



SHERO SERIES

THE 5-PILLAR FRAMEWORK

To Negotiate Like A Boss Workbook



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**PILLAR ONE**

Your Testimonials

Advocacy from colleagues, managers, executive sponsors and clients that highlight your performance and contribution will be essential to making the case of why you deserve a raise. Testimonials that are quantitative such as “exceeded revenue targets by 25%” and/or qualitative such as “completed projects on time with great accuracy” are examples of testimonials that demonstrate the value you are contributing to the organization.

Exercise

List 3 accomplishments that highlight the impact that you have had on the business, the name of the manager, colleague, client, stake-holder, etc. that provided you with positive feedback. You should also list the date for reference.

1. _____
2. _____
3. _____

Note Area for Additional Thoughts:

**PILLAR TWO**

Your Evidence

When building a business case for a more robust compensation plan, you need to understand how your role is making an impact to the organization. In addition to testimonials, were there any awards and/or acknowledgements you received that reinforce the contribution you made? Do you have examples you can cite that showcase how you went above and beyond the scope of your role?

Each example will serve as a talking point and should depict you as an employee with a strong work ethic, a track record of setting and consistently achieving goals, and someone who exceeds expectations.

Good example: *I joined a tiger team that met before business hours each Monday for 8 weeks, focusing on how to reduce customer response time. This led to a 25% increase in customer satisfaction.*

Bad example: *I fulfilled all the basic requirements for my role.*

Exercise

Take a look at the three accomplishments you highlighted in Pillar 1. Do they highlight the CHANGE/IMPACT you are having on the organization? Do they also show how you're enhancing corporate culture and the employee experience? If no, how would you rewrite them?

1. _____
2. _____
3. _____

Note Area for Additional Thoughts:



PILLAR THREE

Know Your Worth

Before you go into a salary negotiation, you **MUST** know how others within your organization are compensated. You should also know the average salary for someone in your role at ANY organization. Salary range varies by industry, seniority, and geography. Getting the salary you want will depend on asking for a realistic compensation package.

After finding the average salary for the role you are negotiating for, think about how you fare comparatively. Are you being paid on, above, or below market value? If you are at parity with the average or are being compensated at the highest tier for your role, you can ask for more equity

e.g. Keep in mind there are many forms of currency aside from cash including:

- | | | |
|--|-----------------------------|--|
| ✓ Bonus | ✓ PTO/vacation | ✓ Commuter stipends |
| ✓ Equity [e.g. Company's stock] | ✓ Working from home (WFH) | ✓ Flexible hours |
| ✓ 401k match | ✓ Wellness/learning stipend | ✓ Free meals, employee discounts, etc. |
| ✓ Insurance (health, dental, vision insurance, life) | | |

Exercise

1. Before this workshop, you should have researched your ideal salary range. What is that range? Are you being paid on, above or below market rate?

2. What forms of compensation and benefits do you currently receive or would like to receive? Which one is a "must-have" and which ones are "nice-to-have"? Know this list will allow you to be flexible during your negotiation process.

Must Have: _____

Nice to Have: _____

Note Area for Additional Thoughts:

**PILLAR FOUR**

Make Your Case & Justify Your Ask

A business case is designed to illustrate a value proposition that is intended to educate a decision maker and convince them to take some kind of action. In this case, the action would be to increase your compensation package.

In order to strengthen your case, you have collected testimonials (Pillar 1) accolades that demonstrate you have gone above and beyond the scope of your role (Pillar 2) and have researched what the average salary is for your role externally through sites like Salary.com. You've also done this internally through conversations with human resources at your company (Pillar 3).

Exercise

Putting it all in perspective

1. Once you leverage your testimonials, accolades and the research you conducted regarding your compensation structure, you can create talking points around why you deserve a raise. Share those below:
2. Put yourself in your employer/hiring manager's shoes. Based on the case you built, do you think your reasons justify your raise?

Note Area for Additional Thoughts:



PILLAR FIVE

Walk the Talk

In order to bring your raise to fruition, you must apply and practice the framework. Establishing an executive presence requires poise, thoughtfulness, business acumen, future-based, strategic, critical thinking/evaluation. These are a few characteristics associated with strong leaders.

To get paid like a boss, you have to think like a boss. Part & parcel to that process is execution. Here are a few examples:

Visualization - Envision yourself meeting with your leadership and how the conversation will unfold. See/hear yourself speaking with confidence in a cordial, pleasant, intentional manner.

- ✓ You're confident because you've done your due diligence
- ✓ You can substantiate your claim qualitatively (testimonials) & quantitatively (how have you contributed to the company's bottomline)
- ✓ You have a strong business case, which is the foundation upon how you're "making the ask"

Role Play

- ✓ Leverage those you trust to help you practice
 - Mentors and executive sponsors are good starting points
 - These people will help you become more comfortable having this conversation
- ✓ Record Yourself
 - Through recordings, you'll be able to watch your body language. Non verbal communication is extremely powerful; when leveraged effectively, it can contribute toward achieving the desired results [See the resources section below to get an in-depth view of nonverbal communication]

Evaluate

- ✓ Create a scorecard so you can measure how well you execute your role plays and ultimately, the actual negotiation
- ✓ To drive behavioral change, be cognizant of your behaviors in an objective way and modify counter-intuitive actions so that you can keep optimizing

Note Area for Additional Thoughts:

Stay connected on Social Media

	
 @Fancyfied	 @Gong.io
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 Lisa Francoeur www.linkedin.com/in/lisafrancoeur	 Gong.io www.linkedin.com/company/10454372

Resources

How to Build a Business Case

https://en.wikipedia.org/wiki/Business_case

9 examples of testimonial request emails that work

<https://boast.io/5-examples-of-testimonial-request-emails-that-work/>

Know your worth - Determine what the average compensation for your role is nationally and locally

<https://www.payscale.com/>

<https://www.salary.com/>

What was the determining factor that led to the last raise you gave to one of your employees?

<https://www.under30ceo.com/14-reasons-give-employees-raise/>

7 Qualities Of A Good Employee and Candidate (According to Research)

<https://www.jibe.com/ddr/7-qualities-of-a-good-employee-and-candidate-according-to-research/>

How to Create a Personal Scorecard

<https://courses.lumenlearning.com/principlesmanagement/chapter/6-7-your-personal-balanced-scorecard/>