

IT'S TIME TO CLOSE THE GAP. YOU HAVE THE POWER.

YOU are an essential part of the solution to women's pay parity.
You will make life better for yourself and the girls, women and men you love, too.

**You can help close the gap by 2025
(34 years earlier than projected).**

THE POWER TO ASK

Today's challenge for women: to value ourselves and demand that others do, too. ~ Gloria Feldt



What you can do

Know Your Worth and ASK for What's Yours

How to ask for what you want effectively and persuasively:

- 1. Assess** — Size up the situation by assessing your strengths, accomplishments and personal brand.
- 2. Research** — Track down market values for your position and industry. Compile the information you need to set a well-founded but ambitious target.
- 3. Support** Build a support system of mentors, sponsors and networks who can help you move powerfully towards your goal.

Want to know more? Check out our Close the Gap App.
In honor of Equal Pay Day, we're making it available for FREE on April 4, 2017.

THE POWER TO NEGOTIATE

Say the first word. Set the tone for the conversation. Be poised, prepared, and ready to say the first word in any debate or meeting. ~ Gloria Feldt



Those who fail to negotiate, starting with their first job, stand to **lose up to one million dollars** over the course of their careers.

What you can do

Use Interest Based or Mutual Benefits Negotiation

A process in which we try to learn as much about our conversation partner's interests -- their needs, priorities and goals -- so that we can do our best to meet those interests along with our own.

The steps to Mutual Benefits Negotiation:

1. Engage in small talk
2. Ask diagnostic questions
3. Get Beyond No
4. Frame your request
5. Anchor
6. Make concessions & ask for reciprocity
7. Get to agreement

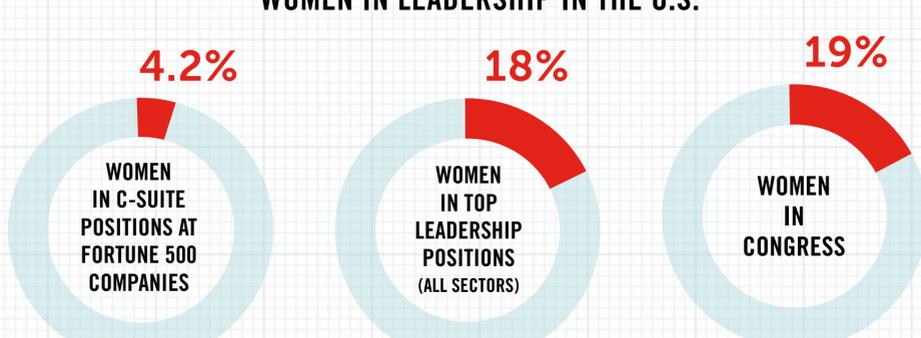
Ready to improve your negotiating skills & create your personal plan?
Download our Close The Gap App
(FREE on April 4, 2017)

Looking for Negotiation training? Connect with our friends at SheNegotiates.com

THE POWER TO LEAD

"By redefining power not as "Power-Over", but as "Power-To" we shift from a culture of oppression to a culture of positive intention to make things better for everyone. "Power-To" is leadership. ~ Gloria Feldt

WOMEN IN LEADERSHIP IN THE U.S.



Little has changed in these leadership statistics in the **last 20 years.**

What you can do

Learn to use the 9 Leadership Power Tools to navigate the world as it is, while leading the changes that need to happen.

The 9 Leadership Power Tools:

- 1. Know your History** to create the future of your choice.
- 2. Define Your Own Terms**—First, Before Anyone Else Does.
- 3. Use What You've Got**—See it and use it with courage.
- 4. Embrace Controversy**—It gives you a platform and nudges you to clarity.
- 5. Carpe the Chaos**—It means boundaries become more fluid and people become more open to new ways of thinking.
- 6. Wear the Shirt (of Your Convictions)**—Stand in your power and realize your intentions.
- 7. Take Action; Create a Movement**—Be a sister, act with courage, put those two together to create a plan.
- 8. Employ Every Medium**—Personal, social and traditional media should be pressed into the service of your "Power-To".
- 9. Tell Your Story**—It is your truth and your power.



Ready to harness your leadership power? Check out our programs based on the Take The Lead Women's 9 Leadership Power Tools.

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TAKE THE LEAD™



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