

\$tart\$mart Work\$mart Workshop

Pay Equity Starts With You—Let AAUW Lead the Way!

Attend the \$tart\$mart Work\$mart Workshop and build your self-confidence - sharpen your salary negotiation skills.



SPONSORED BY AAUW COLORADO SPRINGS BRANCH

April 18, 2020 9:30 AM to Noon *Free event!*

Colorado Technical University (CTU)

4435 N Chestnut St. Colorado Springs, CO 80907

Register on our AAUW Colorado Springs Branch website

<https://coloradosprings-co.aauw.net/> using the Eventbrite link (top of our homepage).

Also check out our branch programs and membership opportunities.

AAUW Work Smart/AAUW Start Smart is designed to help you negotiate for a new job, raise, or promotion. In every workshop you'll gain confidence in your negotiation style through facilitated discussion and role-play and learn.

You will learn:

- how to identify and articulate your personal value
- how to develop an arsenal of persuasive responses and other negotiation strategies, including how to get a raise or promotion
- how to conduct objective market research to benchmark a target salary and benefits
- how the wage gap between men and women affects your future



Why is negotiation so important? AAUW's research on the gender pay gap shows that, one year out of college, women are already paid significantly less than their male counterparts — in 2009, women one year out of college who were working full time were paid, on average, just 80 percent of what their male peers were paid. And those lost potential earnings add up over a lifetime.

Women who negotiate increase their potential to earn higher salaries and better benefits packages. By negotiating fair and equitable salaries, you'll be better able to pay off loans, buy the things you want and need, and even save (though it may seem like it's far away) for retirement.