

# Emotion and the Art of Negotiation – How to Ask for the Job Title you Deserve

Prof. Dr. Helena Liebelt

Director IT-Center THD, Senior Engineer Intel



# Guiding Principles

„Do good and do it well“ Mary Ward

„Do good and make it known“ unknown; PR  
Fundamentals

# Do Your Homework

## **Consider the Existing Structure**

- consider the reporting and organizational structure. Agile Organizations usually tend to be more flexible.
- keep in mind how your supervisor will feel about you asking for a different title. You don't want to put her on the defensive or have her think that you're gunning for her job.

## **Check Out Industry Norms**

- Keep in mind that job titles and their meanings change from one organization to the next.
- think about how the title stacks up to industry norms. Do some research into similar positions, analyze their job descriptions and yours, and compare them to the title you're being offered.
- As you do your research, ask: Does your new title take into account all the responsibilities outlined in the job description? What about any future responsibilities you'll be taking on? Or, is there another title that would be a better representation?

## **Know Your Audience**

- negotiations are a two-way conversation, and better understanding the person you're talking to can help you deliver the message. Take the time to learn everything you can about your boss - It's important to know your boss's 'codes' before you approach her with an important request, such as a raise or title change. You're going to want to read how you're coming across as you present your case, and to modify your presentation as you go, based on her implicit feedback.
- Next, try to align your request with your boss' motives and goals - The more you can align yourself with your boss's career objectives, the more likely you'll be to get what you want.

# Build and Present your Case

## **Make Your Case**

- be sure that you can articulate why you deserve it. Make sure it is a factual, data-driven negotiation. Keep emotions at bay
- pull together a list of your achievements, specialized education, and relevant experience that will benefit the organization hiring or promoting you. Anything you can show that is above and beyond what's required for the job will help you in your case for a higher title.

## **Show how it's mutually beneficial.**

- present your proposed new title as a benefit for the employer.
- Successful negotiations should benefit both parties. Explain to your boss that by changing your job title, it'll give you the authority necessary to guide other coworkers, get the information you need without resistance, and consult with partners that wouldn't have taken you seriously before.
- Your job has a major impact on how you will be perceived by your vis-a-vis. Think about ways that a different title might be a good thing, beyond just YOUR resume.

# What to do if things don't go as planned

## **Be professional if they deny your request**

- The truth is that even with all the evidence being in your favor, some employers won't approve a job title change. If this does happen, don't get offended. There's usually a reason why they declined.
- If anything, they'll start to watch you and your actions after your request more. Continue to manage your responsibilities and ask again in a few months.
- Negotiating for a job title change isn't rocket science. If you truly believe that you deserve it, finding the evidence you need won't be hard.

## **Don't Give Up**

- Job titles are (usually) negotiable—especially in smaller companies or non-profits
- Be prepared for what you will do if your request is not accepted. Remember that "no" doesn't necessarily mean "no" forever. "Prove that you are capable of doing the work that would be appropriate for the title."
- If your boss isn't able to offer any suggestions and you're stuck without a raise or title change, it's time to do some evaluating: Will you be okay with the status quo?
  - You can actually like your job and your co-workers and simply grin and bear it
  - Or you start to feel ignored, unsupported, or downright resentful. If that's the case, it might be a good idea to start searching for a new job—"before you become negative and embittered."

# Principles to Remember

## **Do:**

- Think about your individual circumstances and consider your reasons for wanting a new title. How will a new title help you do your job better?
- Leverage your social network and other online resources to identify possible job titles that reflect your skills, expertise, and status.
- Reflect on your boss's motivations and challenges. Before you make the request, ask yourself: Why would my current or prospective boss say yes?

## **Don't:**

- Go overboard with a personalized title. If you'd like one and your employer agrees to it, make sure you have a traditional equivalent.
- Be myopic about negotiating for a better title. Everything — including your salary, job description, and benefits — should be on the table.
- Get discouraged if you don't get what you want right away. Asking for a new title is an ongoing negotiation. Be honest with yourself in your expectations and move on if need be.

Thank you for Your Attention

