



Women's Resource Center NEWSLETTER

A Quarterly Newsletter

June 2004 – Volume 6:4

EVERYDAY NEGOTIATIONS – A PATHWAY TO SUCCESS



Almost every day at work, we are faced with some type of negotiation. Not only must we negotiate for our salary, perks, benefits, title, office space and support staff, but daily issues involving our duties, the need for increased manpower, authority over projects, flexibility with clients, arrangements, communication or sharing of the workload with co-workers; all require a form of negotiation, which, if we fail to recognize, we will, in all probability, fail to win.

Beneath the surface of all negotiations are oftentimes “hidden agendas and masked assumptions,” most of which are unfavorable to women. Women, generally, are expected to acquiesce, keep the peace, not make waves, and be the first to make concessions. There are reasons women take home only seventy four cents for every dollar of men's take-home pay, and one of those reasons is that women accept the terms they are first offered and fail to negotiate for more, not only more salary, but more support, better hours, more flexibility, better travel conditions and office space.

In *The Shadow Negotiation*, authors Deborah Kolb, Ph.D., and Judith Williams, Ph.D., point out that the results of failing to bargain hard and smart “accumulate over time, widening a gap that is no longer measured in money alone.” This gap can result in a woman not being given the resources or authority to allow her to succeed, and in being passed over for plum assignments, where she will gain visibility and recognition. The effects of acquiescing, rather than holding your opposition's feet to the fire, can snowball, not only becoming increasingly negative, as time goes by, but sending your career on a downward trajectory as well.

Negotiating well is really a matter of learning some basic techniques, bringing to bear all your observations and insights about the other parties, speaking up for yourself, and practicing every day, in every negotiation, no matter how small.

Prepare To Negotiate

Get some perspective by talking to others in advance, getting their feedback. Develop alternatives so you can be prepared to walk away without accepting what the other side offers. Walking away is a powerful negotiating tool.

Plan carefully precisely what it is you want and the minimum you will accept. Always ask for more than you want, so you have something to give in on. Use “the salami technique,” getting what you want, one slice at a time, rather than asking for the whole salami at once, thereby, at least on

the surface, lowering the cost to your opponent to give in, so he or she will be less likely to fight.

Offer Incentives and Make Your Value Visible



The only reason someone is negotiating with you is that you have a value which he or she wants. The more you can make that value visible, and make the negotiation pivot around it, the stronger your position will be. For example, if you are an editor going into a salary negotiation, and you have been asked to “pitch in,” as women frequently are, to oversee your company's newsletter, in addition to your regular work, you can make that expertise more visible by withdrawing your services prior to a negotiation. You can do this directly: “I was happy to pitch in, but if I'm not adequately paid for my regular job, it's hard to justify going the extra mile to help with the newsletter.” They will understand. And, if they don't, perhaps you consider moving on to a brighter and more generous group.

Although this may seem harsh, most experts on the subject agree that women's work, in particular, has a way of getting “disappeared.” As Kolb and Williams state, “The value of the work you do disappears unless you claim it. Unnoticed work goes unrewarded. Rather than continue to be taken for granted, you can deliberately jostle their awareness.”

Participate in Structuring the Process

Find ways to make the negotiation more fair and objective. When discussing salary, bring benchmarks to show what others in your position in your industry are earning. Use comparisons, studies, and surveys to help make your point. Don't let the opposition make all the rules. You make rules more favorable to your position.

Negotiation Often Means Confronting Change

Negotiation is often about change and many people tend to resist change. They particularly resist paying more, either in the form of money, power or collaboration, all of which have value in the workplace. Workplace issues like family leave or flextime may be new to a company and require some soul searching. Again, one is well advised to bring comparisons and studies to back up your advocacy of what's workable and desirable for your organization. People are far less likely to question published facts from reliable sources than they are to question you.

Apply Pressure, Develop Allies



The status quo is always the path of least resistance. Generally, in the short run, it's easier to do nothing, so that's the path many will choose, if left to their own devices. It's up to you to make change more appealing by making the status quo less comfortable. If negotiating for yourself, you should highlight all the work

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you do and the goals you accomplish. Make it evident that without your work, support, or collaboration, the status quo will become increasingly uncomfortable in various ways.

Find allies who support your position and put them to work as well. The more fresh reinforcements you have backing your position, the stronger it will be. The idea is not to let your opponents wear you down.

Resisting Challenges-Naming

Just as political camps do in an election, it's important that you have an almost instantaneous response to challenges. Always make your position clear, avoid the personal, and reframe issues from your point of view. One tactic which is very important for women is "naming." We should always try to make visible any tactic being used against us so people can see it for what it is. When an opponent continuously asks for more information, or for one reason another, refuses to reach a conclusion or bring a matter to closure, you can name this tactic "stalling."

According to Kolb and Williams, "Just the act of naming let's the other person know the tactic is transparent. As a result naming delivers two messages: They show you are not naive about common negotiating tactics and that the particular ploy is not working. You recognize both the ploy and why it is being used against you."

Not Every One Will Walk Out Happy As Can Be

Women, with our more nurturing, caring and connecting nature, instinctively want everyone to walk away from a negotiation happy. In fact, women sometimes lose a negotiation because in the final moments, having won, we toss the victory back, like a fish, being tossed back into the stream. Resist that urge. This is not a child with a skinned knee. This is your colleague and your equal who was willing to do what it took to win against you and he certainly wouldn't be tossing you any concessions, after the fact. You've seen football players doing a victory dance after a touchdown? Picture your colleague with the same reaction to a win over you.



When you win, you win. Don't look back. Don't be affected, one way or another by tantrums, scowls, gruff remarks or sulky body language. He or she doesn't have to like it. It's not your job to keep everyone happy. Your job is to be an advocate for you.

In the end, if you put you first, you will be an advocate for change. And change will be good both for women and the organizations for which they work.

Article adapted from the AdvancingWomen.com website at www.advancingwomen.com.

PERSONAL FINANCE SERIES – SUMMER 2004



During the Summer 2004 quarter the WRC Personal Finance Series will highlight seminars which focus on home buying and the subsequent mortgage process that follows. Sharon Stewart, owner and partner of Mountain Heritage Realty, and broker, J.D. Kyte, will present "**Buying Your Home - The Power of Knowledge,**" on Tuesday, July 13, 2004, at noon. Location for this Lunch Break Seminar is the East Tennessee Room, D.P. Culp University Center. Stewart and Kyte will discuss the benefits and risks of home buying, tips on "making an offer," and working with lenders.



Angie Kyte, mortgage consultant with SunTrust, will present "**Mortgage Success: Strategies for Women,**" on Tuesday, July 27, 2004, at noon. Location for this Lunch Break Seminar is the East Tennessee Room, D.P. Culp University Center. Kyte will address such topics as goal setting, budgeting, managing credit, and applying for a mortgage.

Whether you are a first-time home buyer or a veteran of the process, these are must-have seminars for anyone considering the purchase of a home or condo.



"Everyday Self-Defense Strategies for Women"

In light of the recent attacks perpetrated against regional women, ensuring that your personal safety is not at risk is vital. To aid in developing or refining those personal safety measures, Ruth Evers, co-owner of Evers' TaeKwonDo PLUS, will present "**Everyday Self-Defense Strategies for Women,**" on June 22, 2004, at noon. Evers will discuss prevention and resistance strategies, along with identifying patterns of assault during this hands-on Lunch Break Seminar.

Evers has been training since 1989, in the martial art of TaeKwonDo. She is a 5th degree certified Black Belt and Criminal Countermeasures Rape Prevention Instructor.

Location for this seminar is the East Tennessee Room, D.P. Culp University Center, at noon. For additional information regarding this seminar, contact the Women's Resource Center at 423-439-7847.



"Managing Stress: Simplify Your Life"

Stress comes with life. Furthermore, stress comes with any job. And none of us are immune from the effects of stress. Professional development coach Margaret Kellogg, L.C.S.W., will present "**Managing Stress: Simplify Your Life,**" on Tuesday, August 10, 2004, at noon.

This interactive session provides participants with a brief overview of stress basics and quickly moves on to practical suggestions for coping with stressful situations, especially as they occur in the workplace. Also, this seminar encourages participants to take a look at their inner beliefs as they identify personal roadblocks to streamlining their approach to the requirements of everyday living, along with finding that important balance between work and your personal life.

Location for this Women's Health Series Lunch Break Seminar is the East Tennessee Room, D.P. Culp University Center. For more information, contact the WRC at 423-439-7847.

**ETSU Women's Resource Center
NEWSLETTER**

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Harriet P. Masters, director

ETSU Women's Resource Center Calendar of Events

For more information on the events listed contact the *WRC* at 423-439-7847.

JUNE – AUGUST 2004

EVENTS - Main Campus

Wednesday, June 16

Book Review Group. Participants will meet to discuss *Three Junes* by Julia Glass. New readers welcome.

LOCATION & TIME: Women's Resource Center, Panhellenic Hall, Basement Suite 2, noon.

Tuesday, June 22

"Everyday Self-Defense Strategies for Women" - Special Lunch Break Seminar. Ruth Evers, co-owner of Evers' TaeKwonDo PLUS, will discuss prevention and resistance strategies related to everyday self-defense strategies, along with identifying patterns of assault during this hands-on seminar. Evers has been training since 1989, in the martial art of TaeKwonDo; and is a 5th degree certified Black Belt and Criminal Countermeasures Rape Prevention Instructor. See article page 2.

LOCATION & TIME: D.P. Culp University Center, East Tennessee Room, noon.

Tuesday, July 13

"Buying Your Home - The Power of Knowledge" – Personal Finance Series Lunch Break Seminar. Sharon Stewart, owner and partner of Mountain Heritage Realty, and broker, J.D. Kyte, will discuss the benefits and risks of home buying, tips on "making an offer," and working with lenders. See article page 2.

LOCATION & TIME: D.P. Culp University Center, East Tennessee Room, noon.

Wednesday, July 21

Book Review Group. Participants will meet to discuss *Leaving Atlanta* by Tayari Jones. New readers welcome.

LOCATION & TIME: Women's Resource Center, Panhellenic Hall, Basement Suite 2, noon.

Tuesday, July 27

"Mortgage Success: Strategies for Women" – Personal Finance Series Lunch Break Seminar. Facilitated by Angie Kyte, mortgage consultant with SunTrust, the seminar covers such topics as goal setting, budgeting, managing credit, and applying for a mortgage. See article page 2.

LOCATION & TIME: D.P. Culp University Center, East Tennessee Room, noon.

Tuesday, August 10

"Managing Stress: Simplify Your Life" - Women's Health Series Lunch Break Seminar. Conducted by professional development coach Margaret Kellogg, L.C.S.W., this lunch break seminar provides participants with a brief overview of stress basics and quickly moves on to practical suggestions for coping with stressful situations. Also, this presentation encourages participants to identify personal roadblocks to streamlining their approach to the requirements of everyday living, along with finding that important balance between work and your personal life. See article page 2.

LOCATION & TIME: D.P. Culp University Center, East Tennessee Room, noon.

Wednesday, August 18

Book Review Group. Participants will meet to discuss *The Passion of Artemisia* by Susan Vreeland. New readers welcome.

LOCATION & TIME: Women's Resource Center, Panhellenic Hall, Basement Suite 2, noon.

ALL THE ABOVE EVENTS ARE FREE and OPEN TO THE PUBLIC.



WOMEN'S

Equality Day

August 26

Celebrating Women's
Right To Vote

Did you know that in the last three presidential elections, the president was elected by approximately 25 percent of the eligible voting population? In the 2000 elections, nearly 100 million people, about half of the voters, stayed home. This disappointing state of affairs is a serious problem for everyone in the U.S., but it is simply devastating for those who support women's rights. If you are not a registered voter make **August 26** your day to register to vote.



HOLIDAY CLOSING

ETSU will be closed and classes will not be in session Monday, July 5,
and Monday, September 6, 2004.

FALL SEMESTER 2004

Classes begin August 30, 2004.

MORE NEWS & EVENTS



RAD: Rape Aggression Defense Training

DATES:

July 14, 21, & 28

LOCATION:

**ETSU Center for Physical
Activity**

FREE **RAD Training** for ETSU employees from 1:00 p.m. – 4:00 p.m. Employees must be female and must receive approval from their supervisor as well as arrange for office coverage in their absence. Contact Kim Bushore-Maki, ETSU Counseling Center, at 423-439-4841 no later than June 23 to register.

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