

Salary Negotiation Your 1st Job



CSULB – College of Engineering

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“True Legacies are those that are shared.” - Tony Moiso

Gift for You

Up to \$200,000 for
this Class!

Overview . . .

- My bio
- Negotiations
 - Mind Tricks?
 - Personal Backstory
 - Keys
 - Ultimate Situation
- Your Options
- Takeaways

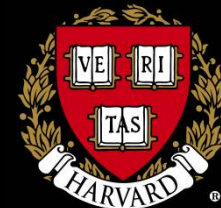
“Psychology?”



Maximizing Value

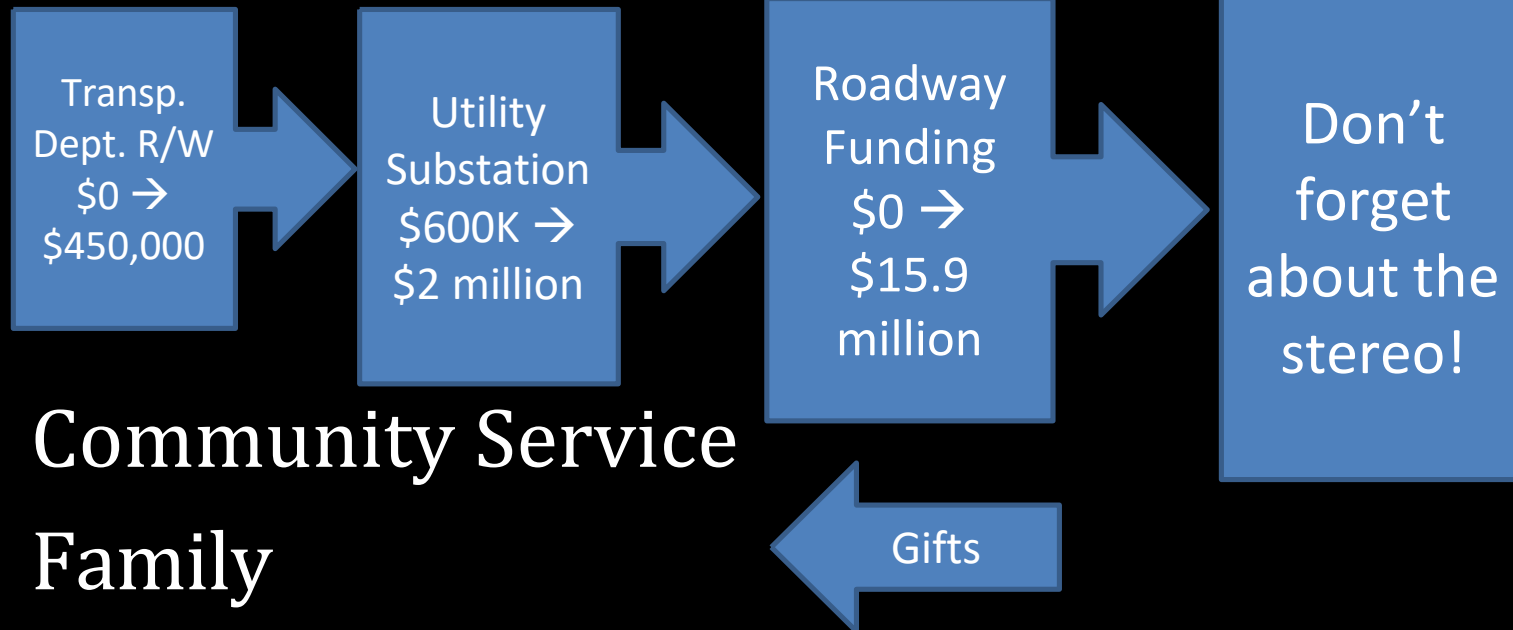
My Bio . . . Education

- Schooling:
 - CSU Long Beach
 - 1988 MSCE & 1985 BSCE
 - University of Southern California
 - 2013 MBA
 - Harvard University
 - 2019, Program for Leadership Dev. w/ Real Estate Management & Strategic Negotiations
- Licensing
 - Professional Engineer – CA, AZ, WA
 - Professional Land Surveyor – CA
 - General Engineering Contractor - CA



My Bio . . . Experience

- Career –
 - 1985 – 1996 Consultant
 - 1996 – 2005 Disney
 - 2005 – today Rancho Mission Viejo



- Community Service
- Family

Negotiation - Mind Tricks? ...



Negotiation - Personal Backstory . . .

- 2016 Christmas Stereo \$350 on sale
 - Return by 1/31/17
 - Tried 2/15/17
 - “Expert Installation”
 - 2017 Christmas Stereo
 - No Installation + \$125
 - Gift Return?
 - Negotiation
- Negotiation Keys!
 - \$125 Back
 - Returned! +\$100 = \$450
 - Home Wi-Fi Exchange



Negotiation – Keys . . .

1. Psychological Blinds Spots
2. Systematic Analysis
3. BATNA
4. Anchoring
5. How much is left “on the table”?
6. Creating Value – (Data sharing & ?s)
7. Truthfulness



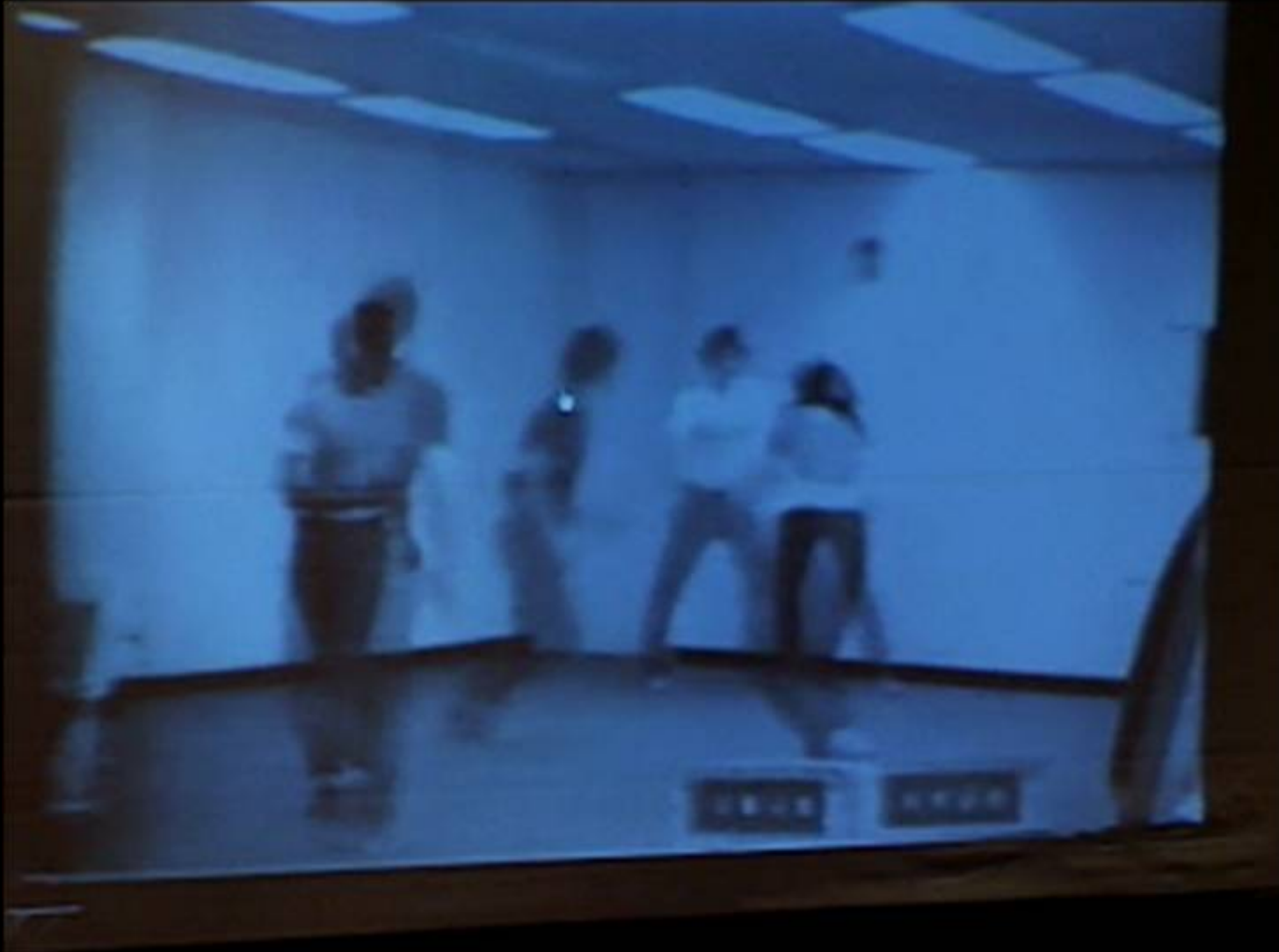
Keys – 1. Psychological Blind Spots



Keys – 1. Psychological Blind Spots

- a) Bounded Awareness
- b) Defaults – data presentation
- c) Commitment
- d) Over reliance – on data available
- e) Over confidence
- f) Action oriented

Keys – a. Bounded Awareness



Special Thanks to:



Max H. Bazerman
Harvard Business School

Keys – b. Defaults – data presentation



Keys – e. Over Confidence



Keys – 2. Systematic Analysis

- Pros & Cons
- Unintended Consequences

<u>Pros</u>	<u>Cons</u>
1.	1.
2.	2.
3.	3.

WHAT IF I LAND THE
JOB AND AM
TRANSFERRED TO

- WHO DO I KNOW?
- HOW MUCH WILL IT
COST TO RENT?
- WHAT WILL I NEED
TO BUY TO SUSTAIN
ME?

Keys – 4. Anchoring



Keys – 6. Creating Value

- Build Trust and Share Data
- Ask Clear Questions
- Give Away Information to Learn More
- Make Multiple Simultaneous Offers
- Search for Post –Settlement Settlements

Keys – 7. Truthfulness

Tests/confirmation for subtlety

- Dodging
- Paltering
- Answer a question with a question

sub·tle

'sədl/

adjective

(especially of a change or distinction) so delicate or precise as to be difficult to analyze or describe.

"his language expresses rich and subtle meanings"

- (of a mixture or effect) delicately complex and understated.

"subtle lighting"

- making use of clever and indirect methods to achieve something.

"he tried a more subtle approach"

the
WORLD ON THE BRINK
JOHN F. KENNEDY AND THE CUBAN MISSILE CRISIS
THIRTEEN DAYS IN OCTOBER 1962



Your Options . . .

- Trust *
- Growth and development
- Team Collaboration
- Corp. Culture
- Salary/Benefits
- PTO
- Sign-on Bonus
- Office Location
- Future career path



*TTI Success Insights, 7/25/19; <https://blog.ttsi.com/what-do-todays-employees-really-want-from-their-employer#:~:text=Top%205%20drivers%20of%20happiness%20at%20work%3A&text=Employers'%20commitment%20to%20employees%20and,customized%20to%20meet%20employee%20needs>

Negotiating – Key Takeaways

Remember:

7 - Keys

Rehearse:

Small Practice

Request: Big
Application

Results:

Create Value
for Both Sides