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KNOW IT FOR A REASON."
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that myth
to bed

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BY

WOMEN

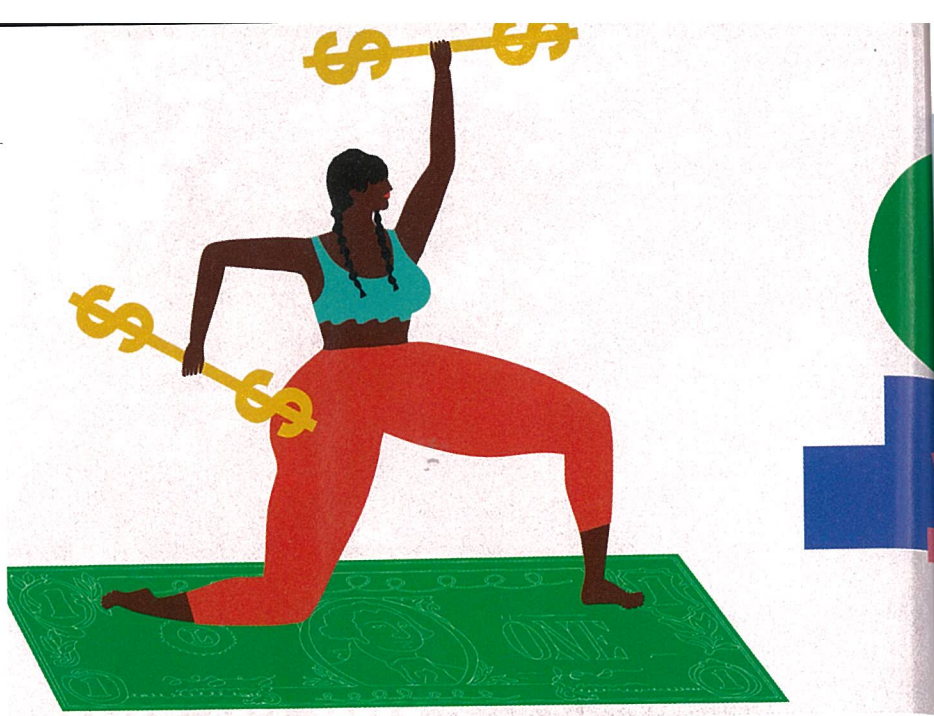
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Let's Get You Your Raise!

The best negotiations require a *plan*.

Here's yours.

By Elana Lyn Gross



When Judith Sheindlin, a.k.a. daytime TV queen Judge Judy, asks for a raise, she reportedly writes a number on a piece of paper, puts it in an envelope, and hands it to a top executive. “You want [the show], fine,” she has said is her *modus operandi*. “Otherwise, I’ll produce it myself.” That’s the negotiation.” Not everyone has *that* kind of confidence when making a big money ask (although we certainly should): A 2016 Glassdoor study found 68 percent of women did not negotiate their salary, compared with 52 percent of men. Add

“You want to put a number in their head.”

—Sallie Krawcheck, CEO of Ellevest

in factors like the wage gap, and women earn \$418,800 less than men over the life of their careers, according to a 2017 research study from the National Women’s Law Center. But lucky for you, this whole issue is devoted to the celebration of women’s work and equal representation, so hell yeah, you should be going for that raise—and we’re going to help you *plan* this sucker. Here’s your timeline for victory.

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Months Before

Set Goals and Track Wins

A good half-year before your company’s review time, set up a one-on-one with your boss to go over priorities and establish that you’re hoping for an increase. Cristi Gonzalez, director of professional services at Jobvite, started in an entry-level role and has received three promotions within four years. Her secret? Six months before her annual review, she meets with her boss to discuss five ways she’s made an impact and lays out her ideal raise percentage. “My boss knows what I’m looking for and what I’m doing to achieve it,” she says. Being clear about the type of increase you’re looking for is critical. “Don’t be scared to bring up money early on,” says Sallie Krawcheck, CEO of the financial investment platform Ellevest. “You’re putting a stake in the ground and a number in their head.” And don’t rely on your boss to remember your accomplishments after that conversation. “Create a list of your major projects,” says Avery Blank, a leadership and career strategist. “Include metrics that quantify your accomplishments and written praise,” like emails from coworkers and happy clients.

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Months Before

Research the Market and Network With Allies

This is where you do your *research*. Stephanie Newman, the 26-year-old founder of creative consultancy Stellia Labs, spoke to dozens of industry peers and mentors to discuss market rates in the months before seeking a fee increase. “When I spoke to men in their fifties and sixties, they said to double my rates,” Newman says. “It was eye-opening.” And so she *did* double her fees. You’ll also want to spend these months sharing your accomplishments widely: Because salary reviews are often conducted by committee, and not just by your direct supervisor, the more people who have direct knowledge of your value to the organization the better. Says negotiation consultant Devon Smiley, 36: “If the leaders around that table know your great work, there’s likely to be less pushback.”

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Day Before

Practice Makes Confidence

Vicki Salemi, a career expert at Monster, advises role-playing the official request with a friend. First say you’d like to discuss a raise and mention your intended salary. Next, explain your accomplishments and how you’ll continue to help the company. Then pause and wait for a response. Tell your friend to pose tough questions (like “How have you exceeded expectations?” and “Why do you deserve to make more than others at your level?”) so you can prepare a counter-response. Then go do your stuff in the real meeting. If you get a yes, hooray! If not, don’t fret: Make alternative requests in the meantime. “Prepare other asks that are good for you and the company,” says Krawcheck, like funding for courses, a role on a big project, or a title change. “They may not lead to more money today, but they should improve you as a professional and lead to more money tomorrow.”