Women & Negotiations

Interagency Committee of State Employed Women
January 16, 2018
Presenter: Michele Zukerberg
Negotiation

Negotiation (defined): Doing business. Discussion aimed at reaching agreement.
What about you?

- Who taught you to negotiate?
Women & Negotiations

- Women can’t win (competence vs. likeability tradeoff)
- Women don’t ask
- Women still face salary disparity
- Women have to negotiate the deal as well as the stereotype
Competence vs. Likeability Tradeoff

HOWARD ROIZEN

- Cofounded a successful tech company
- An Executive at Apple
- Venture Capitalist
- Member of Board of Directors at >3 prestigious companies
- Extensively networked in Silicon Valley
- Friends with Bill Gates and Steve Jobs
Women Don’t Ask

Studies show that in salary negotiations for MBA graduates only 7% of women who received an offer attempted to negotiate as opposed to 57% of men. (Babcock and Laschever, 2007)

Why don’t women ask?

- Not being liked by colleagues
- Appearing pushy or bossy
- Not feeling like they deserve more than the offer given (low sense of personal entitlement).
Salary Disparity

Source: Institute for Women’s Policy and Research
Figure 1. Projected Year When the Wage Gap Will Close by State

Source: Institute for Women’s Policy and Research
Navigating stereotypes
(Cognitive biases or short cuts)

- Stereotyping & Stereotype Threat
Stereotyping

Boys are Presidents.

Girls are First Ladies.

Boys fix things.

Girls need things fixed.
Implicit Bias – Implicit Association Test

- White or bad
- Black or good
- Black or bad
- White or good
Implicit Bias (IAT Results)

Implicit Associations of Gender-Career IAT
Survey Respondents by Percent

% of Total Respondents

% IAT OVERALL

% women and negotiations class participants

Strong M  Moderate M  Slight M  No Preference  Slight F  Moderate F  Strong F

0  5  10  15  20  25  30  35
*State of Washington = 51.9 %
DNR = 29%

*State of Washington numbers reflect all Executive Branch agencies, not just those agencies included in this report (with the exception of those measures identified as agency tracked)
Top Salary Negotiation Tips for Women: YouTube Video

Leigh Thompson  https://www.youtube.com/watch?v=JBC-3gyW2vY

2015 Kellogg School of Management
Northwestern University
Salary Negotiation Tips for Women

1. Research and plan your opening offer (it determines final outcome).
2. Initiate negotiations. Assume everything is negotiable.
3. Know your market value.
4. Visualize your constituency.

Source: Leigh Thompson, Kellogg School of Management, Northwestern University 2015
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What meaning do you make of this?

What is your experience with women don’t ask, salary disparity, competence vs. likeability tradeoff and navigating stereotypes?
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