



THE CAREER FARM

GROW YOUR OWN

How to know your own value
and negotiate the best deals for your career

Eli Bohemond for Open University Business School

HOW TO KNOW YOUR OWN VALUE & NEGOTIATE THE BEST DEALS FOR YOUR CAREER

OPEN UNIVERSITY
BUSINESS SCHOOL

By Eli Bohemond
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WELCOME



I AM...

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AGENDA

- 01 Learning what you have control over
The way you talk to yourself is how you value yourself
- 02 Defining your value proposition
Know what you want
- 03 Getting clear on a targeted career
What makes up a strategic target
- 04 Negotiating your value
A Salary Negotiation example and useful strategy
- 05 Celebrate your learnings and key actions
Takeaways

WHAT DO YOU HAVE CONTROL
OVER?

WE HAVE CONTROL OVER OUR...

AWARENESS & ATTITUDE

The conscious voice in our head that knows when we are thinking

It understands how we are feeling

It's the space between thoughts, emotions, and reactions

It's like a muscle that requires disciplined practice to grow over the course of your life

RESPONSES (Reactions & Actions)

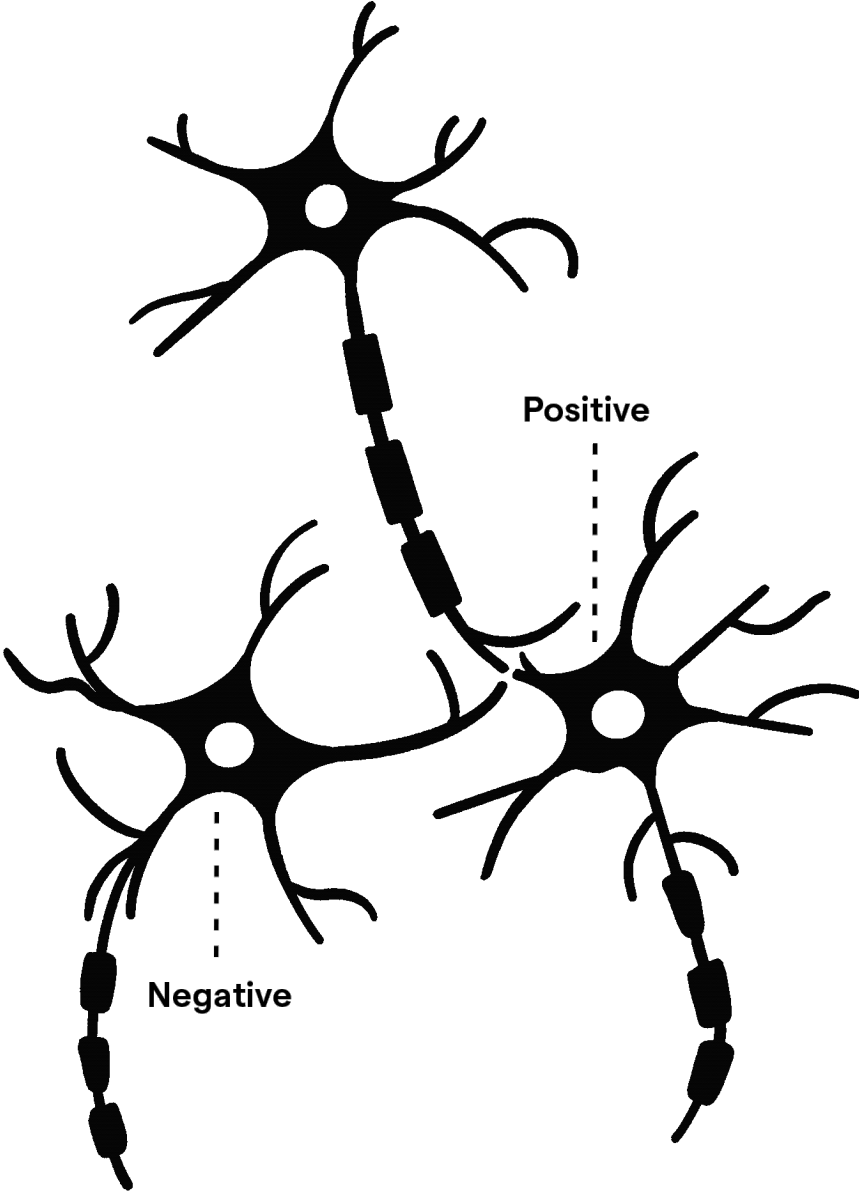
Meditated actions or feelings expressed in response to a thought or situation

The beauty of responses is that they are free will expressions, us creating our personal future as we want it to be or believe it should be

SELF-COMPASSION

Kindness and unconditional love for oneself

What Happens Over Time



Which sounds most like how you usually talk to yourself?

01

“I love myself and appreciate where I am at. I am on the right path. Everything will work out the way it’s supposed to for me. I am going to trust the process because I am capable and brilliant.”

02

“Nothing works out for me. I keep hitting dead-ends and never see the results from the effort I’m putting in. It’s just not fair and I’m tired.”

03

“Mate, this market is terrible, everyone is being laid off, there are no jobs, I’m over worked, and salaries have been frozen this year. There is nothing I can do! So, I wonder what new stories are on my social feed since I last checked 5 minutes ago? Or, maybe I’ll watch one more episode of that series.”

INNER CRITIC VS. INNER NURTURER

- Our inner nurturer brings self-compassion and encouragement
- Our inner critic helps you recognize where you've gone wrong and what you need to do to set things right
- But for most people, the inner critic goes way overboard, throwing dart after dart of scolding, shaming, nit-picking and fault-finding language

Impostor-ism and Limiting Beliefs are created by the Inner Critic

QUESTIONS TO CONSIDER

01

Is that thought true?

02

Where did that thought come from and what emotion or reaction did it produce?

Hint: The emotion is usually rooted in fear.

03

Am I pleased with the outcome from that thought? If not, what is within my control to shift that outcome?

“I've lived through some terrible things in my life, some of which actually happened”

– Mark Twain

NOW THAT YOU'VE LEARNED HOW TO HEIGHTEN
YOUR AWARENESS TO CHALLENGE YOUR INNER
CRITIC...

YOU CAN BEGIN OUTLINING YOUR VALUE
PROPOSITION AND DEFINING WHAT YOU WANT

BUT...

HOW DO YOU DEFINE YOUR VALUE PROPOSITION
AND ARTICULATE WHAT YOU WANT?

How do you define what you want?

- Understand your dependable strengths
- Have a clear picture of your holistic life vision
- Know what your must-have values are
- Tie in your interests into building your direction
- Use your satisfiers from previous experiences as guideposts
- Get clear on your ideals especially in terms of environment

EXAMPLE - A CAREER TRANSITION



How can you use this clarity to negotiate the best deals for your career?

Let's utilize the practical example of Salary Negotiation

THE PRINCIPLES OF SALARY NEGOTIATION

- ✓ **It starts with well before the interview process**
- ✓ **Know your value**
- ✓ **Must-haves vs. nice-to-haves**
- ✓ **Collaborate**

FACTOR THAT INFLUENCE COMPENSATION

- Sector
- Organization
- Location
- Market rates
- Nature of the role
- Your ability to communicate your value

4-STEP SALARY NEGOTIATION STRATEGY

WHAT DO YOU THINK IS THE CORRECT ORDER?

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Get the offer

Outshine and outlast your competition

Define the job

Discuss the compensation package

4-Step Salary Negotiation

Step 1: **Define the job**

Step 2: **Outshine and outlast the competition**

Step 3: **Get the offer**

Step 4: **Discuss the compensation package**

4-Step Salary Negotiation

Define the job

Focus on “deliverables” not “responsibilities”
If too low level, don’t ask about salary. Upgrade the job.

Outshine and outlast the competition

Out-listen (ask good questions)
Out-respond (tell great stories, write influencing communications)
Out-think (be fully prepared, write influencing communications)

Get the offer

Negotiate the compensation package

WHAT IS NEGOTIABLE?

- Base salary
- Additional compensation (bonus)
- Relocation assistance
- Deadline for acceptance
- Start date
- Location
- Working hours
- Vacation
- Stock options
- Spousal assistance
- Salary review date
- Visa Help
- Parking, subsidized transport
- Car and expenses
- Office computer and software, mobile phone
- Tuition reimbursement; training for continuing education
- Professional development and events
- Child care subsidies
- Pension plans
- Advances on salary
- Subsidized access to health clubs
- Company sponsored credit cards and discounts

What gives you negotiating power?

- Your accomplishment-oriented, targeted résumé
- A flawless online presence
- Your appearance and demeanor
- Your interviewing skills
- Your follow-up that is better than your competition
- Strong referral

An aerial view of a city skyline, likely New York City, with a teal overlay. The text is centered on the teal background.

CELEBRATE YOUR LEARNINGS!

Please share one takeaway from today's session in the chat.

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Alumni Webinar Programme 2023 - 2024

Please feel welcome to join us for the upcoming webinar:

19 October 2023

1pm – 2pm UK local time

Alison Edmonds, Ian Smith

Embracing AI in your career management

Thank you for joining us today

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