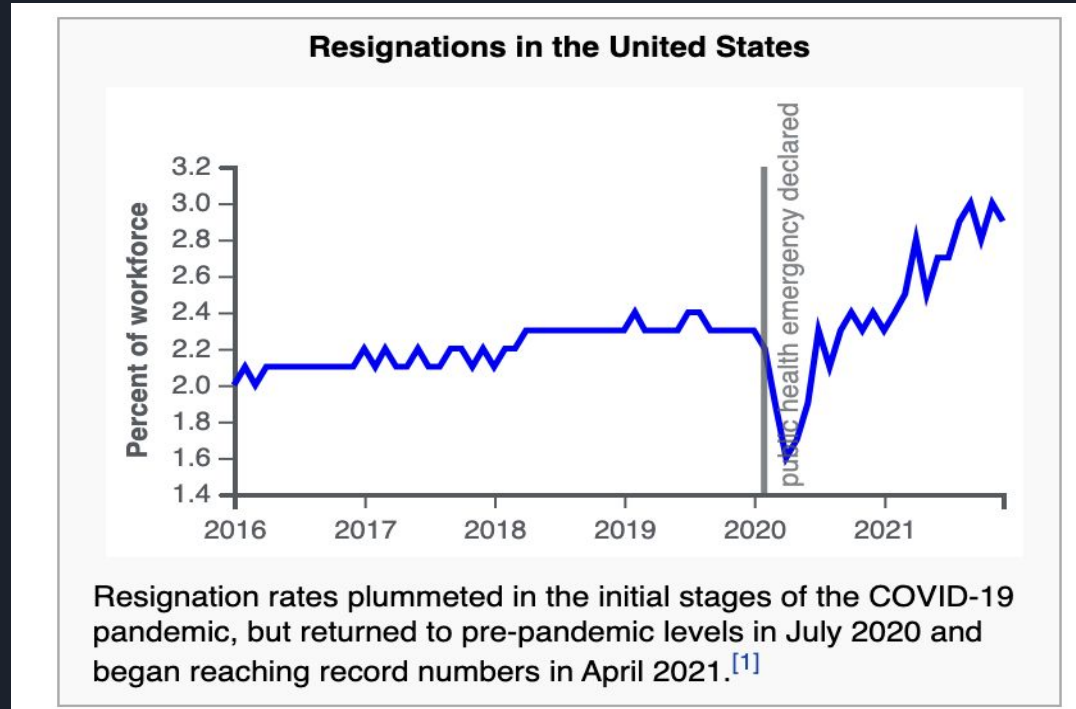


Negotiating Your Worth

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The Great Resignation



(1) "[JOLTS](#)". *Economic Policy Institute*. Archived from the original on 2021-11-12. Retrieved 2021-12-09. As published on Wikipedia.

What Does This Mean for You?





Know Your Unique Value

- Be ready to sell your skills / unique value
- Recent wins / accomplishments
- The MBA brings additional value
 - STEM MBA degree (Data Analysis / Analytical Insights)
 - Managerial Skills across Finance, Marketing, Supply Chain, etc.
 - Practicum Experiences / Client-Consulting Interactions
 - Communication / Presentation Skills
 - Teamwork / Collaboration / Leadership



Do Your Research

- Use internal and external resources
- Jenkins CMC career website
- Indeed, Glassdoor, Salary.com and others
- Speak to mentors, alumni, etc.



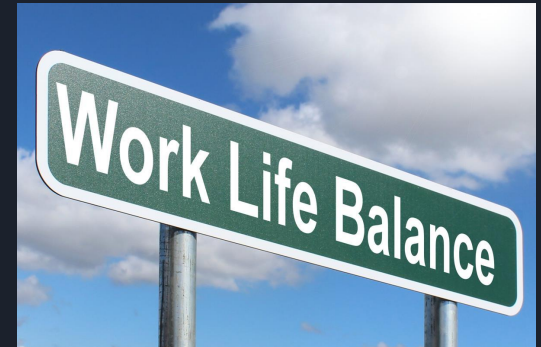


What is Your BATNA?

Best Alternative to a Negotiated Agreement

- Explore alternatives before negotiating
- Assign alternatives a value \Rightarrow BATNA
- Provides clarity to decision making

Negotiation is Personal





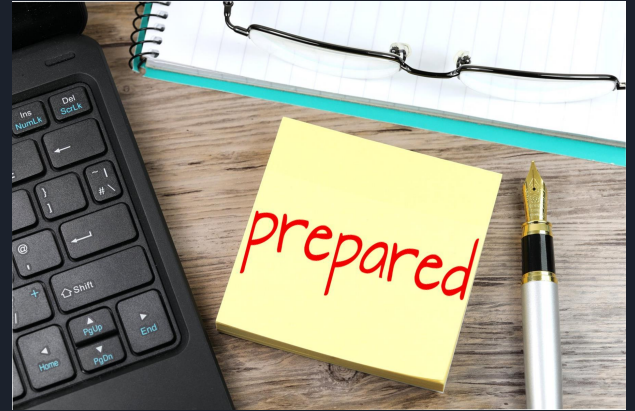
Making the Ask: Remember the Three A's

Appreciate – Ask – Appreciate

- Express appreciation and gratitude
- Make your ask using an open-ended question
 - “I was wondering if there is any room for increasing...”*
 - “Is there any flexibility with....?”*
 - “I’ve been doing the work of a senior product manager already, I would like to discuss a promotion to this level...”*
 - “Help me understand more about...”*
 - “I’m grateful for the positive feedback / salary increase, thank you. I was hoping for a more substantial raise because of xxx.”*
- End with appreciation and gratitude (again)

The ASK is Critical

- Incorporate your value / key skills
- Cite your research
- Do not get emotional
- Prioritize your asks





What If They Say No...

- Remember your BATNA
- Will staying (or leaving) bring you closer to your long-term career goals?
- *No for right now vs. No for forever*
- If current employer \Rightarrow discuss a gameplan / timeline for revisiting the request
- Be gracious / leave door open for future conversations



The Wrap-Up

- Seize the Moment!
- Know Your Unique Value
- Evaluate Options and Determine Your BATNA
- Prepare for the Negotiation Conversation
- Remember the Three A's
- Focus on What Matters Most to YOU

You've Got This!



“Taking on a challenge is a lot like riding a horse, isn’t it? If you’re comfortable while you’re doing it, you’re probably doing it wrong.” — **Ted Lasso**