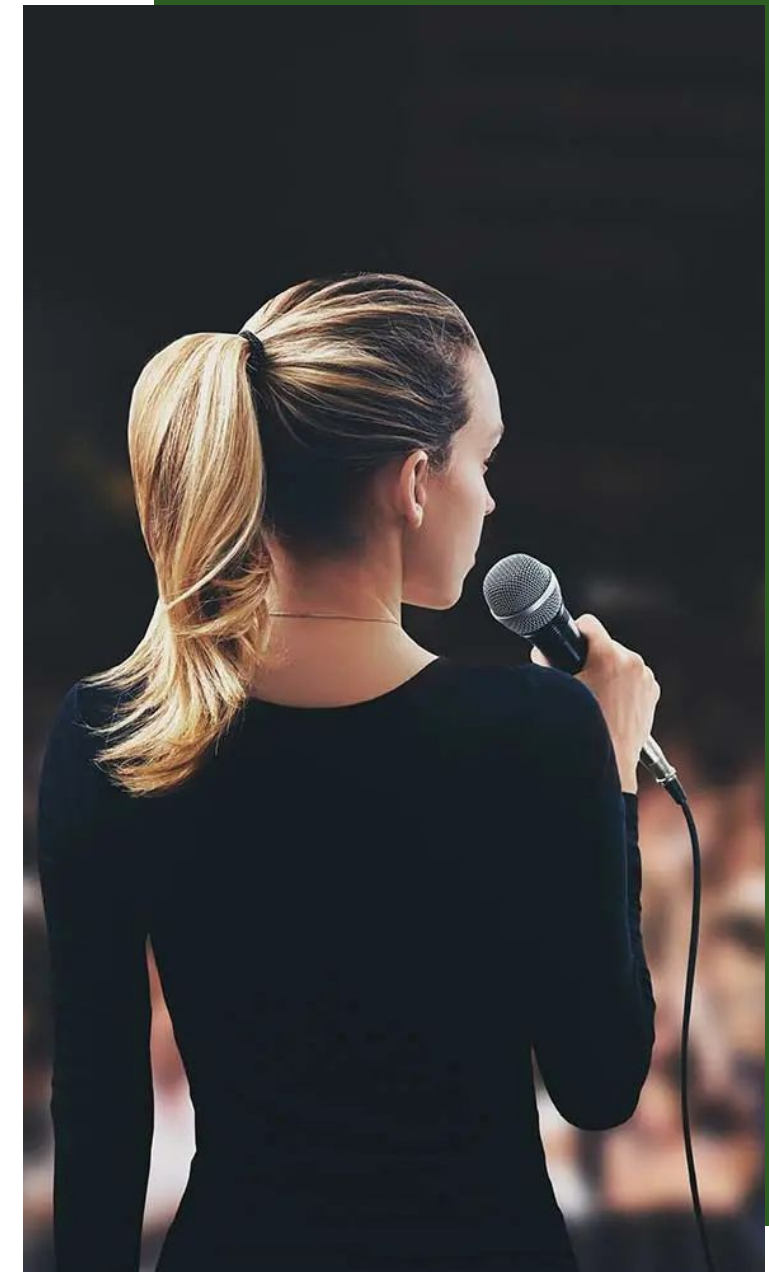
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Building Your Case

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BUILD A STRONG CASE BY APPEALING TO YOUR AUDIENCE

- ✓ Demonstrate that you've done your research and leverage market data to your benefit
- ✓ Know the impact of your achievements
- ✓ Make sure the timing is right





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Where do you think you struggle the most in salary negotiations?

Raise your hand...

- Preparing for the conversation
- Managing nerves
- Getting a clear outcome from the convo

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The 3 Elements of a Strong Case: Research & Market Data

Demonstrate that you've done your homework on what's fair and competitive, giving you leverage in your negotiation.



Gather data

Use sources like Payscale, Glassdoor, or internal salary bands



How to use it

Gather data before reviews, promotions, or negotiations to align with industry/internal standards.



~~What to avoid~~

Relying on rumors, hearsay, or info not aligned with your specific context for salary comparisons.

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The 3 Elements of a Strong Case: Achievements

Owning the messaging surrounding your value increases your chances of successfully getting an increase.



Positioning

Compile your achievements 6 months before reviews. Socialize your wins after major projects or when taking on new responsibilities.



How to present

Highlight metrics showing how you've impacted key goals and position yourself as indispensable.



~~What to avoid~~

Vague phrases like "I worked hard" or "I'm a team player."

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The 3 Elements of a Strong Case: Timing

Understand the best moments to negotiate – for maximum leverage.



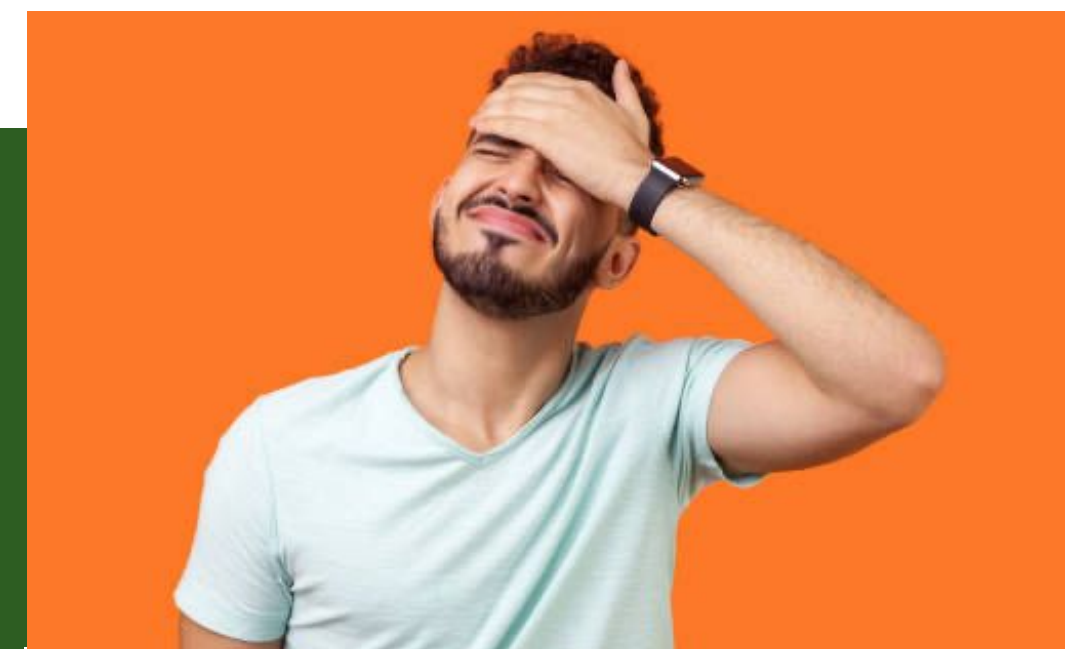
When to ask

6 months before performance reviews, after completing a major project, or when taking on new responsibilities.



How to present

Discuss your career path with your manager, expressing your goals for advancement or salary growth to align with their vision.



~~What to avoid~~

Asking during company downturns or before showing measurable contributions

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**Do you have any
questions or need clarity
on building your case?**



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Navigating the Conversation

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DELIVER YOUR CASE EFFECTIVELY BY USING RELIABLE NEGOTIATION TECHNIQUES

Let's explore the most effective negotiation tactics that will help you communicate your value and steer the conversation towards the outcome you want.



Anchoring: Start Higher Than What You'll Accept

NEGOTIATION TACTICS

Anchoring sets the negotiation starting point. By starting with a higher number, you leave room for negotiation while still aiming for the amount you really want.

- **Example Script:** "Based on my research and the value I've brought to the team, I believe a salary of **\$120,000** is fair for the role and the contributions I've made."
- **Why It Works:** This script starts with a specific number that's higher than what you're willing to accept (e.g., \$110,000). You've shown preparation by mentioning research, and now you're giving the company room to negotiate down to your target number.



Use Silence Strategically – Don't Rush to Fill Gaps

NEGOTIATION TACTICS

Silence gives space for the other person to respond or concede. It's a powerful tool to avoid over-explaining or undermining your own position.

- **Example Script:** "I'm confident that this salary reflects the value I bring to the company." [Pause and stay silent after stating your case.]
- **Why It Works:** After making your ask, staying silent prevents you from diluting your argument or second-guessing yourself. It places pressure on the other person to respond, giving you insight into their thought process or making them more likely to concede.



Handling Objections: Prepare to Address Concerns

NEGOTIATION TACTICS

You're likely to encounter objections such as budget constraints or performance concerns. Being prepared with responses helps you stay calm and refocus the conversation on your proven value, avoiding defensive reactions.

- **Example Script:** "I understand budget is tight, but considering the revenue increase my project contributed this year, I believe it justifies a higher salary. How can we work together to make this happen?"
- **Why It Works:** This script acknowledges the concern while steering the conversation back to your value and contributions. It also opens the door to collaboration, signaling that you're open to finding a solution.



Framing Your Ask as a Win-Win

NEGOTIATION TACTICS

Framing your negotiation request as a win-win helps create alignment with your employer. Instead of just asking for more money, show how your contributions will continue to grow and benefit the company in the long term.

- **Example Script:** "I believe an increase to \$110,000 would not only reflect my value, but also allow me to take on more responsibilities that can drive additional results for the team."
- **Why It Works:** By focusing on mutual benefits, you show you're invested in the company's success. This makes it easier for your employer to justify the increase.





REMINDER

Your Goals, Your Strategy

Take the elements that worked for me and adapt them to your career path.

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Let's Practice

Individual Exercise: Crafting Your Own Pitch!

REFLECT

- Take a moment to think about your recent accomplishments, contributions, and what sets you apart.

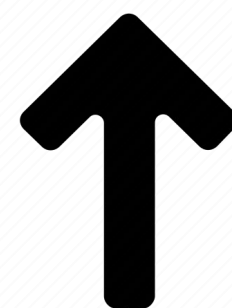
INSTRUCTIONS FOR INDIVIDUAL REFLECTION

- **You have 10 minutes to download, review, and start filling out the “How to Master Salary Negotiations” Workbook**
- **You can access it using the QR code or typing in the URL on the right >>**



<https://reworkit.ck.page/salary>

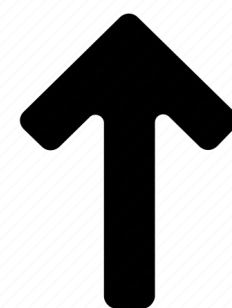




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**Your journey is your own
and it doesn't have to look
like anyone else's**

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**No matter where you are
today, the tools and
strategies you've learned will
help you build the future you
want.**

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THANK YOU



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