

## GEOWOMEN E-TALK

### Always Negotiate! How to Get the Best Deal Out of Any Job Offer

Speaker: Barry Forward, PCC, Executive Coach – Professional Career Mobility Specialist

Thursday February 23, 2023 | 12:00 - 1:00 pm (Mountain Time) - Virtual

#### ABSTRACT

A recent CareerBuilder survey found that most workers (56%) do not negotiate for better pay when offered a job. They avoid it because they don't feel comfortable asking for more money (51%), they are afraid the employer won't hire them (47%), or they don't want to appear greedy (36%). Women are particularly hesitant to negotiate.

On the other side, most employers expect a counteroffer! 52 percent say when they first extend a job opportunity, they offer a lower salary than they're willing to pay, to allow room to negotiate. How much money is being left on the table? More than a quarter of employers say their initial salary offer is 10% less than what they're willing to offer.

This accumulated salary gap compounds over time. Studies have shown that an individual who fails to negotiate from the start of their career onward could miss out on a million dollars over their lifetime:

<https://www.businessinsider.com/not-negotiating-costs-workers-1-million-2013-9>

This webinar will help you to get over your fears and provide you with the tools to successfully bargain for the best deal:

- How to research your market value, present it effectively to an employer and develop your bottom line
- What items to consider in the offer (not just salary!)
- How to make it a conversation, not a confrontation
- What questions to ask to collect information and understand limits

**Barry Forward** is a Certified Executive Coach (ICF PCC) and Professional Career Mobility Specialist who works with executives and professionals to help them level-up their careers and move to new positions faster by enhancing their leadership presence. Barry has 20+ years' executive and leadership experience holding of roles such as President, EVP & VP, Director, Board Member and Consultant. He has worked across Canada and the U.S. with large corporations, small and medium-sized businesses, early-stage start-ups, and government agencies. Barry has served as a senior executive, founder, and advisor in a variety of industries including technology, the energy and natural resource sector and entertainment, media, advertising, and PR firms.

