

## DETERMINE THE MARKET VALUE OF YOUR JOB POSITION

Contrasting your salary against the **market value** salary of your job reveals how much you're underpaid (or not). So knowing the market value is **the first step in the Pay Raise Process**. It's a reference point that sets the anchor from which you will negotiate your current job's salary.

Start with the sources below. **Compile data from several sources to validate and fine-tune** the salary range. A firm foundation of validated third-party figures helps you build your case and your confidence to ask for the high end of the range and settle for no less than the median.

1. Start with the salary calculators found at [Salary.com](https://www.salary.com), [PayScale](https://www.payscale.com), [Glassdoor](https://www.glassdoor.com), [CareerOneStop](https://www.careeronestop.com), [PaycheckCity](https://www.paycheckcity.com), or [Job Search Intelligence](https://www.jobsearchintelligence.com). Use at least three sites to check your numbers.
2. Contact the regional and national offices of your professional association to find out what salary data they have. For example, Registered Dietitian Nutritionists use the *Compensation & Benefits Survey of the Dietetics Profession*. Or ask recruiters in your field for salary information.
3. Check if the many salary surveys at [Job Star](https://www.jobstar.com) include your occupation. The website has a 1990s vibe yet holds some gems of data or names an original source where you can dig for the latest data.
4. Validate your findings above with current local data. For example, maybe you or a colleague have recently applied for other jobs in your area and learned the salary range being offered.
5. Call the human resources departments of employers within your city, county or state which have positions similar to yours. They may not be forthcoming with salary figures, but if you gently persist and ask for a salary *range*, you may surface valuable information.

From the **range** of dollar figures you've gathered, note your market value **range** estimate.

Annual Market Value Estimate:    \$ \_\_\_\_\_ to \_\_\_\_\_

Monthly Market Value Estimate:    \$ \_\_\_\_\_ to \_\_\_\_\_

Percentiles: 25<sup>th</sup> \_\_\_\_\_ 50<sup>th</sup> \_\_\_\_\_ 75<sup>th</sup> \_\_\_\_\_ 90<sup>th</sup> \_\_\_\_\_

Be sure to read the Day 1 PDF Lesson to get tips for finding your "right" numbers.

---

**Do the work to get measurable results.**

© 2014 – 2017 Pat Katepoo | All rights reserved.

## HOW TO MEASURE YOUR PAY GAP

### Section 1: Pay Gap in Dollars

Start by figuring the dollar difference between market value and your current pay. This exercise is fast, simple and potentially disheartening. For some career women, the pay gap may reveal a discouraging truth. But go ahead, brace yourself and face the reality. Remember, the gap you uncover reveals your pay raise potential.

Market Value Annual \$ \_\_\_\_\_ **minus** my Annual \$ \_\_\_\_\_ = \$ \_\_\_\_\_ difference per year

Market Value Monthly \$ \_\_\_\_\_ **minus** my Monthly \$ \_\_\_\_\_ = \$ \_\_\_\_\_ difference per month

**Example:** Based on her research, Kelly found the median market value for her job to be in the neighborhood of \$76,000/year. Her current salary is \$68,400. She plugged in the numbers:

$\$76,000 - \$68,400 = \$7,600$  difference per year

$\$6,333 - \$5,700 = \$633$  difference per month

### Section 2: Pay Gap in Percentage

Raises are commonly assessed and granted in *percentages*, so be familiar with that figure, too.

**Figure the *percentage* difference between what you're making now and your market value.**

Difference per year in dollars **divided by** Market Value in dollars = \_\_\_\_\_ % Difference

**Example:** Using Kelly's numbers, her result was:  $\$7,600/\$76,000 = 10\%$  pay gap

Your pay gap helps you choose the *type* of raise to request. That's our focus in Worksheet #3.

PS: If you uncovered a pay gap, you're in the right place. Working through the Crash Course steps will position you to get it corrected.

## CHOOSE THE RIGHT TYPE OF PAY RAISE TO REQUEST

Your **pay gap** together with your **job performance** guide your selection of the **type** of pay raise you'll request. In turn, the type of pay raise drives your strategy, including how much to ask for.

In Worksheet #2, you figured your percentage **pay gap**. Write it here: \_\_\_\_\_%

Now use the guidelines below to complete this worksheet:

- If your pay gap is 3% or more, call it BELOW market value.
- If your pay gap is 0 to 2%, call it AT or NEAR market value.
- If your pay gap is below 0 (negative number) call it ABOVE market value.

For job performance\*, consider the following:

- Define GOOD employee as regularly meeting job performance requirements.
- Define OUTSTANDING employee as regularly exceeding job performance requirements.

\*Be careful that you don't undervalue yourself as an employee, which women are prone to do. Consider your past job performance reviews and get objective input from a trusted co-worker or two about your current standing as an employee.

In the **Recommendations** on the next page, you'll find the three main types of pay raises are noted in **bold**. They are briefly described here:

- A **Competitive Pay Raise** is a salary increase to make your pay competitive with the market. Many career women and most of my coaching clients find that their pay raise request needs to start here, so you're far from not alone if that includes you.
- A **Merit Raise** is a salary increase ostensibly based on employee performance, but in reality, driven by the budget.
- **Variable Pay** is a compensation approach which ties pay to some measure of job performance. It's also known as **Pay-for-Performance** and **At-Risk Pay**.

**Worksheet Instructions:** Check the **one** scenario that best reflects your situation.

\_\_\_\_ I am a GOOD employee who is paid BELOW fair market value relative to my position and level of experience.

**Recommendation:** Aim for a **Competitive Pay Raise** to be on par with the market. Then start an initiative to become an *outstanding* employee to position yourself for a future **Merit Raise**.

\_\_\_\_ I am a GOOD employee who is paid AT or ABOVE fair market value relative to my position and level of experience.

You're meeting the requirements of the job and being paid fairly for doing so. As such, you may get only a token cost-of-living adjustment or Merit Raise. **Recommendation:** Start efforts to become an *outstanding* employee to position yourself for a bigger **Merit Raise** or a **Variable Pay** pay-out. Meanwhile, monitor your market value to be sure your salary doesn't lag below it.

\_\_\_\_ I am an OUTSTANDING employee who is paid BELOW fair market value relative to my position and level of experience.

This scenario requires a two-pronged pay raise campaign to achieve both **Competitive Pay** parity and a **Merit Raise**. **Recommendation:** Minimally, position your request for **Competitive Pay**, then present your case for a **Merit Raise**. If you are denied a **Merit Raise** in the near-term, then aim for **Competitive Pay** parity now and work with your employer to devise performance goals which will warrant a future **Merit Raise** or a **Variable Pay** compensation pay-out.

\_\_\_\_ I am an OUTSTANDING employee who is paid AT or NEAR fair market value relative to my position and level of experience, but my compensation does not reflect my exemplary performance and achievements.

**Recommendation:** Make a case for a market value salary at the 75th percentile or higher. Or position your near-term request for a **Merit Raise**, then devise a **Variable Pay** compensation agreement with your employer, to be awarded based on agreed-upon performance goals.



All done? By completing these three worksheets, you've laid the foundation of your pay raise strategy and are ready to continue the course.