Positioning Yourself for Your Next Opportunity
(New Job, Raise or Promotion)

Walden University Career Services Center
http://careercenter.waldenu.edu
Your Evolving Career

Experience

Story

People
Objectives

• Measure your strengths, achievements, and gaps against position, promotion, or raise
• Build positive relationships and inform key individuals regarding your capabilities and accomplishments
• Negotiate your next job, raise or promotion
The Key to Negotiation Is Preparation!

“The negotiations did not go well.”
The Big Picture

- What is your career aspiration?
- How do you see yourself in your target organization’s future?
- What strengths would you like to use more often?
- What do you aim to achieve in the next 1 to 5 years?
Complement Your Degree

- Research external and internal jobs
- Plan to strengthen qualifications/close gaps
- Set SMART goals
- Network online and offline
- Volunteer

“Act as if...”
Dive Deeper into Lifelong Learning

• Subscribe to industry blogs and newsfeeds
• Read several newspapers & trade publications
• Structure library learning on topics of interest
• Develop soft skills – leadership or EQ
• Develop hard skills – languages or specific skills
• Join trade association
• Read your employer’s in-house materials – policies, manuals, procedures, product info
• Join Toastmasters
Develop a Career Plan

• Select specific job titles to pursue and devise your path to get there
• Anticipate the skills needed and develop your plan to acquire them
• Create a self-promotion plan to sell yourself
• If seeking a promotion, create a plan for your replacement
Targeting a Raise or Promotion? Sell Yourself

• Exceed supervisor’s performance expectations and ensure s/he knows your results
• Set yourself apart as a higher performer
• Identify problems related to procedures, organization or communication and offer solutions
• Ask how to be successful and earn more challenging projects
• Keep a journal of results
Show Them the Data!

- Industry/association salary data
- Reliance on your work, performance metrics, praise and accomplishments
- Industry trends, competitor data, current and future needs of employer
Negotiating a Raise or Promotion

When?

– Performance review
– Right after you excel on a project
– When org/dept has an important success
– After you complete your degree
Negotiating a Raise or Promotion

• Build a business case showing performance above and beyond expectations
• Benchmark salaries and job titles in your industry
• If promotion or raise does not happen, prepare to move on
• Keep your current job until you land something else
Seeking a New Job – Get Ready!

• Research:
  – Walden University Career Services Center website
  – Job sites: Monster.com; CareerBuilder, Craigslist.org, TheLadders.com
  – Salary sites: PayScale.com, Salary.com, Glassdoor.com
  – Social Media: LinkedIn, Twitter, Facebook

• Network: Talk to professionals via email, LinkedIn, Meetup, industry job fairs, conferences

• Prepare a salary research document

• Make your case
Make Your Case With a Salary Research Document

• Prepare a document with the lowest, mid-range and highest salaries you would accept based on responsibilities, your qualifications, research and networking.

• If you choose to share this document with employers, develop this as an Infographic-type or some other type of visually appealing document to make your case.
Timing Is Important

• When?
  – Let the employer bring up salary question
  – Delay stating your current/desired salary until offer
  – State preference to discuss salary after gaining more knowledge of the job (travel, sufficient budget/resources, etc.)

• Note: government, education and nonprofits may have a fixed salary range without much ability to negotiate
The Power of Silence When Offer Is Made

• When employer mentions a range – like $40K-$50K, repeat the top figure and use silence, “$50K – Hmmm...”

• Wait for the employer to speak – they may assume figure is low so they may raise it

• Use your salary research document
Other Negotiable Items Beyond Salary

- Title
- Benefits
- Bonus
- Vacation
- Flexible work schedule or location
- Travel
- Professional development/education
- Timing of first review
References


Barnes-Hemsworth, K. (2010). *How to get the raise you want in 90 days or less*. Ocala, FL: Atlantic Publishing Group.


Final Thought

The vision must be followed by the venture. It is not enough to stare up the steps – we must step up the stairs.

-Vance Havner