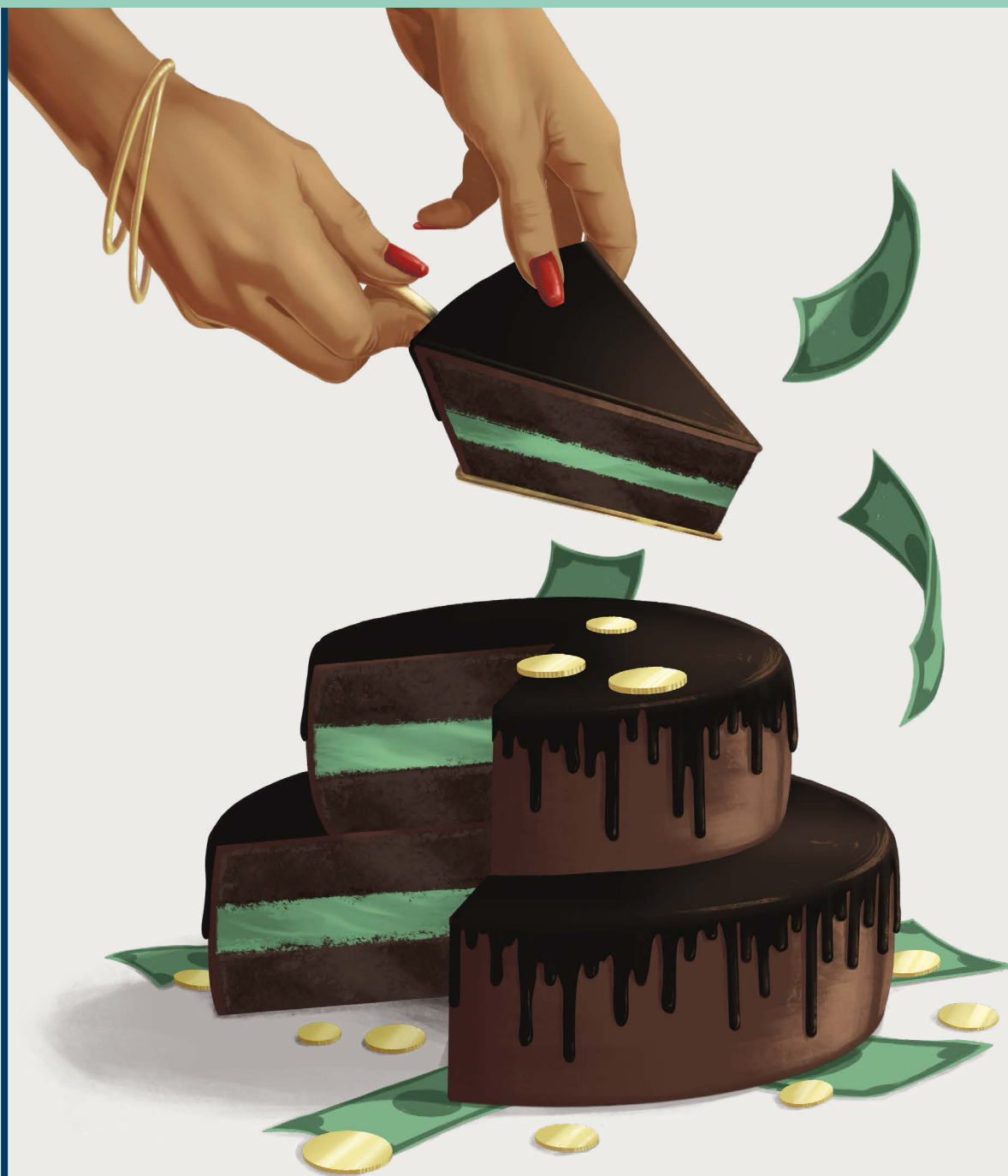




————— The HR Insider's —————

GUIDE TO NEGOTIATION

ASHLEY PARÉ





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Ashley Paré gives women the tools to own their worth and live from a place of Activated Presence. She's a Leadership Coach, Negotiation Advocate, Tedx Speaker and HR Change Maker.

Ashley founded Own Your Worth® to help women feel confident, create impact, and earn more, without the fear of negative consequences. She created **The Activator®** a confident leadership program for women, based on her Human Resources Insider knowledge to help women succeed in business.

Ashley's clients have negotiated \$40,000 raises, been promoted to Director and VP levels, and have started their own businesses. Ashley's Speaking clients include HubSpot, Amazon, Facebook, and ASICS. She's been featured in The New York Times, Good Morning America, Glamour, CNN, and more. She resides with her husband and son in Boston, MA.



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INTRODUCTION



Are you tired of feeling uncomfortable talking about money? Do you wish you knew exactly what to say to land your next promotion and be recognized as a leader? **If you're ready to transform your relationship with money and catapult your career, this negotiation roadmap is for you.**

I believe negotiating for what you want is an act of self-love. Overcoming your fears, self-limiting beliefs, and people-pleasing tendencies to give yourself what you most deserve takes courage. But that's why you're here!

I created [The Activator®](#) and our community to support motivated career women like you negotiate \$40,000 raises without the fear of negative consequences.

What I've learned from negotiating as a Human Resource Leader, employee, and business owner is there really is no downside to negotiation. Negotiating for more – money, time, or whatever it is you want – is the most important thing you can do for yourself, your future, and your family!

If you don't ask, the answer is automatically "no".

On the other hand, when you ask and the answer is "no," it's never the end.

Negotiation is a leadership skill that most of us are not taught. I'm pulling the curtain back for you to effectively build your career on your terms without burning bridges.

These are not just best practices to keep in mind to get the most out of your time, career, and paycheck - these tips and strategies are uncensored.

The reason you may fear negotiation is because many people take action (or avoid it all together) before they're truly ready, before they've prepared to negotiate from the inside out.

This guide will support women and people of color to use negotiation (and money) as the tool to help you build bridges to create your ideal life, career, paycheck, and community.

Ready to set yourself up for long-term career success so you can make a huge impact in your industry?

You'll learn:

- Why you need to learn the art of negotiation
- The inner work that's involved in negotiating - hello emotions!
- How to actually negotiate at work
- When to use your new negotiation skills



IT STARTS WITH YOU



Owning Your Worth

Negotiation starts with owning your worth. What does it mean to own your worth before, during, and after a negotiation? It means being **clear** about what you want before you start. It means being ready and willing to walk away if you don't get to a place of "yes" based on your needs and wants. It means saying "no" when you mean it and not settling.

It means feeling worthy of receiving everything you ask for and more because you know you're enough and you know that your contribution is a value exchange. Owning your worth means deciding what works best for you without a feeling of lack, proving yourself, or betraying your own needs. Owning your worth isn't about getting everything you ask for, but it is about asking for what you desire.



"I am so grateful I had the opportunity to work with Ashley. Through her grounding presence, knowledge, and tools I was able to transform my life. I pivoted career paths and negotiated my way from a salary of \$52,000 to over \$120,000 in 3 years. I am more confident at work. I think differently and more abundantly about my future. Before working with Ashley I thought getting a raise was a rare, unexpected gift from a boss. Now I have a completely different perception of money: it's a resource separate from my professional identity and from my unalterable value as a human being."

Rebecca, Senior Consultant, Human Centered Designer

Understanding Your Money Story

Transforming your relationship with money is a secret weapon of negotiation. This is the inner work.

To confidently negotiate for more money or more of what you want in your life, you have to be ready and willing to receive it. You have to remove any roadblocks in your path that prevent you from allowing more (money, love, abundance, gratitude) into your life. To receive more, you have to believe you're worthy of receiving it!

Is your relationship with money serving you or holding you back from creating the life and career you desire?

Negotiation and self-advocacy are deeply linked to your relationship with you, your feelings around worthiness, and your self-confidence. Learning the skill of negotiation is an essential step in asking for and getting what you want. However, if you fail to address your relationship with money - your inner world - you'll miss the opportunity to break old patterns and thought systems that are not aligning with what you truly want to receive.

To remove the glass ceiling you may have around money, you have to become aware of the roadblocks preventing you from owning your worth. Roadblocks can sound and feel like this:

- "I don't deserve more"
- "I am not enough"
- "I have to do/prove more before I'm worthy of having more"

Owning your worth is about being paid fairly and competitively for the work you do AND about connecting to the part of you that knows you are inherently worthy of receiving the life, career, and earnings of your dreams.

Suppose your deep-rooted beliefs are not positively

aligned with earning well, accepting recognition, and receiving for your efforts and expertise. In that case, they will prevent you from confidently self-advocating for more.

The good news is you can identify and shift your relationship with money, and the time is now! If you want to create a fulfilling and abundant career, begin by uncovering your current relationship with money.



1. How do you make decisions around money? (How do you feel, what do you consider, and who do you go to for advice? Has this process served you in the past?)
2. Do you feel comfortable investing in yourself? (Or, do you doubt your decisions and feel guilty after spending if it's not "reasonable" or "necessary?")
3. Are you comfortable receiving compliments and/or gifts with a smile and thank you?