

# **Gender and negotiation**

---

**Julia Bear**

**February 3, 2011**

# Agenda

---

- What do we know about gender and negotiation?
- How does gender and negotiation relate to career development?
- How can it help you?

# Agenda

---

- What do we know about gender and negotiation?
- How does gender and negotiation relate to career development?
- How can it help you?

# Choosing to Negotiate

---

- Recent study examined the starting salaries of Carnegie Mellon MBA graduates.
- Starting salaries of men were 7.6% (or almost \$4,000) higher than those of women.
  - Only 7% of the women, but 57% of the men had asked for more money (i.e., negotiated on salary).
  - Those students who negotiated (most of whom were men) were able to increase their starting salaries by 7.4% (or just over \$4,000) – almost exactly the difference between men's and women's starting salaries!

# Is there “backlash”?

---

Participants: 247 adults viewed videotape of job interview. Asked to assess the likelihood of hiring the candidate after watching one of four videos

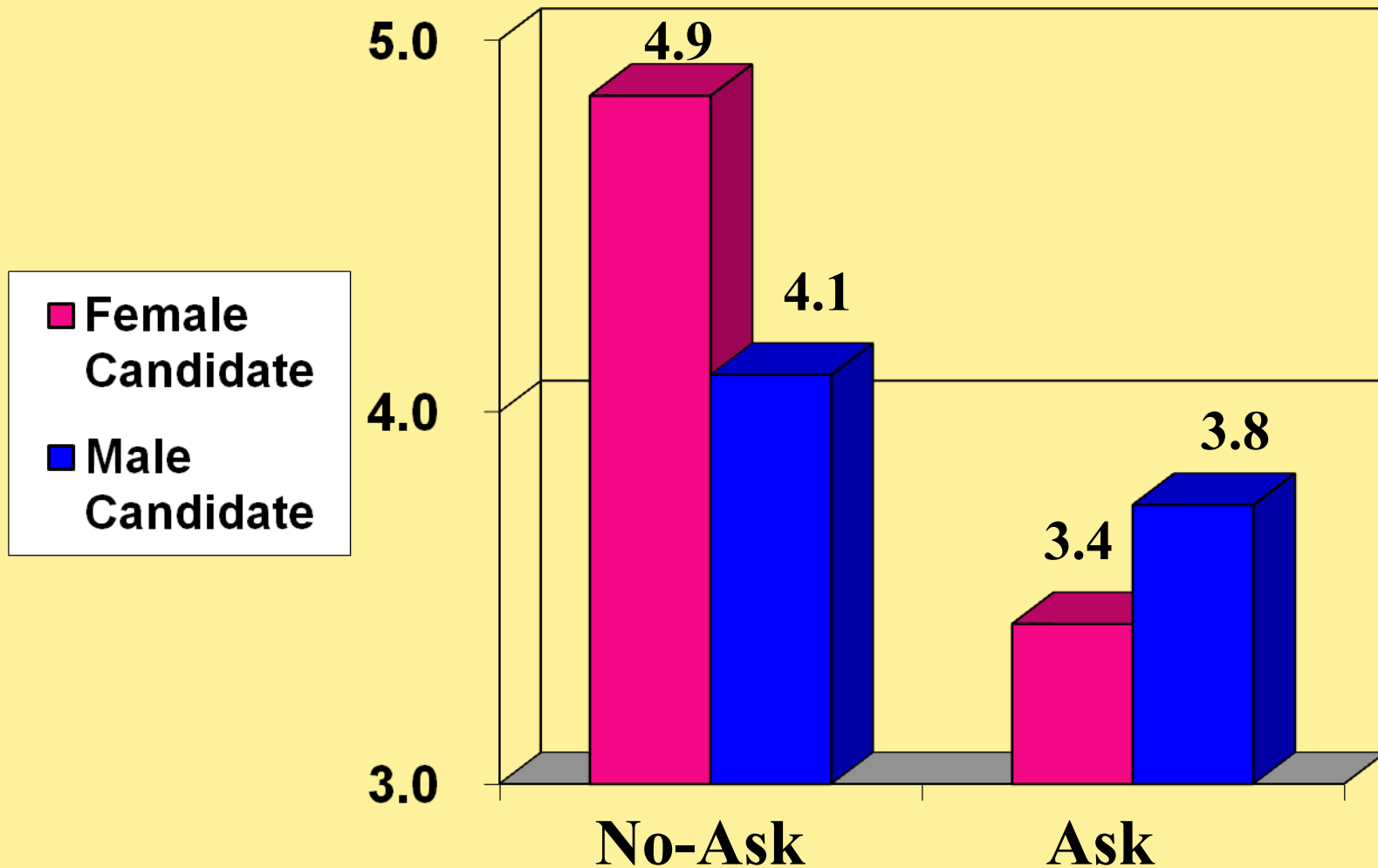
Male candidate who didn't negotiate

Male candidate who did negotiate

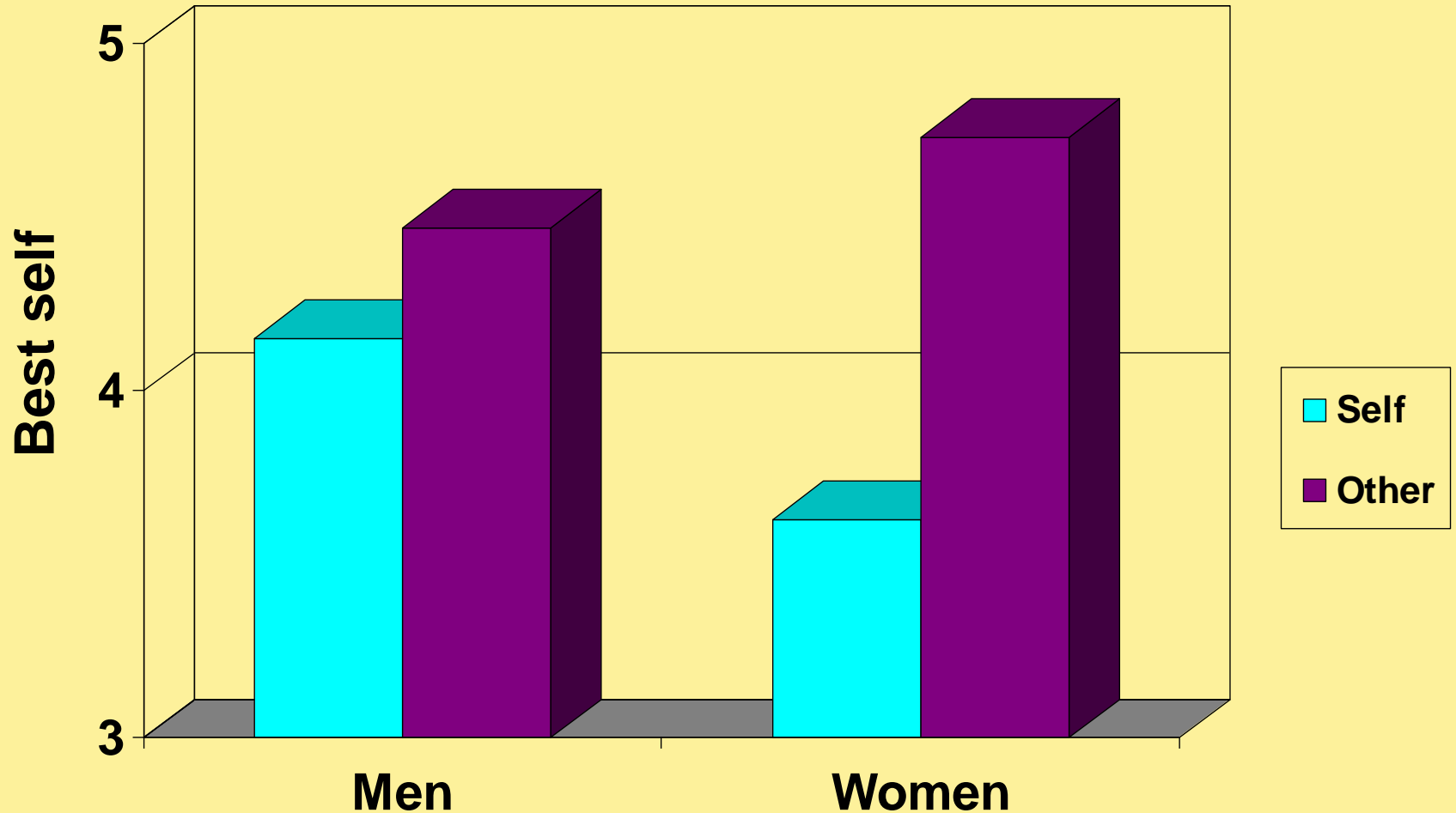
Female candidate who didn't negotiate

Female candidate who did negotiate

# Likelihood of hiring: Men penalize female candidates more than male candidates



# Negotiating for self vs. for someone else



# Agenda

---

- What do we know about gender and negotiation?
- How does gender and negotiation relate to career development?
- How can it help you?



# Career development

---



# Career development

---

Academe

Industry

????



# Career development

---

- Think of negotiation broadly
  - Not just a one-time thing!
  - Negotiation of career opportunities:
    - Mentoring
    - Involvement in projects
    - Authorship
  - On the personal side: “A two-level game”
    - Level 1: Negotiation with employer
    - Level 2: Negotiation at home

# Career development

---



# Agenda

---

- What do we know about gender and negotiation?
- How does gender and negotiation relate to career development?
- How can it help you?

# Learning to ask

---

- Identify opportunities to negotiate
- Make a plan
- Emotional management
- Negotiate like you would negotiate for others
- Pay attention to how you ask

# Learning to ask

---

- Identify opportunities to negotiate







# Identify opportunities to negotiate

---

- Identify what you want and negotiate for it!
- All kinds of situations are more negotiable than you think
- Don't accept the status quo

# Learning to ask

---

- Identify opportunities to negotiate
- **Make a plan**
- Emotional management
- Negotiate like you would negotiate for others
- Pay attention to how you ask

# Make a Plan

---

Planning for negotiation is the most important thing you can do to improve your negotiation outcome

- Target
  - Collect information about the market.
  - What are your underlying interests?
- Information about the other side
  - What are their underlying interests?
- Negotiation approach
- Know your alternatives

# Learning to ask

---

- Identify opportunities to negotiate
- Make a plan
- Emotional management
- Negotiate like you would negotiate for others
- Pay attention to how you ask

# Learning to ask

---

Anticipate surprises

- Role play



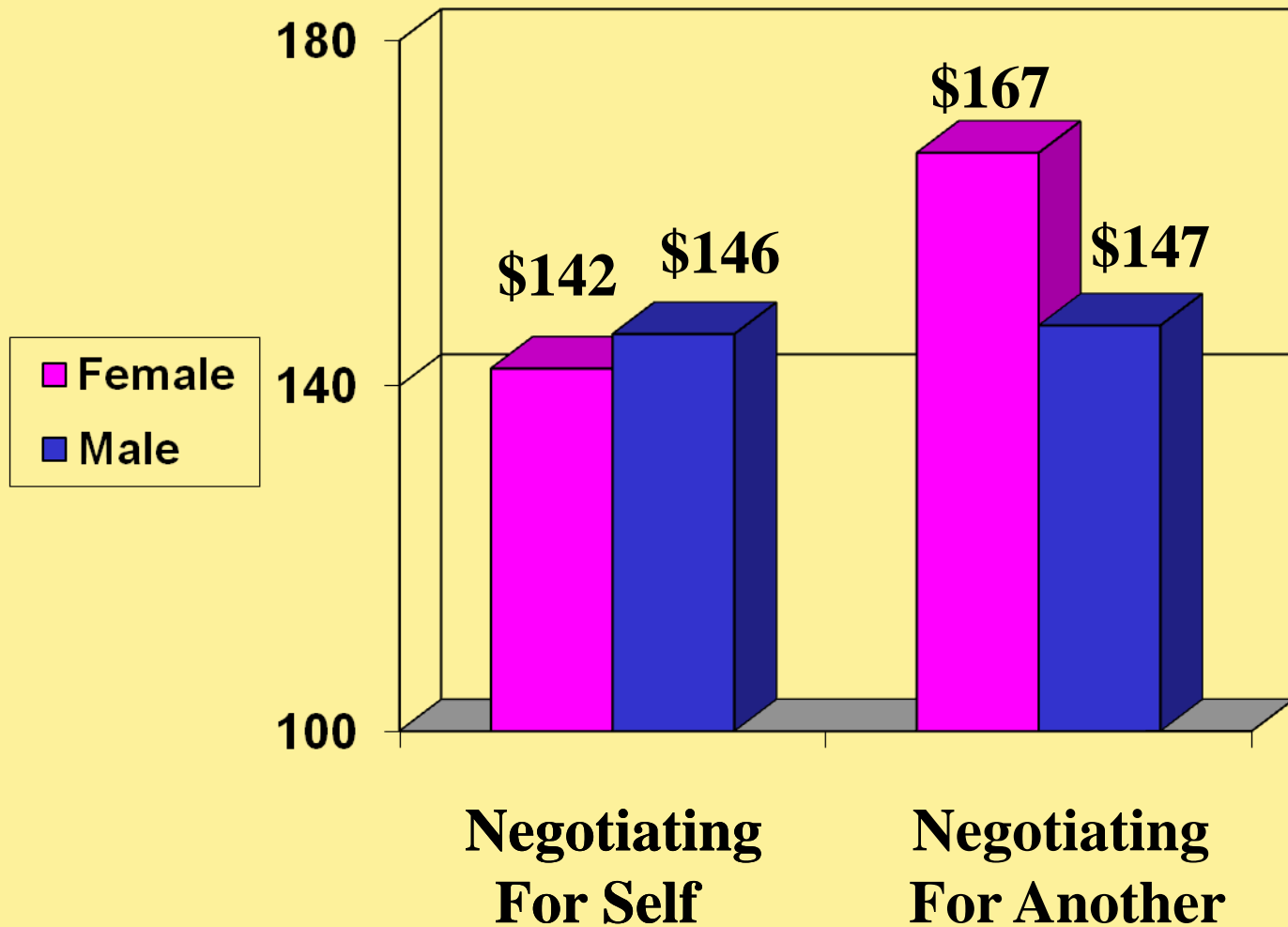
# Learning to ask

---

- Identify opportunities to negotiate
- Make a plan
- Emotional management
- Negotiate like you would negotiate for others
- Pay attention to how you ask

# Negotiated salary

---



# Learning to ask

---

- Identify opportunities to negotiate
- Make a plan
- Emotional management
- Negotiate like you would negotiate for others
- Pay attention to how you ask





# Pay attention to how you ask

---

- Use cooperative tactics (ask questions, listen, search for “win/win” outcomes, logrolling)
- Think about how the other side sees the situation and what they want
- Approach as problem solving rather than a contest or battle

"A vision of what is possible, a source of hope and inspiration, is the necessary ingredient for energizing change."

—Rosabeth Moss Kanter

# THANK YOU

---