

# September Events for Women Looking to Negotiate Their Salary Packages!

*Equal Pay Day for Women in Australia is held on Thursday 8th September.*



During September I am running Salary Negotiation Events & Webinars for women looking to develop their skills in this area. Why? Because the pay gap is sadly nearing 18%. The gap only increases the more senior the role you hold, upwards of 20%.

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**Breakfast Event: NAB Village, Melbourne, 8th September (limited spaces)**

**'How to Successfully Negotiate Your Next Salary Package Increase & Earn An Additional \$700K+ Over Your Career!'**

If you haven't negotiated your salary package lately or ever – then this presentation held on Equal Pay Day for Women is a must attend.

If you want to be working smarter and increasing your earning

capacity at the same time, this presentation will equip you with the tools and confidence to do so.

Some of the reasons why women resist engaging in salary negotiation and career promotion conversations include; our different personality types, social conditioning, overvaluing competency, over-thinking the process, lack of confidence and simply failing to act. Without acting nothing will change.

Come along to an informal and interactive session with Kelly Magowan, author of *The Busy Women's Guide to... Salary Negotiation* to learn about how to improve your negotiation skills with both current &/or future employers. In the session we will share salary negotiation stories and ask the key questions around this topic that too many of us shy away from.

**The presentation will cover topics such as:**

- Why Negotiate?
- Combating Negotiation Fears
- The Work / Salary Challenges Women Face
- The Fundamentals of Salary Negotiation
- How to Determine Your Worth in the marketplace
- What Is Negotiable
- How to Conduct the Salary Negotiation Process
- Legal Do's & Don't's of Employment Contracts

To [sign up](#) for this event held in Melbourne on [Equal Pay Day](#) [visit Eventbrite:](#)

*Note: when I last presented this workshop at Melbourne Business School it was a sell out event with over 100 attendees. Don't miss out on securing your spot.*

**Free Salary Negotiation Webinars – Running during August & September**

As author of *The Busy Women's Guide to... Salary Negotiation*, I

am running free Salary Negotiation webinars on 'How to Successfully Negotiate Your Next Salary Package Increase & Earn An Additional \$700K+ Over Your Career!'

Register at [GoToWebinar](#) today and start being paid what your worth!

- [August Webinar](#)
- [September Webinar](#)



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## Free Salary Negotiation Training Webinar, 14th March 2016, Noon



Are you uncomfortable at the thought of engaging in a Salary

## **Negotiation conversation with your boss or potential new employer?**

If you answered **YES**, then I encourage you to sign up for this [free Salary Negotiation Webinar](#). You will take away a lot of practical tips and advice about how to negotiate your salary packaged. It is far easier than you think.

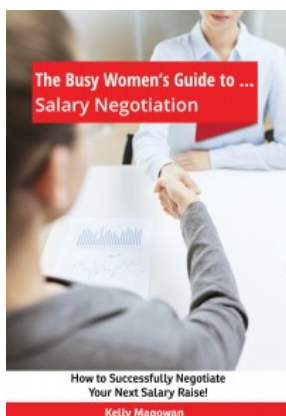
The webinar is hosted by [Gender Gap Gone](#). Please join me for a one hour free salary negotiation training webinar on the **14th March, 2106 12pm – 1pm**.

I am an experienced Career & Lifestyle Strategist with many years experience in salary negotiation coaching. I am also the author of [The Busy Women's Guide to Salary Negotiation](#).

For additional salary negotiation resources visit [The Busy Women's Guide to... Salary Negotiation](#)

*Investing the time now to negotiate a fair salary package will provide you with an infinite number of benefits, not only financially, both now and in the future.*

***Invest in yourself today and start being paid what you are worth!***



# Why 'Employer Rating Sites' are a must to research your next employer!

Gone are the days of joining a new employer blindly so to speak. In the past you joined an employer on good faith that were going to be a great and fair place to work. That they would deliver on all those 'verbal promises' sold at the interview.



Employer rating sites offer a great source of information about how the marketplace views employers – which for some organisations can be an amazing endorsement that confirms that all the hard work they have put into offering a great workplace is working. Whilst for others it can be a bit of a wake up call. Employer rating sites are terrific for job seekers as they provide you with a current marketplace barometer of how employees really view working at that organisation. You will find a lot of the bigger companies, however you may not find as many small to medium-sized businesses.

Now in addition to doing your usual Google search and asking about your networks, there are a number of good employer rating sites you should be using before you start your next job, such as;

[Glassdoor](#)

It is one of the original employer rating sites and has some terrific data on the organisation, key staff and even salary data.

### [Rate My Employer](#)

Rate My Employer is a similar site to the above for the European market.

### [CareerBliss](#)

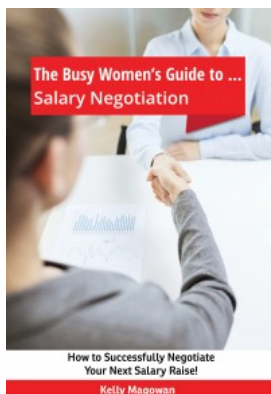
This site has reviews of most listed companies. You can use the research salary data feature to find employee salary information. A hub of great data.

I encourage you to spend some time doing your due-diligence on these sites when you are going through the job search process.

They offer a wealth of information about what the employer is really like (*however you may need to read between the lines with some*) and it provides some terrific salary data to leverage at the the [salary negotiation stage](#).

### ***About the author***

[Kelly Magowan](#) is a certified Career Coach with her own Career & Executive Coaching Practice. She has built a reputation as a thought leader in the careers space and has published a book on Amazon, [‘The Busy Women’s Guide to... Salary Negotiation’](#).



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# The 7 Steps to Successful Salary Negotiation

Let's face it, most of us (men and women) find engaging in a salary negotiation discussion about as comfortable as presenting to a large room full of strangers. It is daunting, yet it is an essential skill to master for the sake of your confidence, career and your bank account.



To increase your comfort level and the likelihood of achieving a positive outcome from the salary discussion follow this 7 step process;

## **1. Prepare the meeting agenda (keep it brief).**

A clear road map of what is to be discussed will keep you on track and provides a more professional edge to the discussion.

## **2. Research the job market for current salary data & document what you are seeking.**

There is an abundance of free information available online for salary data such as pay scale, also through personal networks, HR, Industry Associations and Recruitment Firms you can find out where to pitch yourself.

## **3. Prepare the business case (keep it factual and concise).**

It is less about your needs (i.e. tenure or having a big mortgage to pay) and more about you selling your past value and achievements and your future potential and benefits to your employer.

#### **4. List your alternatives & what items you would be prepared to negotiate.**

You must have clarity around what items you are looking to negotiate, such as base salary, flexible work hours and a car park (avoiding a shopping list of requests, instead package it up).

#### **5. Anticipate potential objections & prepare responses.**

Entering into any sort of negotiation is more likely than not to be met with objections. Ensuring you prepare for these is very important so you don't get put off. The most common objection provided is variations around the company and/or division not having the budget or funds to provide any increases. Very rarely is this the case, as they can and will always find the funds if they believe you to be an asset to the business.

#### **6. Book a meeting with the decision maker/s on neutral territory.**

Wherever possible conduct the negotiation meeting face to face and on neutral territory. This ensures that you are not disadvantaged.

#### **7. Role play and practice of negotiation meeting.**

The avoidance to negotiate is largely due to people not have the training or experience in negotiating. Without seeking out opportunities to practice negotiating (around anything, even a coffee) and role-playing you are unlikely to gain the confidence you need to be successful. Research suggests that if you don't act on the decision to do something out of your normal routine within 5 seconds, chances are you won't act. So there is only a small window of opportunity each time to convince yourself to move out of our comfort zone.

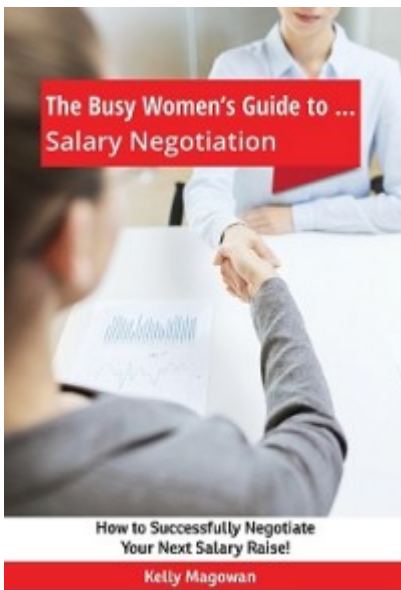
There is never a right or best time to have the salary negotiation discussion. The right time is now, be it with your current or prospective employer. Don't wait for the next performance or pay review, or until you finish the current



project you are working on, or until you achieve a certain qualification. Start the process today!

Download your complimentary salary negotiation checklist – [Salary-Package-Negotiation-Preparation-Checklist](#)

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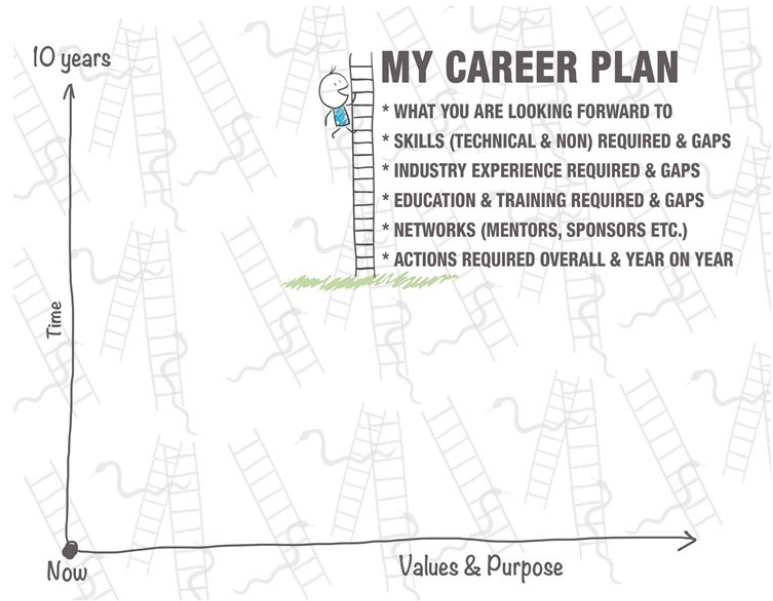


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## [How to Adopt an Agile Approach to Your Career](#)



**Traditional Career Management Model**



**Agile Career Management Model**

The world of work is no longer predictable. We live in a time that has been termed **VUCA (Volatility, Uncertainty, Complexity & Ambiguity)**. For a lot of professions, the way that we once managed our careers is no longer applicable. The traditional 'ladder style' career management model may work for some, such as those who join accounting or legal firms and look to follow the partnership path. However, for a lot of us, we need to adopt a more agile approach to how we manage our careers if we want to experience a personally and financially fulfilling career. Our professions may be in flux, evolving and new streams emerging, or we may look to adopt a portfolio or flexible approach to how we manage our careers – all of which require an agile approach.

Realistically we can expect to change jobs every 3-4 years, which may involve a job or career change through choice or redundancy. I use the analogy of a game of snakes and ladders to represent the agile career management model. It is certainly a positive model as it represents fun, opportunities and choices. We may be climbing one ladder to find that we have reached the top and look to take on a new challenge in a different field. We may lose our job and slide down a snake,

however there are lots of ladders (opportunities) around us that we can jump on board. The key theme around an agile model is to ensure that your values are being met and that you are experiencing a sense of purpose in the work that you do. It requires a letting go of the old ideas about how a career should look! Your career should look just as you want it to. There are no right or wrong careers, there are only people who are engaged and satisfied in their work and those who are not!

Working in today's market requires a degree of self-awareness, understanding where you can add value and having a more opportunistic and strategic approach to your career. The ability to re-invent ourselves as the need arises and ensuring that we have a positive and accurate personal brand in the marketplace. It is about working in your job and also making time each week to be working on your career.

What style of career management will work best for you?

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## Equal Pay for Australian Women – “Don't Ask, Don't Get” The Tipping Point



*'In 2013, the national gender pay gap was 17.5%. This has not*

*shifted in the last 20 years. Another way to look at this statistic is that the average woman would have to work an additional 64 days per year to earn the same as the average man.'* [Click to view statistics source](#)

When the average Australian woman has to work an additional 2 months a year to achieve the same salary as the average Australian man, there is a problem. If you think it sounds a bit dismal, you are right, and let's not even mention our comparative superannuation payouts upon retirement, which are nothing to get excited about, and our longer average lifespan.

Women represent more than half the workforce – 50.5%. Their choice of occupation has some bearing on the difference in average pay (Mining Sector at the top for wages, and Food and Accommodation at the other end). Sadly women face a pay gap in nearly every occupation and the gap increases the higher up the corporate ladder. We know that the pay gap has little to do with our intelligence and level of competence. It has a lot to do with our lack of confidence! But it is from the whole story.

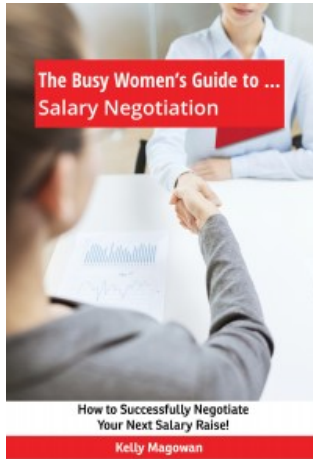
Click to read my full article published in The Weekend Australian Newspaper or [online.](#)

**No point in waiting, it's time to act on the gender pay gap**

[www.pressreader.com/australia/the-weekend-australian/.../TextView](http://www.pressreader.com/australia/the-weekend-australian/.../TextView)

The Weekend Australian - 2015-08-08. No point in waiting, it's time to act on the gender pay gap. WEEKEND PROFESSIONAL. KELLY MAGOWAN Kelly ...

*Kelly Magowan is the author of [The Busy Women's Guide to... Salary Negotiation](#) available on [Amazon](#) and [CreateSpace](#).*



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## And So It Goes... The Pay Gap Continues To Grow

In today's *Herald Sun* there was an article by Jessica Marszalek, the '*Pay gap just gets bigger.*'

According to the ABS it seems that the gender pay gap in Australia is not closing in – rather it is expanding considerably, across all industries. Healthcare has seen the biggest pay gap of \$600 amongst those classed as professionals.

The average working full time male in Australia now receives \$1678 per week while the average women receives \$1307.

There are various reasons as to why this pay gap exists – from choice of occupation, to gender bias, through to women engaging in less negotiation discussions than men. Men

initiate salary discussion 4 times more than women. Certainly food for thought.

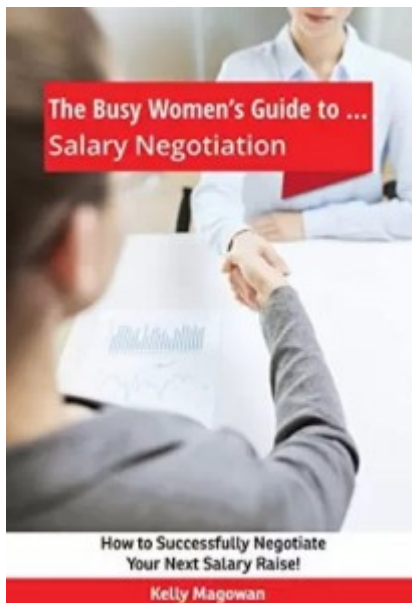
Is it time to have a salary negotiation with your employer?

### **Salary Negotiation Coaching Service**

If you are new to Salary Negotiation or find yourself in unfamiliar territory [\*The Busy Women's Guide to... Salary Negotiation\*](#) will provide you with all the tools you need to get started.

Visit Amazon to purchase [\*The Busy Women's Guide to... Salary Negotiation\*](#)

Alternatively contact me to find out about my [\*'Salary Negotiation Coaching Service'\*](#).



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## [How and when to ask for a](#)

# raise: Sky News Careers Segment

I had a wonderful opportunity to join the team at Sky News (Your Career) to discuss the topic of [Salary Negotiation](#) – ‘How and when to ask for a raise!’ [Click below to view the segment.](#)



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## Salary Negotiation: What You're Doing Wrong

When speaking on the topic of 'Salary Negotiation for Women', I invariably encounter women who bring varying levels of expertise on the topic – which is great.



Mostly, the women I speak with are aware of the benefits of salary negotiation but have resisted pursuing it for a raft of reasons ranging from lack of knowledge on the topic, to fear, lack of confidence and social conditioning.

I too can understand why many women avoid it, given salary negotiation is a small component of negotiation which is a fairly sizeable topic. This is evidenced by the many universities that offer negotiation subjects.

And as we know, many women tend to want to have a subject pretty well mastered before being confident to execute a discussion on it, which may be why we hesitate when it comes to salary negotiation.

It is pleasing when I do encounter women who are expert salary negotiators, and goodness knows we need more of these.

What I find more challenging is when I encounter women who have a little knowledge on the subject and a lot of confidence! While I love the confidence aspect I certainly don't advocate going into the salary negotiation process half baked.

Recently I met with a lovely lady who was professional, intelligent and confident. She was looking to negotiate her salary with her current employer after a period of absence. In speaking with her she seemed pretty confident in her approach. I asked her to test her salary negotiation pitch on me.



What I found was that her negotiation pitch was full of holes. It was all about her and her needs! While your needs are a given, a negotiation pitch needs to be packaged up to highlight the benefits to the person and organization to whom you are negotiating with.

**So what was wrong with the pitch?** To read the full article visit [Women's Agenda](#)

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