
YOU

ARE YOUR BEST ADVOCATE

Five Steps To Getting What You Want

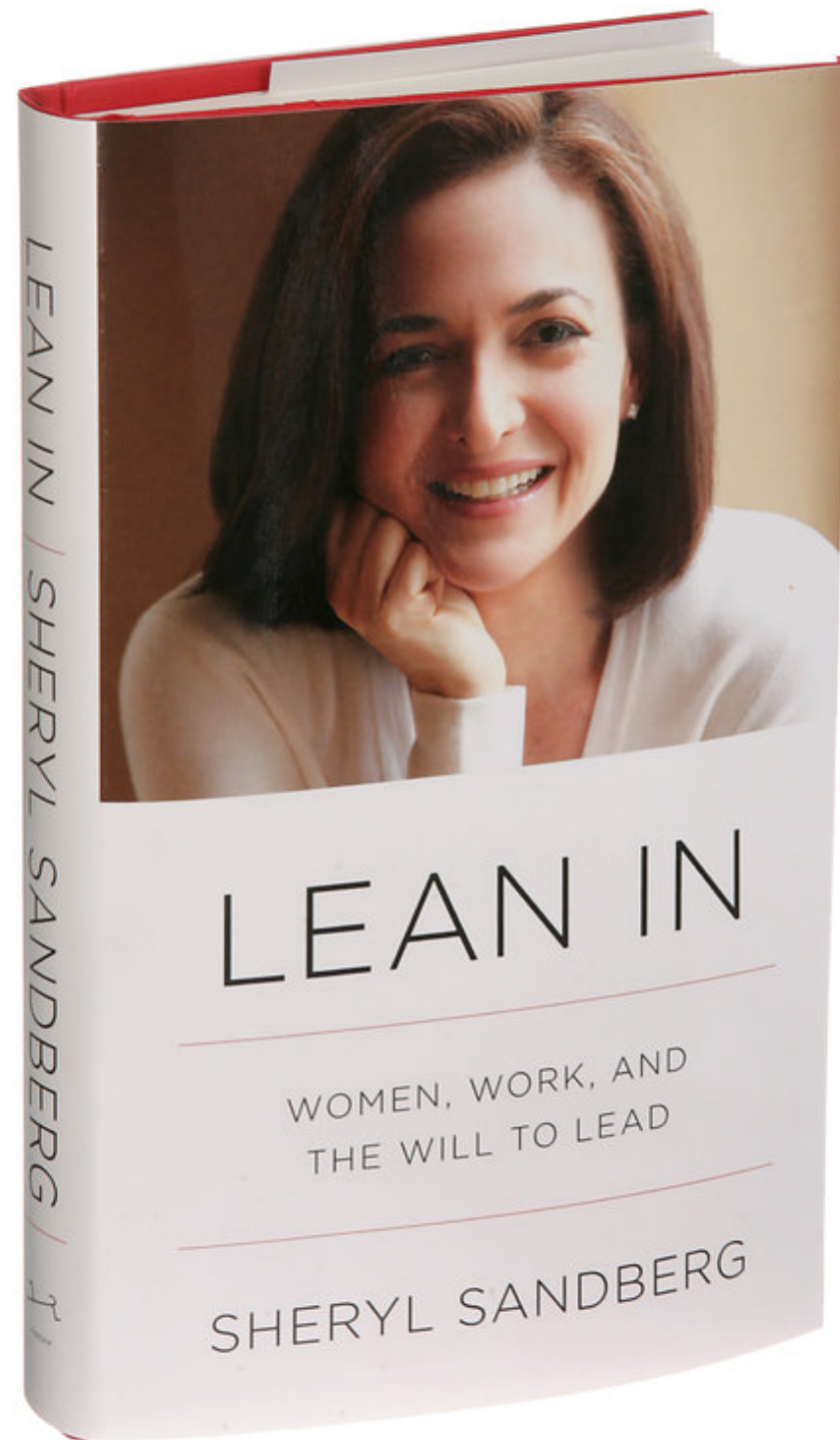


There
can be

SOCIAL PENALTIES

To Poor Self-Advocacy





Business
Success

Providers
Decisive
Driven

Caregivers
Sensitive
Communal

Not Nice
Self-Serving
Not Likable

**SOCIAL
PENALTY**



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The playfield is not level.

If you know the rules,

You can win YOUR game.



the 5 Steps To Getting What You Want



1

GET CLEAR ON WHAT YOU WANT

What do you really, really, really want?



HOW DO YOU TELL YOUR STORY?



YES



NO

GET CLEAR: WHAT YOU WANT



Salary

Work from Home

Bigger Bonus

Flexible Breaks

Commission

Vacation Days

Better Parking Spot

Desk Location

Mentorship

Breast Feeding Room

Better Coffee

Promotion

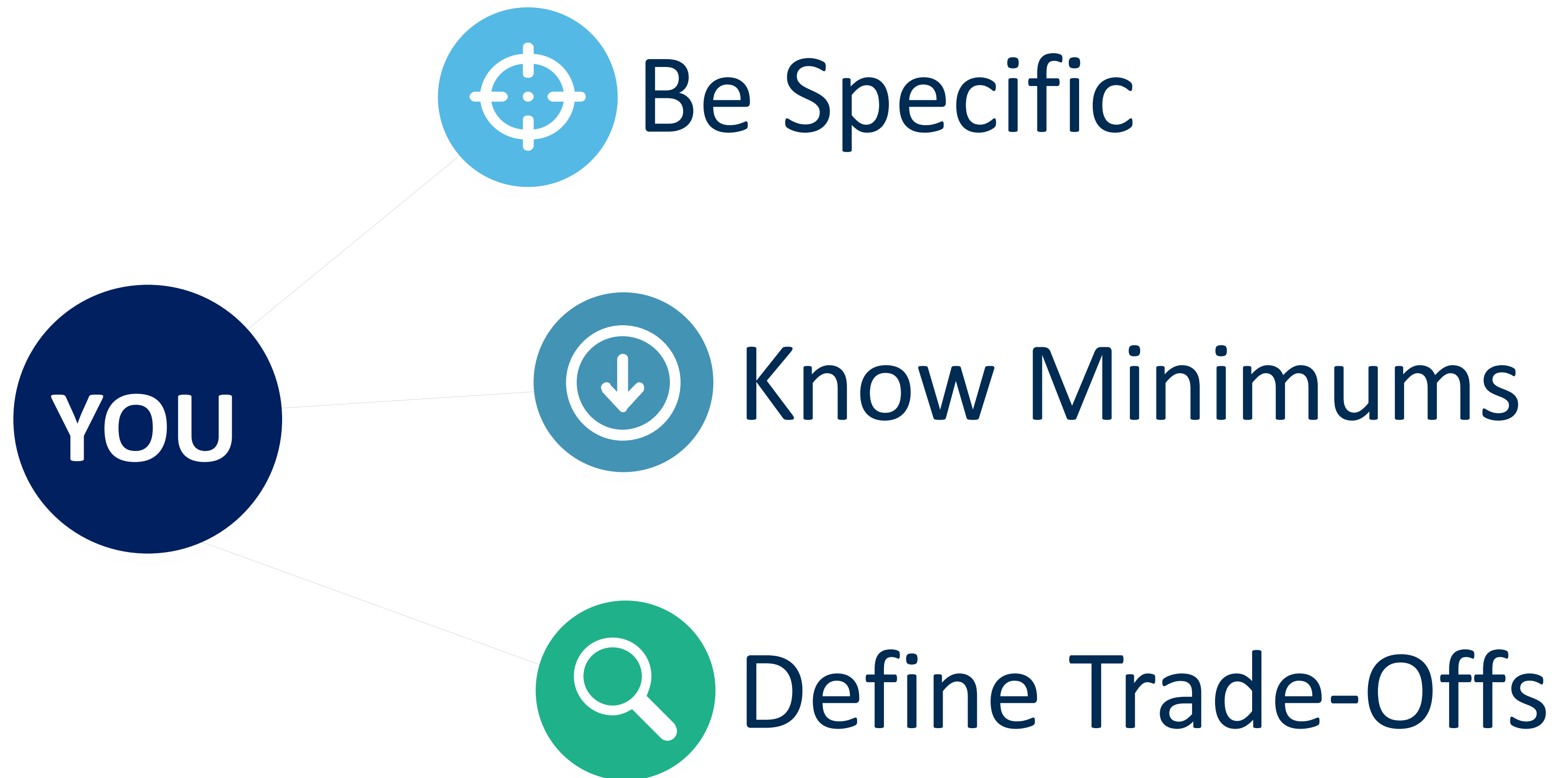
Ergonomic Chair

More Budget

4 Day Work Week



GET CLEAR: WHAT YOU WANT



YOUR TURN:

WHAT DO YOU WANT? →

- Be Very Specific
- Minimums/Trade-offs?
- Commitment?

5 STEPS TO GETTING WHAT YOU WANT

1. WHAT DO YOU WANT?

2. HOW CAN YOU DOCUMENT YOUR WORTH?

3. HOW DOES THIS REQUEST IMPACT OTHERS?

4. HOW CAN YOU BE "COMMUNAL"?



2 KNOW YOUR WORTH

What can you document to justify your ask?



DOCUMENT YOUR WORTH



Skills/Tangible Value

- Role
- Impact



Successes & Wins →

- Projects / Initiatives
- Leadership / Degree

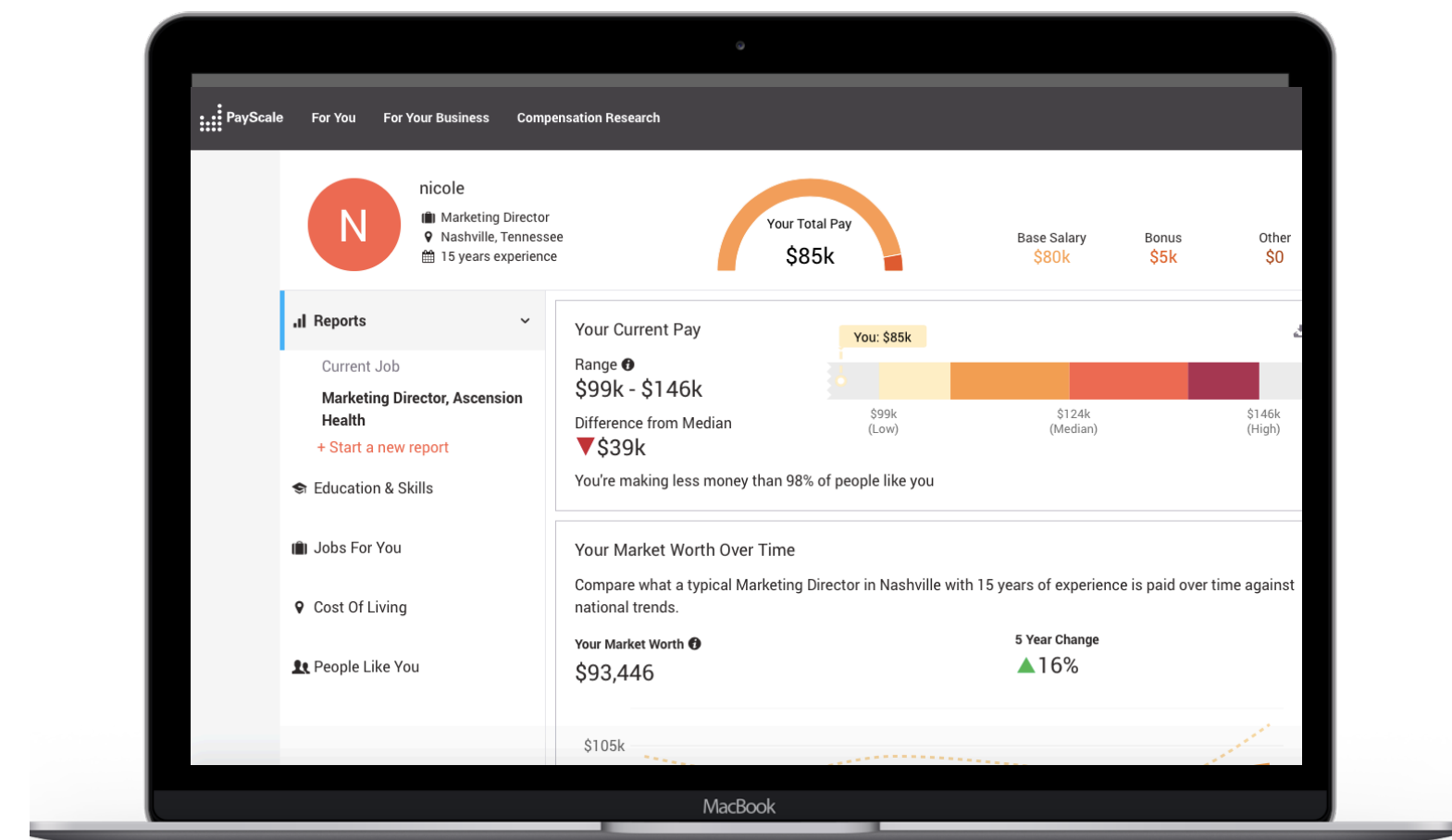


GOT DATA?



Do Your Homework.

- Association Websites
- Third-Party Sources
 - PayScale.com
 - Salary.com
 - GlassDoor.com



YOUR TURN:

- List 3 Wins

OR



- Want a Raise?
What will you
do to gain info?

5 STEPS TO GETTING WHAT YOU WANT

1. WHAT DO YOU WANT?

2. HOW CAN YOU DOCUMENT YOUR WORTH?

3. HOW DOES THIS REQUEST IMPACT OTHERS?

4. HOW CAN YOU BE "COMMUNAL"?

5. WHEN WILL YOU COMMIT TO PRACTICE?

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CONSIDER THE IMPACT

How will your ask impact your boss? Others?



CONSIDER THE IMPACT



Impact on Others

- Boss & Organization
- Internal “Equity”



GET CLOSER
TO YES:
HELP SOLVE
CHALLENGES

Tips To Be Helpful

- Work @Home: Plan to Connect
- Reduce Hours: Work Share Plan
- HBR Articles



CONSIDER THE IMPACT



Challenges for Boss

- Barriers with HR
- Time Management



GET CLOSER
TO YES:
HELP SOLVE
CHALLENGES

Tips To Be Helpful

- New Job: Draft Job Description
- Salary Increase: Provide Data



YOUR TURN:

- List 1 Challenge & How You Can Help
- 

5 STEPS TO GETTING WHAT YOU WANT

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4 USE A COMMUNAL APPROACH

Data says communal approaches work best

Communal Defined:

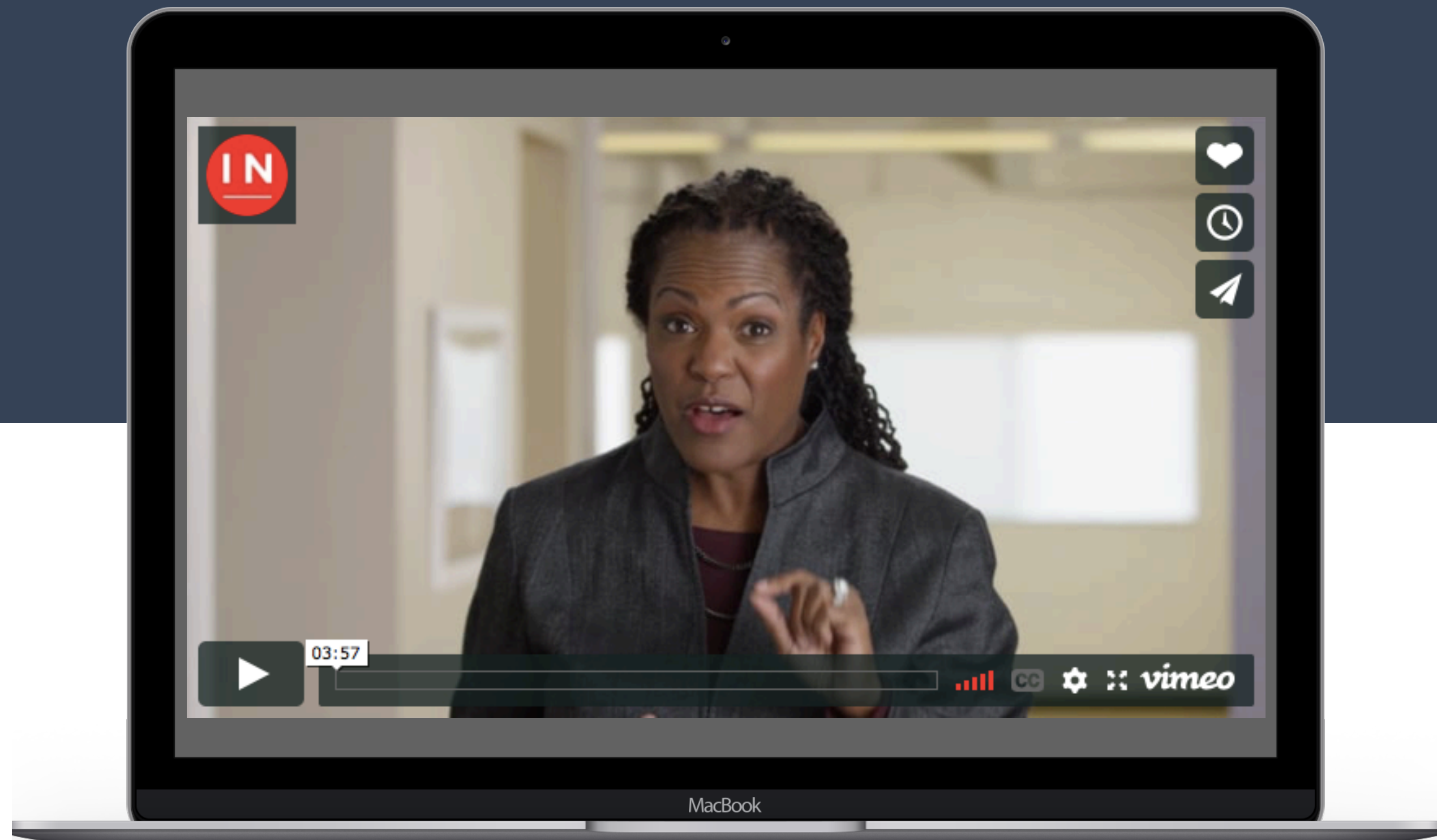
Women are expected to **crave community and fight for the good of the whole.**



USE A COMMUNAL APPROACH



A VIDEO WORTH WATCHING



<https://leanin.org/education/negotiation-thinking-communally>



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YOUR TURN:

- How Can This Benefit the Whole?

5 STEPS TO GETTING WHAT YOU WANT

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5

PREPARE. PRACTICE.

What Are You Likely to Encounter?



PREPARE. A LOT

The Good.

The Bad.

The Ugly.



Lowers the
Emotional
Impact



PRACTICE THE ASK.

- Set the Stage & Make the Ask
- Note Your Data & Research
- Solve for Potential Problems
Be “Communal”
- Define Next Steps



PUT IT TOGETHER. PRACTICE.

Set the Stage & Make the Ask:

I have brought significant value to this organization through *[Example]*.

I am here to talk through and ask for *[Raise? Promotion? Flex-Time?]*.

My proposal is *[your proposal]*.



PUT IT TOGETHER. PRACTICE.

- Set the Stage & Make the Ask
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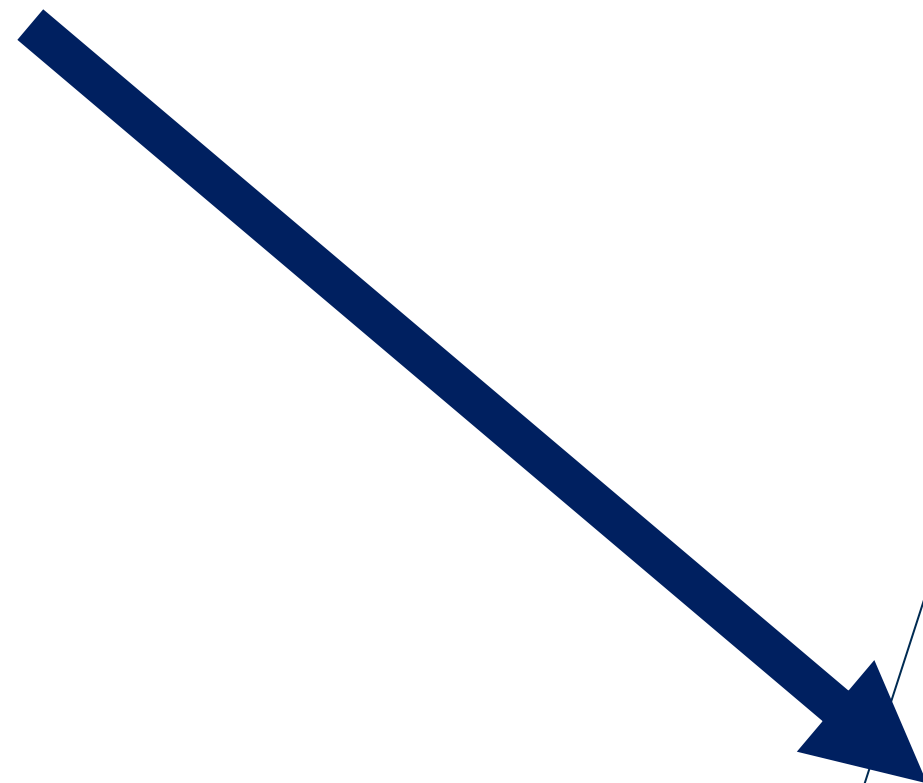
GET CLEAR ON NEXT STEPS

- 1 | **WHAT: Problems to Solve**
What is left to do?
- 2 | **WHO: Roles, Responsibilities**
Who will do what?
- 3 | **WHEN: Deadlines**
When will we do what?
If not now, when?



YOUR TURN:

- List a DATE & TIME to Practice



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5 Steps To Getting What You want

1. GET CLEAR
2. KNOW YOUR WORTH
3. CONSIDER THE IMPACT
4. BE COMMUNAL
5. PREPARE & PRACTICE





WHAT IF THEY SAY NO?

■ Overcoming Objection



OVERCOME OBJECTIONS

THE SECRET:

**LISTEN
& LEARN**



OVERCOME OBJECTIONS

“No.” or “Not Now.”

- Take a Deep Breath. Seek to understand.
- *“Can you help me understand your reasons/point of view?”*
- *“Please coach me on specifically what I need to do/accomplish to get X”*



OVERCOME OBJECTIONS

*“I know you want \$X,
I think we can give you \$Y_(aka less)”*

- Seek to Understand
- *“Can you help me understand how you got to that number?”*
- *“For these reasons (A, B, C) I am asking for X.”*



OVERCOME OBJECTIONS

“HR only allows us to give a raise of 15% - tops.”

- Acknowledge the challenge. Note your value and data: *“I understand your challenge. I am asking to be paid for the value I bring, which is X, and the market value, which is also X. Here is data to help support my proposal. ”*



OVERCOME OBJECTIONS

“The budget is really tight this year.”

- Acknowledge the challenge. State your case noting your value and data:

“I understand your challenge. I am asking to be paid for the value I bring, which is X, and the market value, which is in line.”



OVERCOME OBJECTIONS

“This can take time. You will need to be patient.”

- Acknowledge the support, but get a date.
“I appreciate your support. When should I follow up?”

ADDITIONAL RESOURCES

**Worth
A
Read**

ConsultBrightBlue.com/blog

SheNegotiates.com

LeanIn.org/education

**Worth
A
Listen**

The Broad Experience

HBR – Women at Work

Her Story of Success



LET'S TALK MORE...

Nicole@ConsultBrightBlue.com

www.ConsultBrightBlue.com

Let's
Be
Social



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BrightBlueCoach



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**GO OUT THERE &
ADVOCATE FOR
YOU!**

