

Art of the Ask

Know Your Value & Negotiate For More

Presented by Maya Tussing
to CHiPs Next Gen Summit '20
Wednesday, August 5, 2020



I LOVE IT

Lobbied for a promotion or new assignment

Women

Men



39%

36%

Asked for an increase in compensation

Women

Men



29%

27%

Source: Women in the Workplace 2016, LeanIn.org and McKinsey & company

% of people who negotiated seen as “bossy”, “intimidating” or “aggressive”

Women

Men



30%



23%

Source: *Women in the Workplace 2016*, LeanIn.org and McKinsey & company

% people who asked for a raise received one

Women

Men



15%



20%

Source: *Do Women Ask? 2017*, Artz, Goodall and Oswald

Who is Maya?



Help Around the House Report to Someone Else Collaboration

Marry Me Title Change Change Company Policy

Extended Maternity Leave Time to Care for Family

Job Funding for a Project Raise Become My Client

Promotion

Things I've Asked For

Discount

Better School

Landlord Reimburse Me for Improper Expenses Grade

Change in Responsibilities Homework Extension Advice

Help to Care for Aging Parents References Board Seat

Family Clean Up After Themselves Have Staff Report to Me
Extended Sick Leave

Refund/Recompense Forgiveness Go On a Date

Good



Better



Best



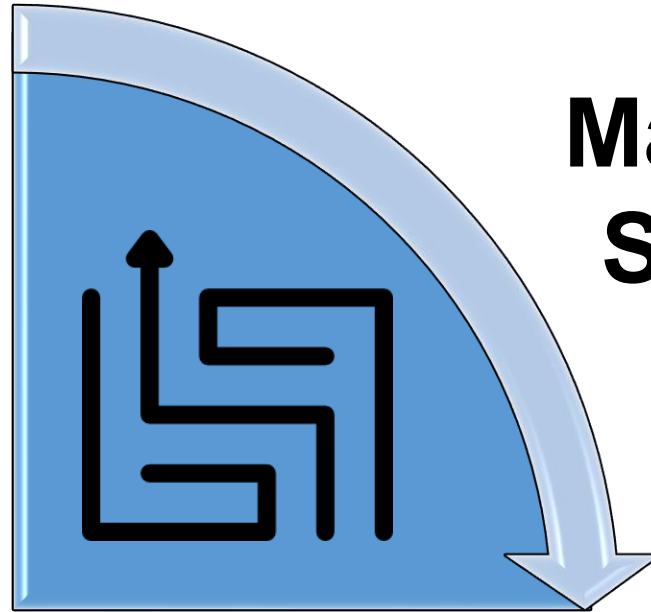
Torching Your Ask

- **Not Knowing What We Want**
- **Taking One Path to Success**
- **Focusing on What We Can't Control or Don't Understand**
- **Not Empathizing with the Decision-Maker**

**Know
Your Ask**



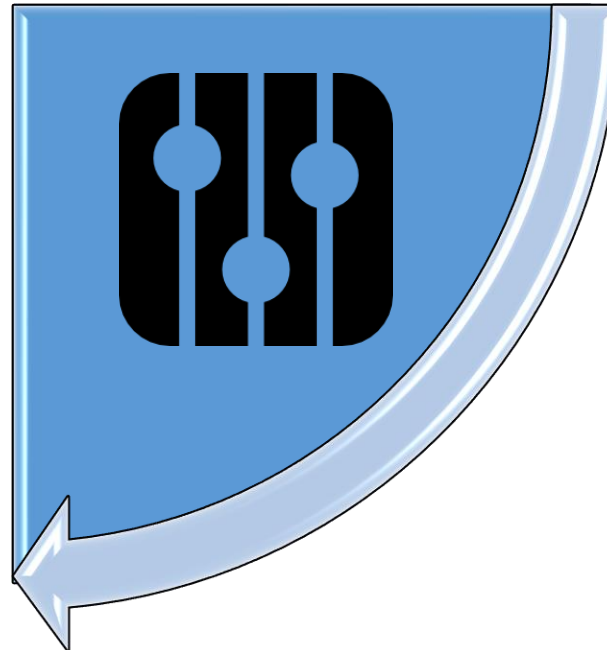
**Map Many
Success
Paths**



**Empathize
with Your
Decision-
Maker**



**Focus on
Control &
Influence**



“If you can imagine it, you can achieve it.
If you can dream it, you can become it.”

William Arthur Ward



You asked for it. You got it.

Know Your Ask

MORE...

1. More detailed, the more it becomes a reality
2. More in tune with what's important
3. More robust negotiation when more points to discuss

Know Your Ask: Define Success (Example)

- What are you doing career-wise?
 - How long did it take you?
 - How are your personal finances?
 - What's your network like?
 - How is your home life affected?
 - How is your health?
 - What positive things are people saying about you?
 - What evidence can you point to your success?
- In two years...
 - Financially making enough to visit my husband's family as needed
 - Have enough clients so I'm not working tirelessly every day
 - Have more flexibility to be part of my daughter's life
 - Have time to write articles and read about topics I'm passionate about
 - Go on regular date nights with my husband

Silent Brainstorming and Breakout

If you were to get what you negotiated for...

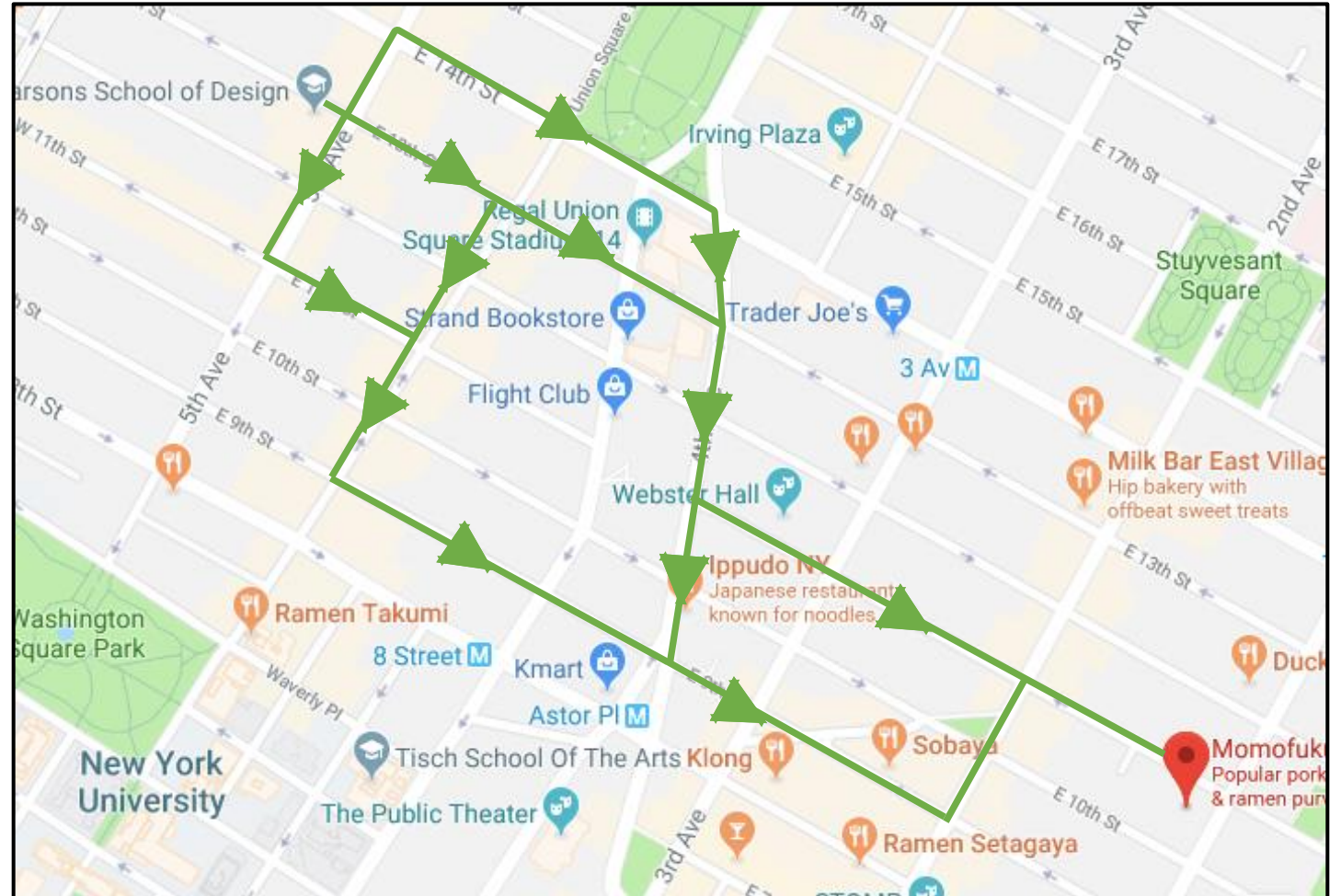
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- How long did it take you?
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- How is your home life affected?
- How is your health?
- What positive things are people saying about you?
- What evidence can you point to your success?

“I have not failed.
I've just found 10,000 ways that won't work.”

Thomas Edison

Map Many Success Paths

1. Provides your sponsors more opportunities to help
2. Identifies your “ask” options or opportunities for success
3. Prepares you to pivot in the midst of a negotiation



Map Many Success Paths (Example)

Number of Paths	Goal – A better job
1	Ask for title change/promotion in current role
2	Ask for more responsibilities in current role
3	Pursue an expanded role in another team/with another manager
4	Pursue a role in another company in the same industry
5	Pursue a role in another company in a different industry
6	Start my own company
7	Open an office for an existing company

“If you take control of those things you can,
you are able to negotiate unexpected things.”

Judge Judy Sheindlin

Focus on Control & Influence

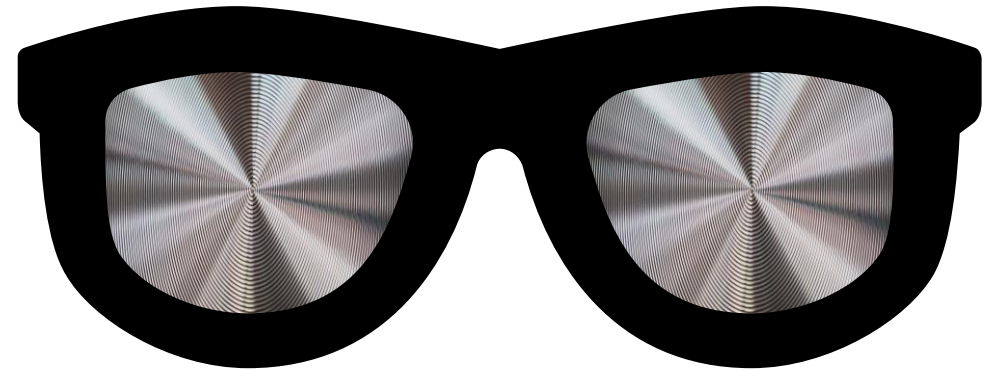
CONTROL

The actions you take that directly affect the outcome of your ask.



INFLUENCE

The decisions of others can be influenced by your actions.



Focus on Control & Influence (Example)

Goal: Request for a Flexible Schedule

Challenge: Former colleague's request was rejected

Focus on Control & Influence (Example)

Goal: Request for a Flexible Schedule
Challenge: Former colleague's request was rejected

CANNOT CONTROL

Goal: Request a salary commensurate with seniority of role
Challenge: Don't know salary of person last holding role

Focus on Control & Influence (Example)

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CAN INFLUENCE

Goal: Interview successfully for a new position
Challenge: Not the first choice

Focus on Control & Influence (Example)

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Challenge: Former colleague's request was rejected
CANNOT CONTROL

Goal: Request a salary commensurate with seniority of role
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Goal: Interview successfully for a new position
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Breakout

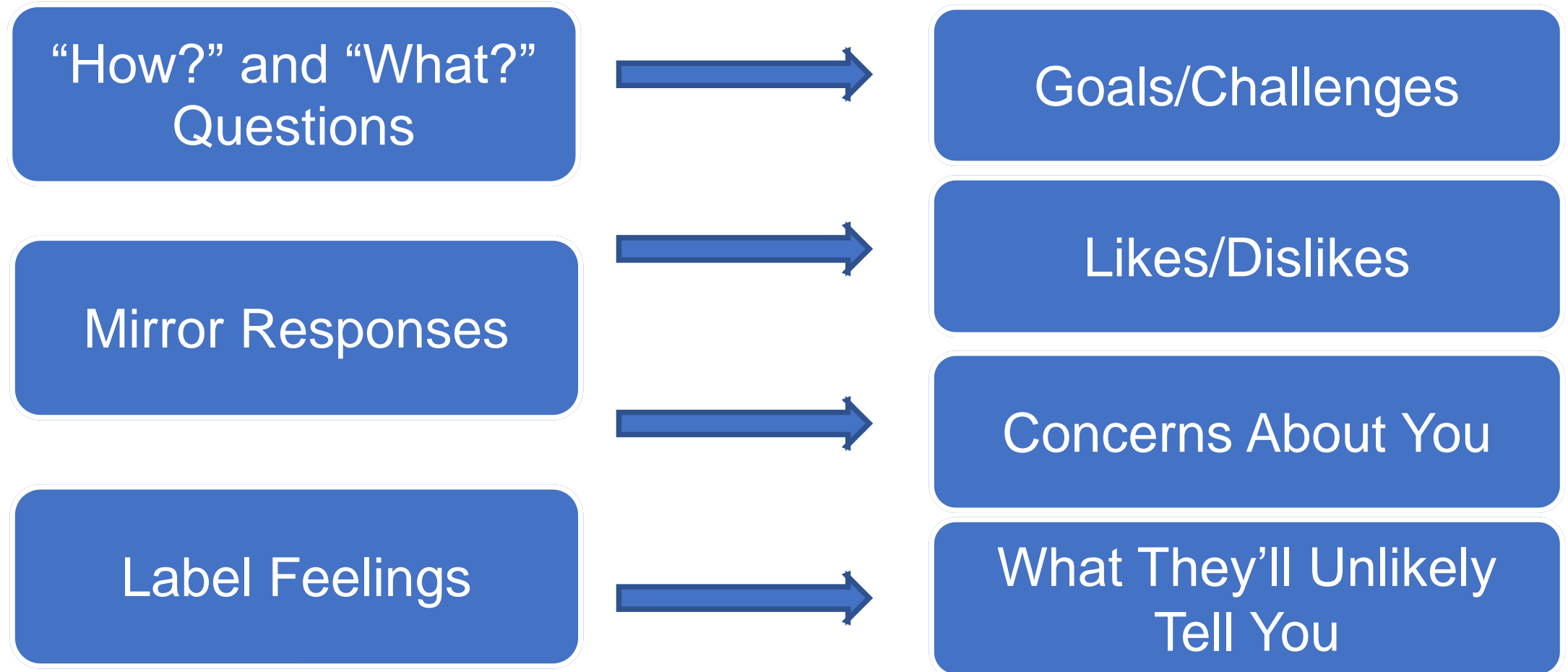
When advocating for yourself or negotiating, what is...

- in your direct control,
- in your scope of influence and
- out of your control

“Be the First”: Hidden Figures, 20th Century Fox, 2016



Empathize with Your Decision-Makers



Breakout

When advocating for yourself how do you...

- share uncomfortable information that may influence the decision-maker,
- determine what the decision-maker truly thinks about you or your request or
- Uncover secret information critical to your “ask”

Art of the Ask

♀ ≠ Can't Negotiate

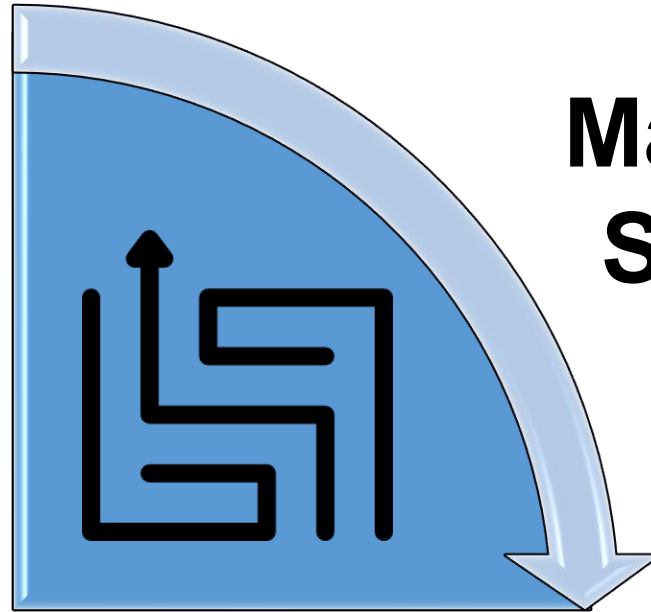
Practice, practice, practice

Cultural beliefs still hold sway

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with Your
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**Focus on
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