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March 2023

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# “Just Ask! Understanding the Importance of Negotiation for Women”

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# Negotiation & Conflict Management

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- Objectives:
  - Understand the importance of negotiation for women
  - Reframing regarding conflict
  - Practical advice
  - Improve your life and the life of the organization

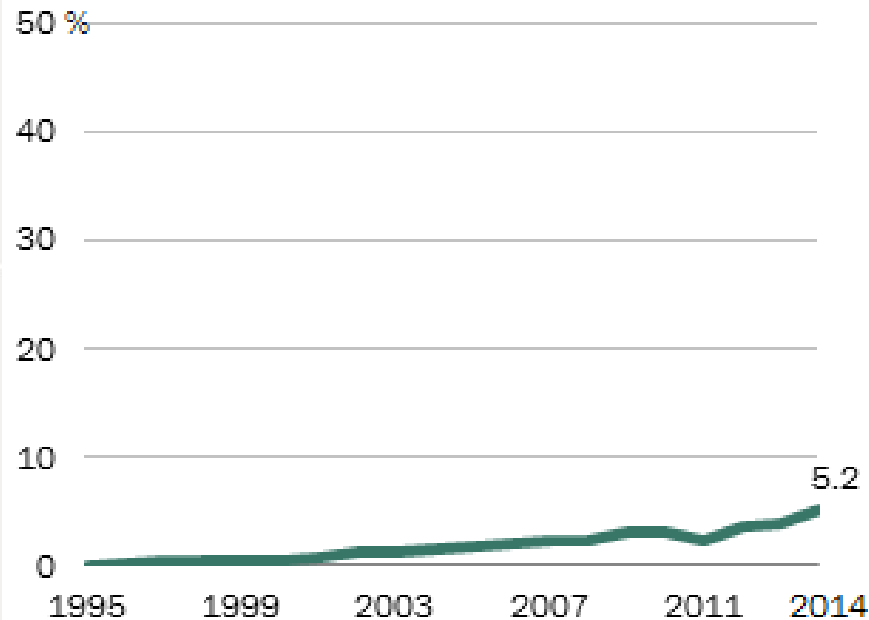
# The Gender Wage Gap in America

Does the  
gender wage  
gap exist?



# What does it matter?

## Fortune 500 Female CEOs, 1995-2014



Note: Based on the percentage of women CEOs at the time of the annual published Fortune 500 list. For 2014, share is as of November.

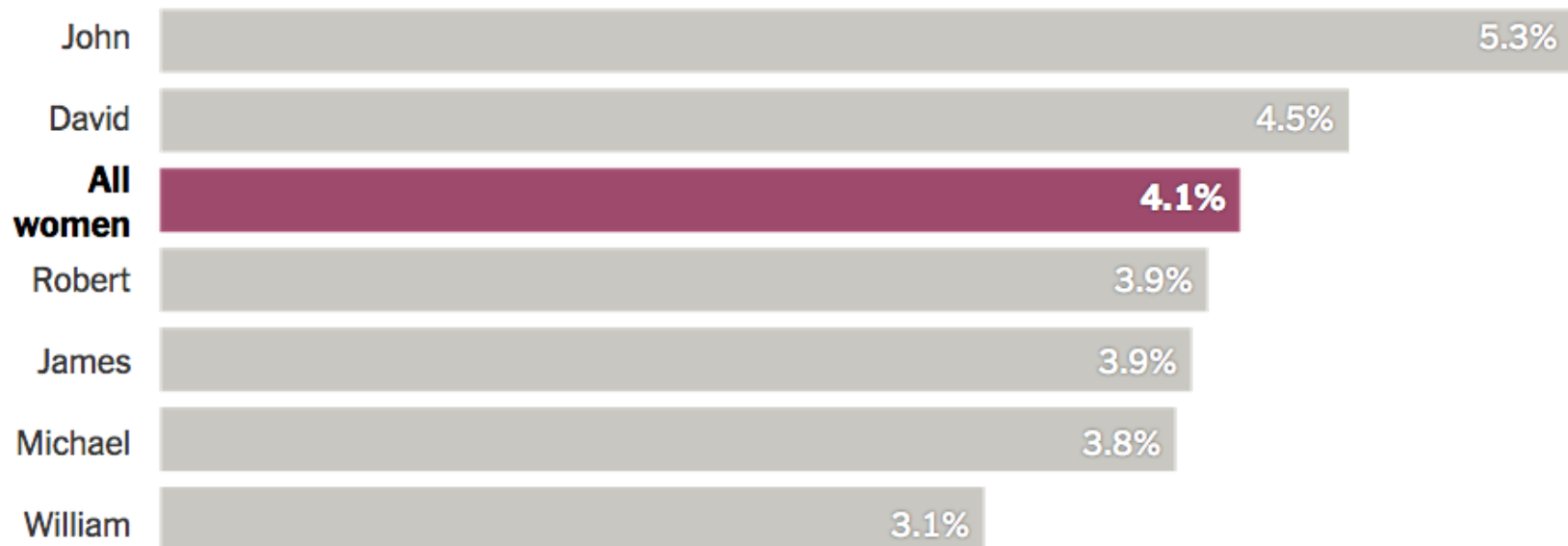
Source: Catalyst (<http://www.catalyst.org/knowledge/women-ceos-fortune-1000>)

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# Gender Inequality

## Guys Named John, and Gender Inequality

Share of C.E.O.s of S.&P. 1500 companies by C.E.O. name



Source: Execucomp

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# Conflict Management

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# Can't I just avoid conflict?!

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- Conflict is natural
- There is a pattern to how we handle conflict
- Know your style
- Learn the other styles



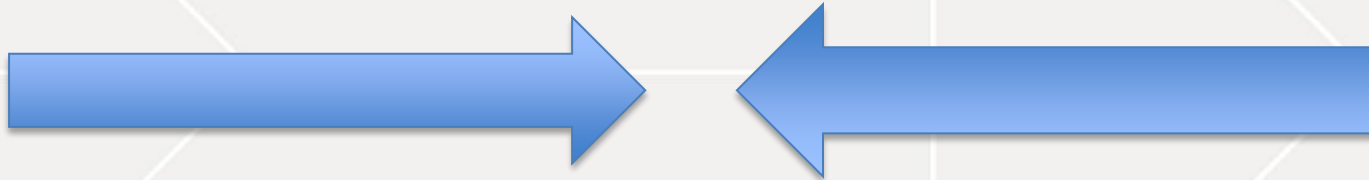
# Conflict Continuum

**Aggression**

**Direct Conflict**

**Indirect Conflict**

**Conflict Avoidance**



- Yell/shout
- Physical reaction
- Damage relationships

- “I’m fine”
- Avoid the other party
- Talk with others
- Strong emotions
- Personalize the situation
- Hold grudges



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# Negotiation

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# Negotiation & Gender

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- Carnegie Mellon research reported that 57% of male graduate students negotiated their salaries....
- ...yet only 7% of women did.
- *Women Don't Ask* (2003). Linda Babcock & Sara Laschever





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# Negotiation & Gender

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- Stereotypes
  - Men: rational & logical, dominant, authoritative
  - Women: emotional and intuitive, passive, submissive





## Why Don't We Negotiate?

Limiting beliefs – the things that get in our way

Fear of success

Lack of confidence

Mindset of limited resources

Seeing the negotiation as a win-lose situation

# Types of Negotiations

- Soft
  - avoid conflict, make concessions
  - one person left feeling bitter
- Hard
  - sees negotiation as a competition
  - Exhausts people, harms relationships




# Types of Negotiations



- Both
- Principled Negotiator
  - looks for mutual gains
  - insists on results that are fair and on independent standards

# Conflict Resolution/Negotiation Cycle





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# William Ury – *Getting to Yes*

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- Four points of negotiation
  - Separate the people from the problem
  - Focus on interests, not positions
  - Invent options for mutual gain
  - Insist on objective criteria





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# Helpful Negotiation Tactics

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- Listen
- The power of silence
- Question to clarify
- Use powerful language
- Confidence
- Use the “balcony” –  
mindfulness
- Emotional Intelligence
- Physical presence



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# Action Plan Development

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# Personalize the Negotiation

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- Identify an area in which you are angry, frustrated, there is conflict
- Plan/do your homework
- Prepare to negotiate
- Continue to negotiate



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# Successful Negotiation

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*Let us never negotiate out of fear.  
But let us never fear to negotiate.*

- John F. Kennedy

March 19, 2023

