

THE PROMOTION: BATNA

The Best Alternative to a Negotiated Agreement

Remember when you think of ‘other options’ as a part of your negotiation, **you are not** giving up on asking for a higher salary but hopefully getting a higher salary **AND** some other benefits. It is also nice to have a backup in case you don’t get the price increase you are looking for. If some of these lists seem unrealistic, then make them as realistic as possible, but also acknowledge that in life you will in life have to ask for what you want, and not being afraid can make great things happen! You never know unless you ask!

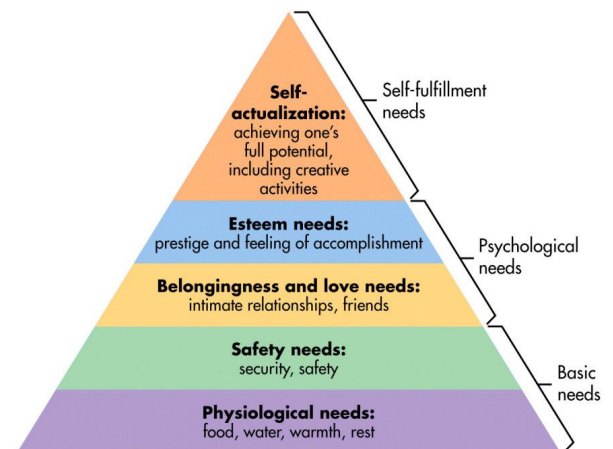
Let’s Brainstorm!

Start by thinking inside the box and then working your way out - list as many as you can!

1. Think about your most basic unmet needs (Maslow style)

For a more detailed explanation on Maslow’s Hierarchy of needs see the **resources page**.

You might look at the bottom of the pyramid and say, “well, I need money to get food and to afford a roof over my head to sleep at night,” and you would be right. If you are in a position where you are literally not making enough to eat or afford proper housing, then that is something that should go into your main negotiation. It is not a BATNA, it’s a human right to have those things and your employer should be in a position to get you more money. This section is not so much about your primary, needs but beyond the ones you should already be receiving.



Here are some examples to get you thinking:

- Do you need more health benefits? Adding vision or dental at a discounted rate is an excellent BATNA - research these beforehand with HR so you know what you’re asking for and how much it will cost. You should only go into as much detail as you feel comfortable with. Also, it’s your health, so you don’t need to overshare or feel bad about asking. This is a basic human right that you should have more if you need it.
- How do you get to work? Could your workplace pay for your parking? A public transportation pass? Could they reimburse you if you bike to work or give you a health reward for walking daily?
- Personally, I cannot function without coffee, how about you? Could your office pay for the latest coffee machine or help fund a coffee corner? Ask your coworkers what they think your office needs; if you can get a consensus about upgrading the water cooler, it might make your workplace more productive and your boss may love the feedback and be more than willing to budget for some fancy upgrades.



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- Do you wish you could save time on commuting? Be home with your dog or child more? Ask to work from home one day a week. More and more companies are seeing how much more productive and healthy employees who work from home one day a week. **(See the resources tab for some research to help you make your pitch.)**
- Speaking of healthy, does your office have a health program? Can they pay that pricey gym membership for you, or cover those Yoga or CrossFit classes?
- What about more vacation days?

2. Think about your career goals — *What are some things you can do today to help your future self?* **Here are some examples to get you thinking:**

- Is there a conference coming up that you want to attend? Look up what interests you I guarantee there is a conference somewhere in the world that will feature it. Even if it doesn't directly impact your work, think of ways it will help your organization, or better yet, if you can present at the conference for your company. Asking your workplace to foot the bill is a great way to network, add to your resume, and advance your career. Be sure to find out the costs involved, including transportation, hotel, registration fees, and so on, before you ask!
- Are there meetings you want to attend within your organization? Even if it means just being a fly on the wall for a while? Ask your boss if you can be a representative at any community or board meetings, getting to know the 'higher ups' may give you an advantage!

3. Think about your knowledge and skill gaps — *What are some places you could really improve on?* **Here are some examples to get you thinking:**

- Be honest with yourself here: are there any gaps in your knowledge that could really hurt your future career? Are there classes at the local business or law school you want to take? How about getting a Master's Degree? Or a Phd.? Or maybe you are just interested in one specific class or skill? Do some research and find out how much they cost and if they will impact your work. Employers should want employees who have a desire to learn more and be experts.

4. Think about your hobbies! — *What really gets you excited about life & Out of bed in the morning?* **Here are some examples to get you thinking:**

- Is there a charity organization you are passionate about? Could your organization be a sponsor? Or host an event dedicated to that cause? Knowing all the facts and costs will be extremely important, especially if you want to run an event.



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→ Do you love writing? Or giving reviews? Ask if you can help the communications team with a blog or social posts, ask if you can start a podcast about the organization. It will be really important to follow through with these, so if you offer to be ready to take on a lot of extra work.

Again, remember that with any of these options, be ready for a hard NO, it happens, move to the next thing on your list! The worst thing that can happen is that you get that No, so don't be afraid to ask! The other thing that you must be ready for is getting not only a "yes we can do that" but also your employer seeing how willing and motivated you are and adding to your plate. If you feel like it's too much you have options.

By first, returning to the initial negotiation and asking for more money, *"It sounds like this idea has sparked your interest and I understand you want me to take it on as a bigger project than I had thought of, would this be something I can be compensated for, as it sounds like it may take up quite a bit of my time."* To which they may say, **YES, we will give you extra money for this amazing idea, OR they will backpedal and say never mind to the bigger project.** IF this is an idea is so exciting to you, and you are willing to take it on anyway, be sure your employer knows that it will not be of the highest priority but you can have it as a side project. Also, remember that since you are being promoted you may have bigger and better ideas than the organization is ready for, so don't let it get you down!

5. The Ultimate BATNA

Also, known as **The Worst-Case Scenario**, in a typical negotiation the above list items are not your BATNAs, they are exciting add-ons in case your salary negotiation does not go as planned. This final item is for the true BATNA or long-term alternative if your negotiation does not end up with you getting more money for your promotion, and if they say no to everything on this list, when it might be time to find a new organization. Unfortunately, not all workplaces value their employees and will continue to be overworked and underpay you. This is where all that helpful research you did about your title comes into play.

While **I DO NOT** recommend walking away from a job without getting another one first, I recommend making a list of what to do if you need to leave. Taking the promotion for now and applying elsewhere as fast as you can is a great BATNA. Having that new promotional title on your resume will also help your chances!

- Were there any organizations that sparked your interest while researching? If so, what are they? How much do they pay? What other things on this list would they offer you?
- Is your dream position open?
- Is your dream company hiring?
- Do you have any connections that can help you find a new job?
- What other skills can you add to your resume from this job?



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Remember that this list is a last resort. If you can see that your negotiation is going nowhere, then ending the negotiation on a positive note and, for the time being, accepting the promotion while acknowledging to yourself you are not going to stay is an option. Utilizing your promotion to set up as many interviews as you can with other places is definitely a win. Hopefully, you will not need this list, but you'll have it just in case.

6. What are your top asks?

Once you have finished, rank the top requests the ones that would really, really make a difference and be prepared to ask for them regardless of how the salary negotiation turns out. You may be surprised by what your employer is willing to help you with, especially since they want to keep you, and especially if you have researched and prepared your request.

*If you feel like you are asking for too much, you ARE NOT -
ask for as much as you can!*

Now it's your turn, don't be afraid to think BIG!



