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**test your
assumptions**



**be cautious
of your own
certainty.**

confidence.

clarity.

conflict.



confidence.



confidence.
clarity.



confidence.

clarity.

conflict.



worth asking for.

**how to negotiate for
everything you want
in life and work.**



negotiate.

negotiate:

**asking for what you want or need from
someone who has the ability to
give or withhold it from you.**

A woman with dark hair and red nail polish is holding a large, green, striped leaf over her face. She is wearing dark sunglasses. The background is a blurred outdoor setting. Overlaid on the image is the text "i fear conflict." in a bold, yellow, sans-serif font. The text is split into two lines: "i fear" on the top line and "conflict." on the bottom line. The dot of the period is a large, solid yellow circle.

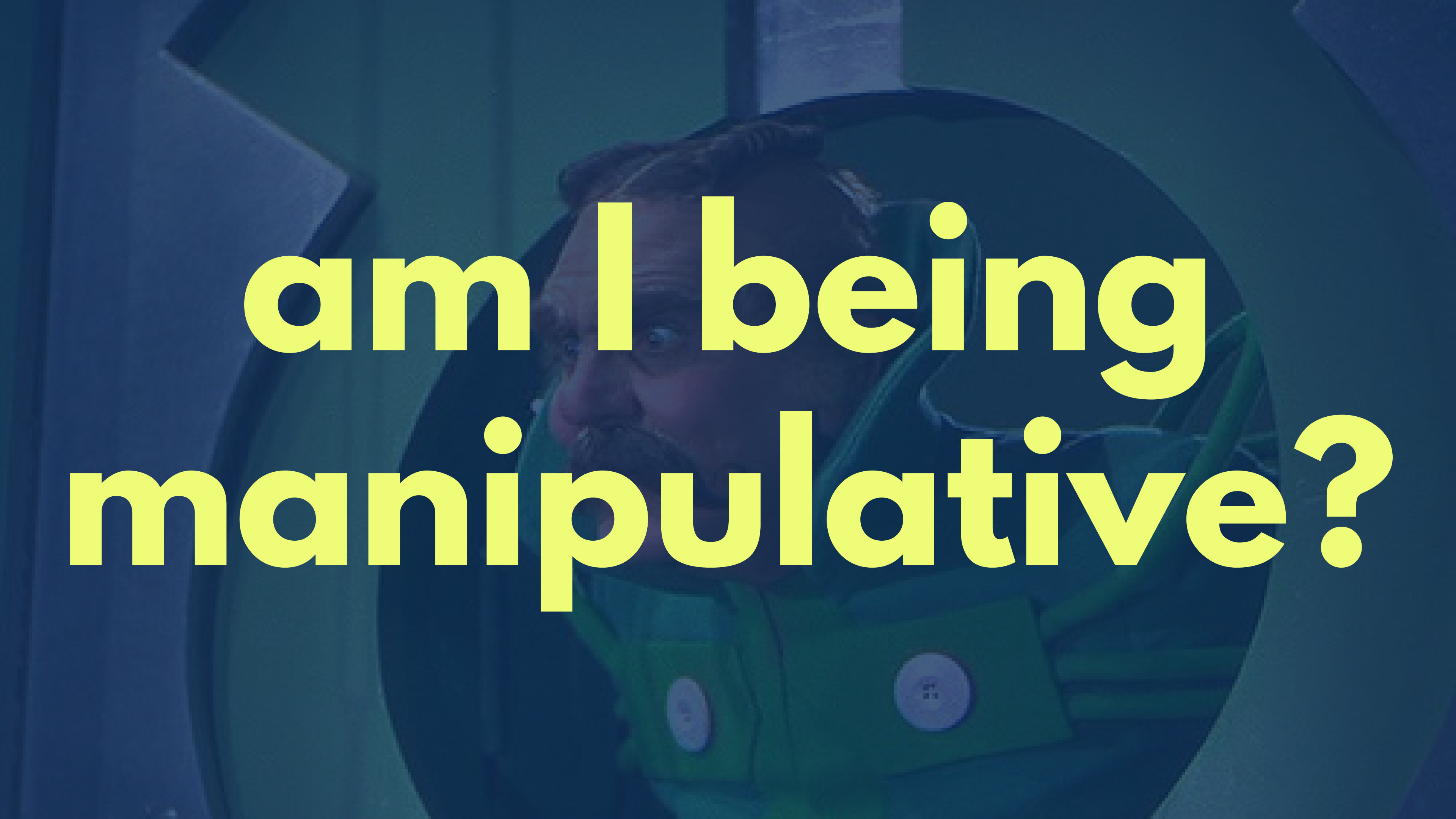
**i fear
conflict.**

“

**a negotiation
isn't a fight.**



**a negotiation is
a collaboration.**



**am I being
manipulative?**

“

**negotiating isn't
manipulating
someone for more
than you deserve.**



**negotiating is leveraging
your worth for
something you value.**



**if I win
they lose.**

“

**negotiating isn't a
zero sum game.**

“

**a good negotiation
is a win-win.**

takeaways.

takeaways.



**three reasons
women
don't
negotiate.**

takeaways.

**three reasons
women
don't
negotiate.**

**three
components of
a successful
negotiation.**

takeaways.

**three reasons
women
don't
negotiate.**

**three
components of
a successful
negotiation.**

**three steps to
prepare for
any
negotiation.**

**3 reasons women
don't negotiate.**

3 reasons women don't negotiate.

1.

didn't know they could.

3 reasons women don't negotiate.

1.

didn't know they could.

2.

aren't clear on the ask.

3 reasons women don't negotiate.

1.

didn't know they could.

2.

aren't clear on the ask.

3.

**afraid of what
others will think.**

3 reasons women don't negotiate.

1.

didn't know they could.

confidence

2.

aren't clear on the ask.

clarity

3.

**afraid of what
others will think.**

conflict

1.

didn't know you could.

how to spot where you can negotiate for more.



**identify the
pain point.**

“

**when we are
stressed,
we go wide.**

“

**a good negotiation
needs a starting point.**

**find a
good
mentor.**



“

**more eyes help
you see all the
negotiations in play.**

**2.
aren't clear on the ask.**

it's nearly impossible to dismiss clarity.



**don't
confuse
your
wants.**



**you can't negotiate
anything for yourself
using someone
else's terms.**

**ask
yourself
the right
questions.**





**if you are struggling
to find the answers,
you need to change
your questions.**

3.

worried what people will think.

the perceptions others may have become our biggest truth.





**who's at
the table
in your mental
boardroom?**

“

**people are the least sure
about what they want
when they are most concerned
with what others will think.**

**don't try to
capture or
control
perceptions.**





**perceptions of you can,
will, and should change.**

**components of a
successful negotiation.**

components of a successful negotiation.



**reasonable
want.**

components of a successful negotiation.



**reasonable
want.**

**defined
leverage.**

components of a successful negotiation.



**reasonable
want.**

**defined
leverage.**

**mutual
benefit.**

components of a successful negotiation.



**reasonable
want.**

confidence.

**defined
leverage.**

clarity.

**mutual
benefit.**

conflict.

1 ● reasonable want.

asking for the moon isn't a lot if you work at NASA.



**context
matters.**

“

**do not let the context
you're in determine
your worth...**

**...know your worth,
and then find the
right context.** ””

2. **defined leverage.**

only you know what you bring to the table.

**know
your
worth.**





**if you don't define
your worth,
others will.**

3 ● mutual benefit.

what's in it for them?



**understand
the benefit.**

“

you at your
best is
the benefit.

**steps to prepare for a
successful negotiation.**

steps to prepare for a successful negotiation.



**give a
heads up.**

steps to prepare for a successful negotiation.



**give a
heads up.**



**practice
message
discipline.**

steps to prepare for a successful negotiation.

**give a
heads up.**

**practice
message
discipline.**

**check in with
yourself**

steps to prepare for a successful negotiation.

**give a
heads up.**

confidence.

**practice
message
discipline.**

clarity.

**check in with
yourself**

conflict.

1.

give a
heads up.



The background is a blurred image of a news studio. At the top, a large world map is visible on a screen. Below it, two news anchors are partially visible, looking towards the camera. The overall scene is dimly lit, with the primary light source being the screens and the text overlay.

**don't enter into any
meaningful conversation
without first
setting the stage.**

alert the
other person.

**“I would like to meet next week
about your reaction to me
in the meeting.”**

**“I want to talk this weekend
about our marriage and how
to make it stronger.”**

“I want to talk about what you consider a ‘trim’ versus what I do before my next hair cut.”

agree to
the goal.

**“Do we both agree that
resolving our issues is
important?”**

**“Do we both agree that
communication could be
stronger in our marriage?”**

“Do we both agree that your definition of ‘half an inch’ is utterly wrong?”

2.

practice message
discipline.

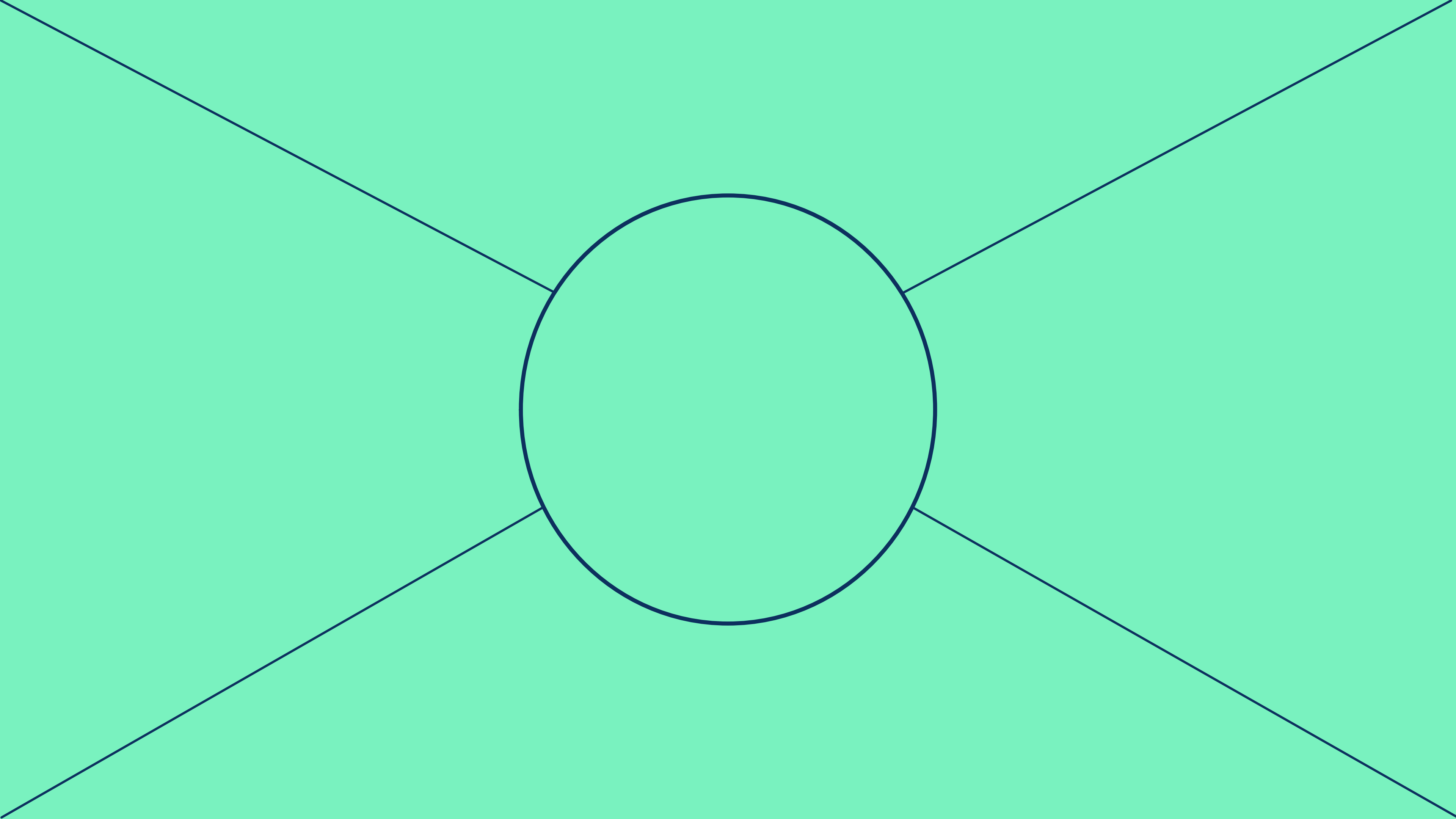
supporting evidence #1.

**core
message.**

supporting evidence #2.

supporting evidence #3.

supporting evidence #4.





**I would like to
be considered
for a
promotion.**

**I've received glowing
performance reviews for the
past three years.**

**I would like to
be considered
for a
promotion.**

**I've received glowing
performance reviews for the
past three years.**

**I would like to
be considered
for a
promotion.**

**My job description has
changed substantially in
the past two years.**

**I've received glowing
performance reviews for the
past three years.**

**I would like to
be considered
for a
promotion.**

**My job description has
changed substantially in
the past two years.**

**I've completed four courses and a
certification since I was hired, so
my skillset has increased.**

**I've received glowing
performance reviews for the
past three years.**

**My job description has
changed substantially in
the past two years.**

**I've completed four courses and a
certification since I was hired, so
my skillset has increased.**

**A promotion will allow
me to take on
responsibilities that have
defaulted to you.**

**I would like to
be considered
for a
promotion.**

3.

check in with
yourself

organize your thoughts.

toss.



donate.



keep.



organize your thoughts.

toss.



what you fear

donate.



keep.



organize your thoughts.

toss.



what you fear

donate.



what you hear

keep.



organize your thoughts.

toss.



what you fear

donate.



what you hear

keep.



what is clear

organize your thoughts.

toss.



what you fear

**predictions
and
assumptions**

donate.



what you hear

keep.



what is clear

organize your thoughts.

toss.



what you fear

**predictions
and
assumptions**

donate.



what you hear

**gossip
and
rumors**

keep.



what is clear

organize your thoughts.

toss.



what you fear

**predictions
and
assumptions**

donate.



what you hear

**gossip
and
rumors**

keep.



what is clear

**direct feedback
and
clear policy**



**you are one
uncomfortable
conversation away
from what you want.**

**there is value
in the ask.**

“

**your top demand
becomes
your bottom line.**

“

**know your worth
and ask for more.**

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