

TAKE THE LEAD WOMEN PRESENTS

# STEP UP YOUR EQUAL PAY DAY GAME

FIVE POWER MOVES TO FINALLY  
MAKE EQUAL PAY DAY REDUNDANT

TAKE THE LEAD™



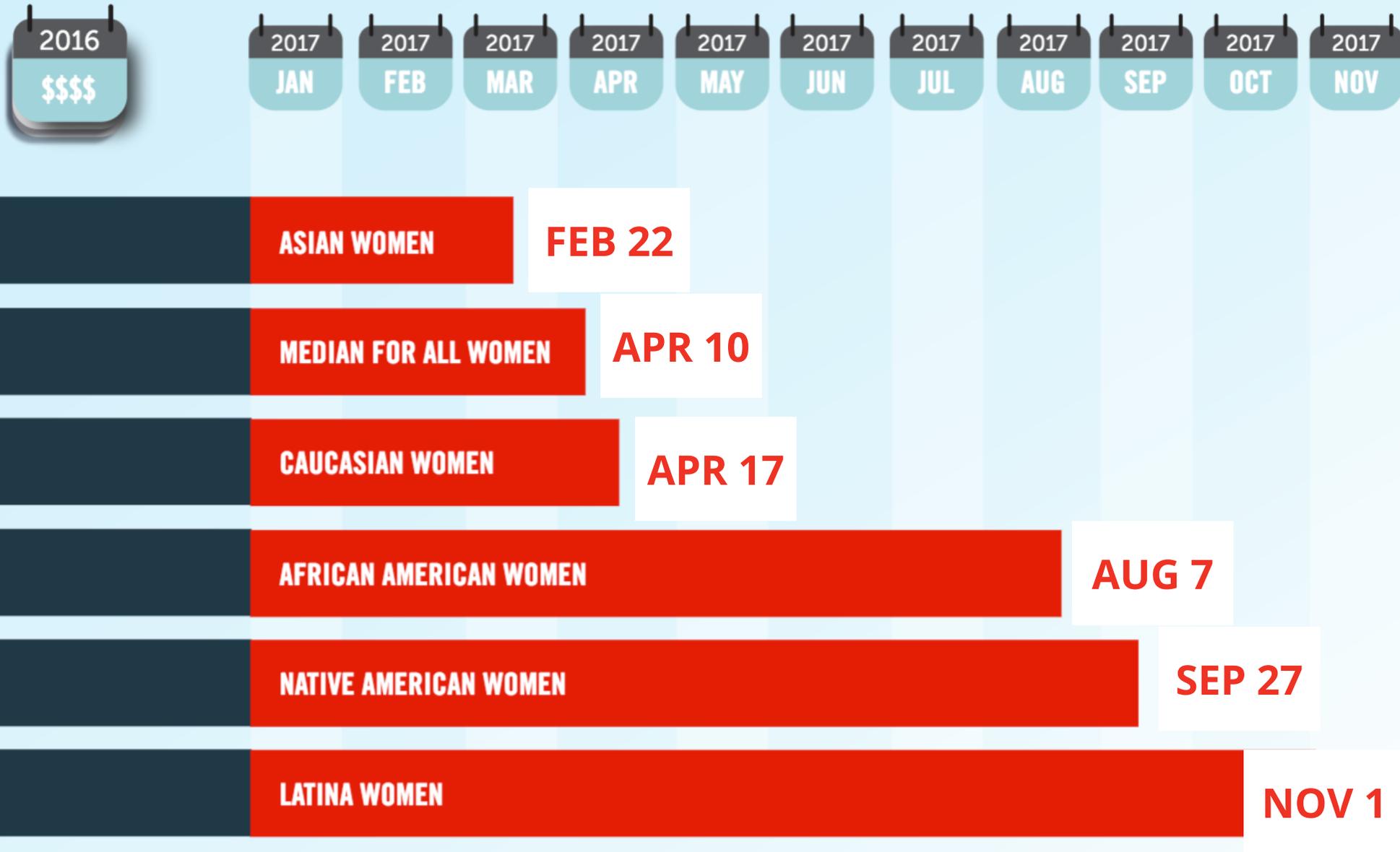
# RESOURCES TO TAKE THE LEAD

A MESSAGE FROM OUR PRESIDENT +  
CO-FOUNDER, GLORIA FELDT

April 10 is Equal Pay Day— though it is just the start of a six-month stretch when different groups of women’s paychecks begin to match their male counterparts on a weekly basis.

That’s why last year I called it “**Equal Ask Day**” to encourage women to use the resources at hand—my leadership Power Tool #3 is “Use what you’ve got” after all. Here are five ways—my first five of nine Power Tools—to help you use what you’ve got—your voice and your intention—to accelerate the movement for equal pay for yourself and all women.

For decades this gender-based wage disparity has persisted in the U.S.  
The size of the wage gap varies considerably by race.



# Power Tool # 1: Know Your History

Catalyst has been a leader in key research—dive in and you'll get a broader picture of the marketplace's trends and issues.

Womens ENews is a nonprofit news organization and one to add to your rotation of reads every week. Editor Lori Sokol brings stories from all over the world affecting women and girls.

Fortune publishes two newsletters that should also go into your inbox: [Broadsheet](#) and [RaceAhead](#).

Shondaland gives you all kinds of inspiration and news about how women are tackling life's challenges.

Sign up for [Take The Lead's The Movement Newsletter](#). Edited by award-winning journalist Michele Weldon, it hits your inbox every Tuesday with a mix of articles, videos, Gloria's pick of the week, and on Action of The Week.

And ask your friends for the women journalists, podcasters, bloggers and more who are digging in to get stories not always covered elsewhere—let us know your favorites over on our [Facebook](#) page.

# Power Tool# 2: Define Your Terms

That's one of my basic power moves: she who speaks first sets the terms. How does that translate to Equal Pay? If you let someone else tell you what you are worth—starting with your first job—you are ceding so much more than a few dollars. **Studies** show that men ask for more than women—and get it. Over a lifetime that difference can equal more than a million dollars in lost wages!

Check out these resources and learn what you are worth and how to make sure you are getting what is fair:

Start With Take The Lead's **Close The Gap App**—today free with code **free2day**  
Head over to **SheNegotiates**, for more insights and strategies.

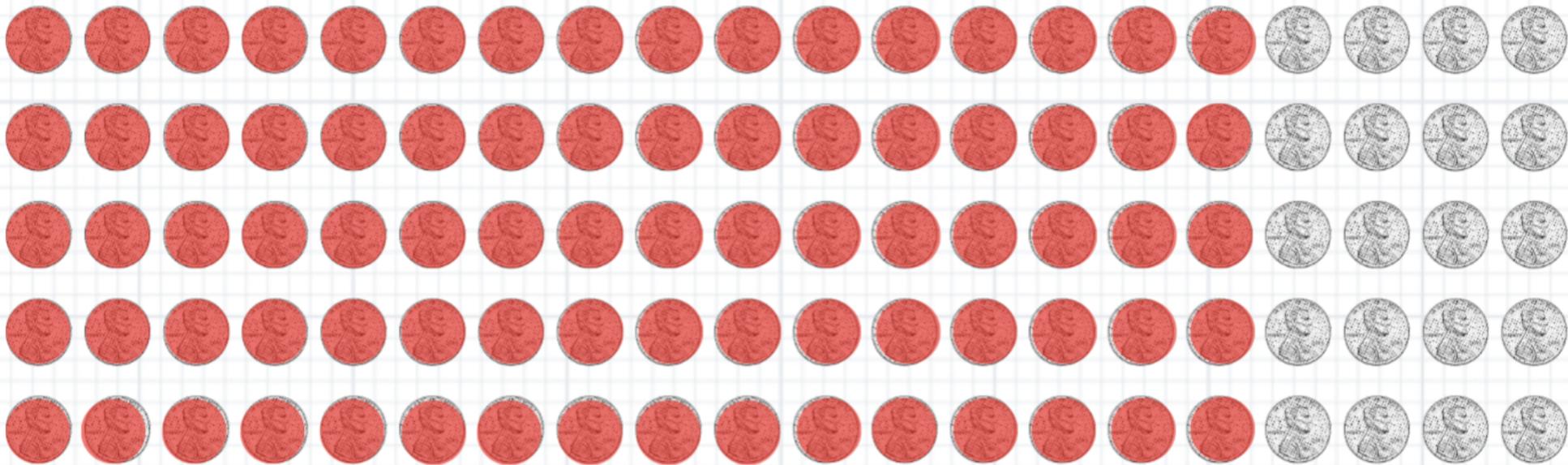
**PayScale**: Great way to check if you are paying your staff enough--and if you are getting what you should! Also, check out **Money Zen** and **Daily Worth**.

Want to read something that helps you see money in a new way? Check out **Moneyish**. And plan on becoming a fan of this podcast, **So Money**: An insightful podcast by Farnoosh Torabi, who you might recognize from CNBC, who interviews a wide range of experts on money, life, careers, and happiness.

WHY AN EQUAL PAY DAY?

# GENDER-BASED WAGE DISPARITY

In the U.S., women are paid **80¢** for every dollar a man receives.



That's **\$10,800** less per year or up to **\$1 million** less over a 40 year career.<sup>1</sup>

(These figures haven't changed significantly since 2000.)

(Working at least 35 hours, and at least 50 weeks per year and including only the money received in paychecks.)

# Power Tool # 3: Use What You've Got:

When Ellen Pompeo was about to go into negotiations on her contract for “Grey’s Anatomy,” Shonda Rimes, the show’s creator, gave her this advice: “Decide what you think you're worth and then ask for what you think you're worth. Nobody's just going to give it to you.”

And don’t forget [Lily Ledbetter](#) and her long battle to get equal pay—and the legislation that ultimately bore her name. Plan your next move and check out these resources. Whether it’s to find a new job or to negotiate a better deal at the job you have now, take on this power challenge for your future:

[Fairygodboss](#) is a wonderful place to start with job listings, company reviews by women who’ve worked there, and original research, it’s a good place to start planning your next step.

[The Muse](#): Founded by two women, The Muse offers, in addition to profiling companies and job opportunities, a coaching service and an online networking tool that allows you to talk to others just like you on the site.

There are lots of job seeking sites but [ZipRecruiter](#) is another one that stands out. Their research on how keywords changed who applied is critical feedback for companies who want inclusion but are sending unconscious messages to the contrary.

We all know that having a mentor can make a big difference in your career--but finding one, and a woman to boot, is no easy task. The software company [Glassbreakers](#) has created a program and teamed up with [Take The Lead](#). To make it easy, sign up here: [Take The Lead](#)

And here’s a final tip, one that I was inspired to write about last year after the Catalyst Conference, how to—and why--reinvent your title when you can’t change your job.

# Power Tool # 4: Embrace Controversy

Take a challenge on in this year of upheaval and change. After the #metoo and #TimesUp campaigns erupted and women stepped forward, what comes next?

Women are faced with a challenge this year—do we let those headlines die away or do we start putting into place the future we want to see? This is a critical moment when we can all—men and women, companies and employees alike—reenvision what equality in the workplace looks like. Let's ask for transparency on salaries, push for better numbers of women on boards of those brands we support as consumers and work to put more women in office at the midterms.

Here are few resources to check out:

**All Raise:** Take inspiration from this story about women venture capitalists who have come together to help change the odds on women getting funding for their ventures. And then look at how you could take a page out of their playbook for your industry.

**Times Up Now:** Brought to prominence by some powerful voices in the entertainment industry, TimesUp is also helping women at all levels. Check out what they are doing, see if you can help—or if they can help you.

Check out the organization **SheShouldRun** or **Yale's Women's Campaign School**: Both are committed to helping women run for office and demystifying what it takes to mount a campaign.

And check out the **courses Take The Lead offers** for individuals and organizations seeking to amp up their diversity and inclusion and build the pipeline of women in leadership.

Bring us to your company or organization by [contacting us here](#)

# Power Tool # 5: Carpe the Chaos

This is our time: what are the opportunities to take on in this moment of change? Let's use this time wisely, set out our intentions clearly, and help move pay equity forward!

Find your cohort—or create one. Why is it important? Because exchanging ideas outside of the formal structure of office protocol and politics can lead to breakthroughs in thinking as well as provide other opportunities. It's networking with a purpose.

We started [50 Women Can Change the World](#) as a way to bring women in a particular industry together to tackle leadership skills over a period of four months. This year after our second round of graduates in the nonprofit sector we launched a program for Women in Media and Entertainment just as the [#metoo](#) and [#TimesUp](#) movements were born. We are in the planning stages for other industries so stay tuned here—but the takeaway here is that seeking out women you can team up with to talk about issues and solutions is a powerful way to enhance your career and life.

[LeanIn](#), started by Facebook's Sheryl Sandberg. Resources to start peer mentoring groups and more.

[Ellevate](#), power businesswoman Sallie Krawcheck's organization hosts local coffee meetups and more. And this year they embraced the idea of activism as well:

And don't forget: You can elect to become a mentor—and if you are in the position to do so, become a sponsor—of another woman. Here's a great starting point over at [The Glasshammer](#).

# STAY CONNECTED CONFERENCES

Put in the search term women's conferences and you'll get a rich list to choose from—Glassbreakers suggests these 17 as ones to watch out for [here](#). And we suggest you also take a look at:

[SheSummit](#), hosts theirs every October and their website offers a rich menu for year-round thinking.

[Watermark Conferences](#) take place on the West Coast and in February. The lineup showcases top thinkers and doers.

Make this the year you research conferences that target your particular industry or passion and take a chance to see what inspiration and information you can add to your toolbox.



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**YOU**

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