

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

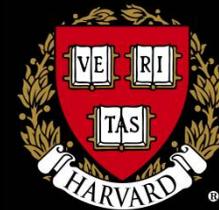
“Psychology?”



Maximizing Value

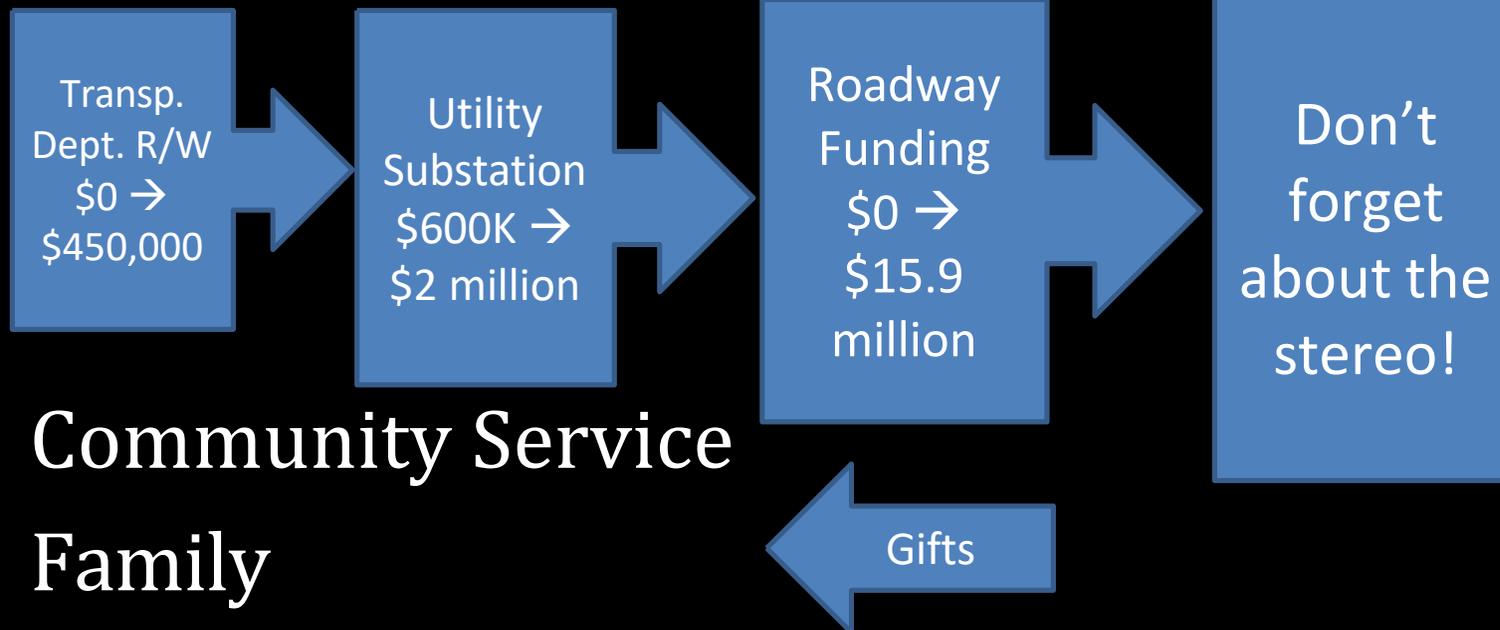
My Bio . . . Education

- 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



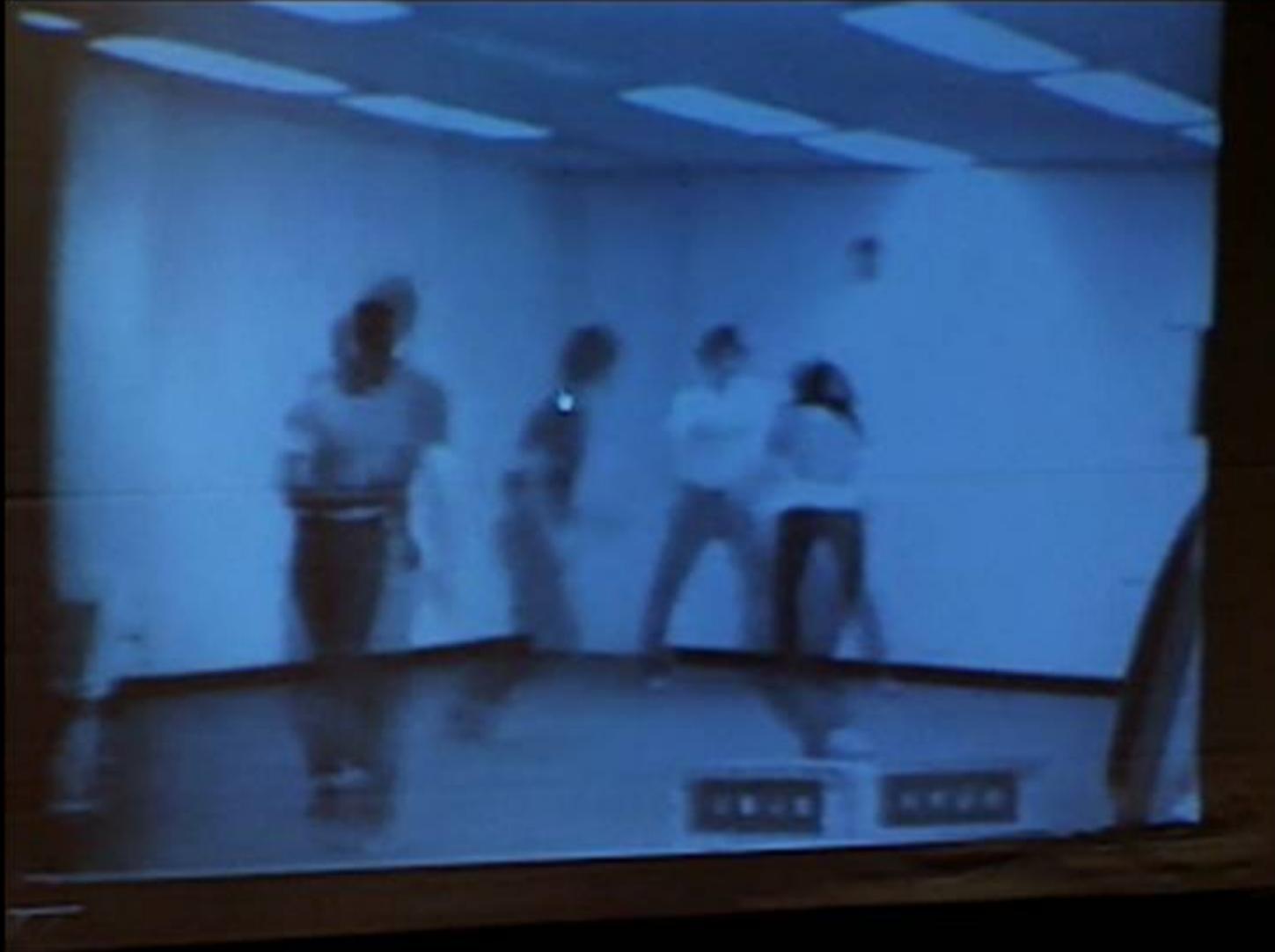
Keys – 1. Psychological Blind Spots



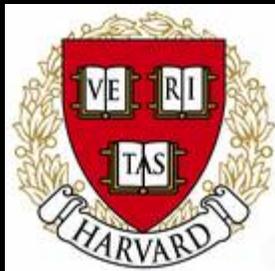
Keys – 1. Psychological Blind Spots

- 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

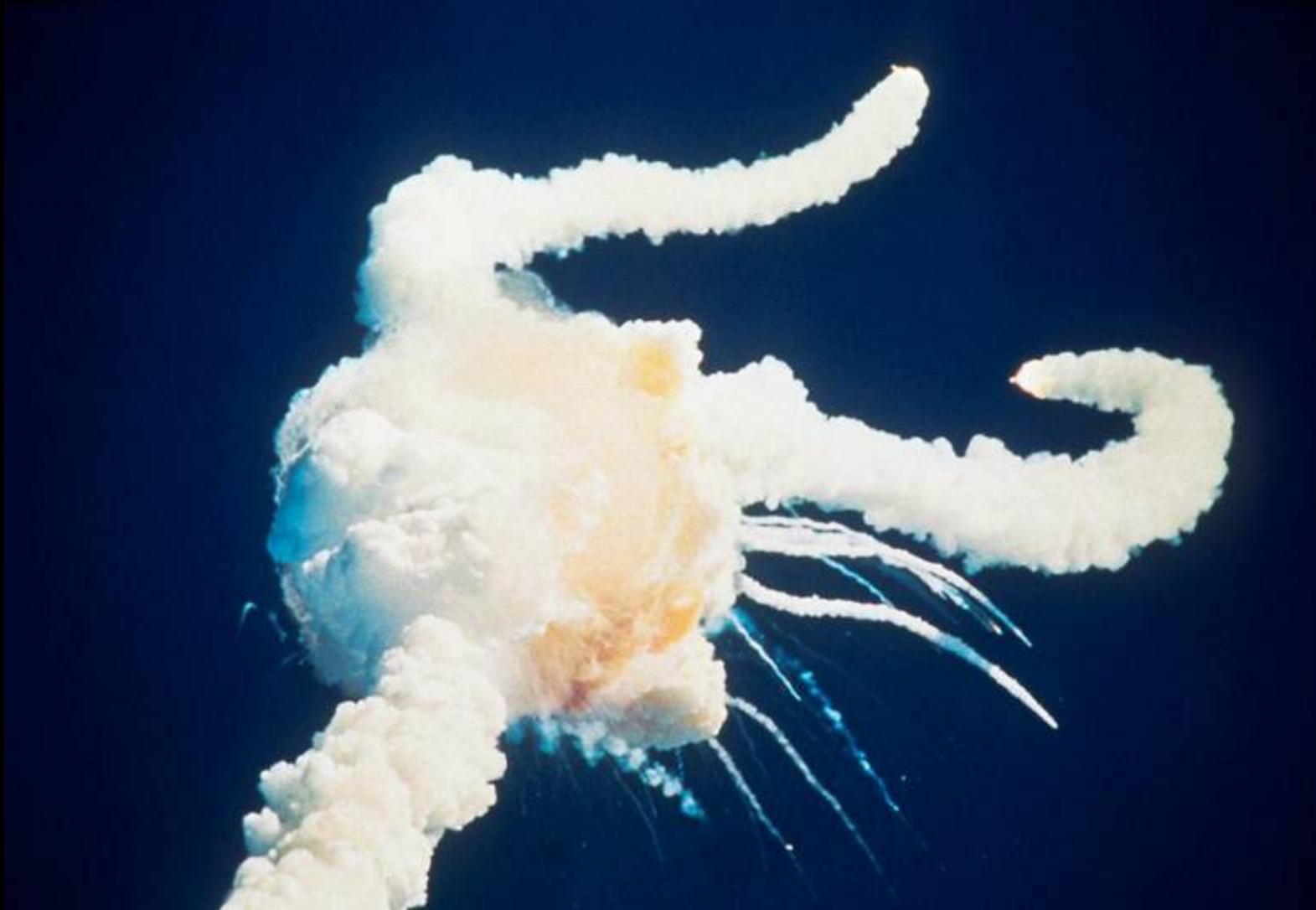


Special Thanks to:



Max H. Bazerman
Harvard Business School

Keys – b. Defaults – data presentation



Keys – e. Over Confidence



Keys – 2. Systematic Analysis

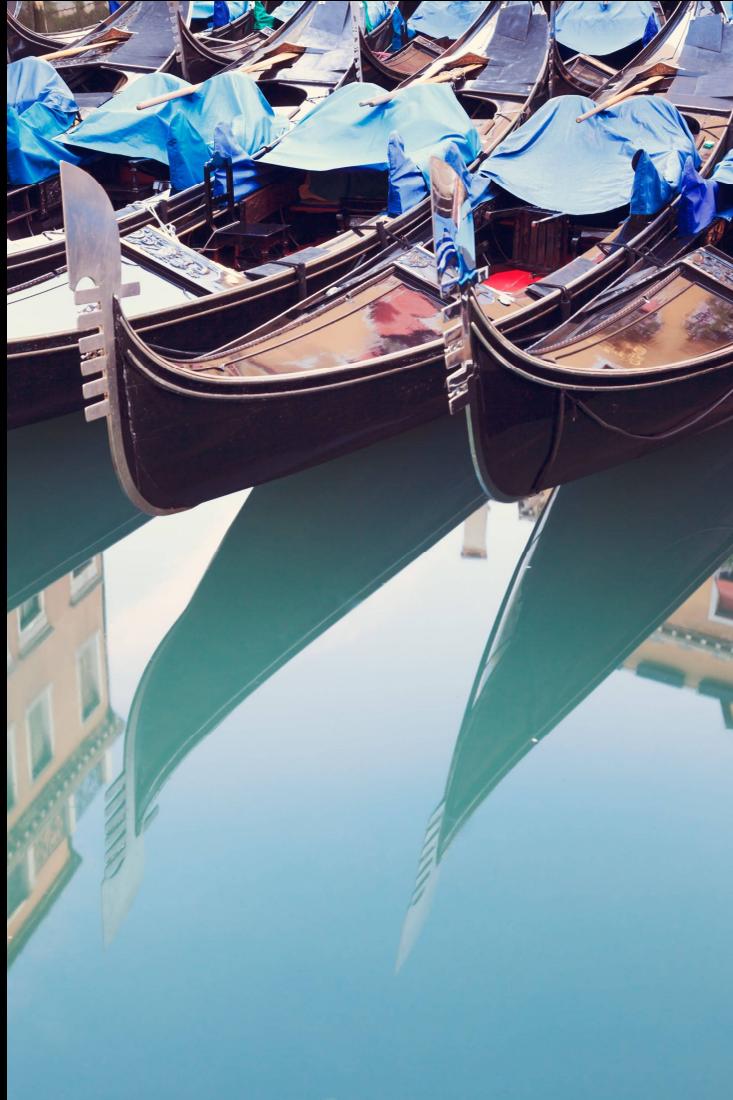
- Pros & Cons
- Unintended Consequences

<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"

Negotiation - Ultimate Situation...

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

THE LAWTON CONSTITUTION

RUSSIA SAYS BLOCKADE 'STEP TO NUCLEAR WAR'

Russia Near
Shutdown; Ships
Toward Cuba

OAS Backs Up Soviet Servicemen
Plans To Curb Discharges Halted,
Cuba Buildup All Leaves Canceled



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