

## SHOWCASE YOUR WORK VALUE

Welcome to the Build Your Case module. The focus today is on the value that you're bringing to your employer.

Earlier, you determined the *market* value of your job. If you unveiled a pay gap between the market value and your current salary, you can certainly build your case for a pay increase around that! We call it a Competitive Pay Raise.

But in this lesson, you'll determine your *work* value. To do that, you'll acknowledge—and then showcase—your professional worth. This is a vital step whether you're going for a Competitive Pay Raise or a Merit Raise. Either way, you must position yourself as someone who has *earned* the pay increase.

If *market* value establishes a competitive pay range for your job, it's your *work* value that builds a case for you to receive the high end of that pay range.

Your professional worth—the work you do, what you accomplish for the organization, your skills, your experience, your networks, your deliverables, and whatever else you have contributed to your employer as an individual or team member—they all have value that can be leveraged into a higher salary.

When it comes to compensation, you can also use the term *internal value* because what you've been contributing is *specific* to your current employer.

Over time, you've also been accumulating what's called *institutional knowledge*, which adds to your internal value, because it can't be easily nor quickly replaced by someone new coming into the organization to fill your position.

Put it all together, and what you know and do where you now work is worth more than the median market value salary. (Especially when you consider that the median is lowered by the number of women earning less than men in the same job.)

That means, you can justify your case for requesting a raise that puts you above the median. See how that works?

One of the best ways to acknowledge your professional worth is to document it. Are you keeping an ongoing record of your work accomplishments and other assets throughout the year?

Some women do; some don't. In any case, here's one of your assignments for today:

**ACTION STEP:** Using the worksheet provided in this module, make a long list of all your notable and measurable job achievements since your last pay raise or bonus.

Large or small, include them all on this list. Whether achieved as an individual or a team member, write them down. Again, be thorough; aiming for a long list will get your memory juices flowing and surface a few gems you might have otherwise overlooked.

Later, you'll pare down the list to only those achievements that best align with your manager's priorities. For now, go for quantity.

What if you can't think of accomplishments worth noting? Well first, it helps to recognize that women tend to undervalue their professional worth. Really—there are studies to prove it and you'll find them referenced in the PDF transcript notes.<sup>1,2</sup>

That tendency to downplay your achievements could be blocking your recall. You might underestimate a contribution you made by “just doing my job” when really, it should be acknowledged and showcased. So ask trusted co-workers to help you remember your individual or team “wins” of the past year.

You can also jog your memory by reviewing your calendar entries for clues about past projects. Dig into your digital folder of thank you emails (you keep one, right?) and link those to outcomes you delivered or helped deliver.

While this lesson is short, your list of job achievements should be long, so go at it.

A little later, you'll align your job achievements with your manager's priorities so that she's more inclined to give the green light to your raise request.

## NOTES

1. Do Women Undervalue Themselves? Yes, According to Sheryl Sandberg  
<http://quickbase.intuit.com/blog/2012/04/02/do-women-undervalue-themselves-yes-according-to-sheryl-sandberg/> Accessed June 16, 2017
2. Study: Women Undervalue Themselves When Working with Men  
<http://www.wired.co.uk/news/archive/2013-05/8/women-teamwork-bias>  
Accessed June 16, 2017