Advocating for Yourself in the Workplace

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Networking

- **What is networking?**
  - Building & maintaining connections
  - Like-minded individuals
  - Share resources / information / support

- **Where should I go?**
  - PAC World: Public Affairs Council / PAC PALS / NABPAC / WGR - and more!
  - Industry events

- **Who should I talk to?**

- **What should I say?**
  - Elevator pitch
  - Stay true to your style - authenticity counts!

- **How should I follow up?**
  - Thank you notes, phone calls, coffee dates, emails - just do it!
**Mentoring**

- What is a mentor, where do I find one, and what value is it to me?
- **Mentor**: a professional relationship in which an experienced person (the mentor) supports and encourages people to develop specific skills and knowledge that will maximize their potential and improve their performance.
- **Where do I find one?** Work places (boss, colleague); professional associations (ASAE, PAC, SGAC, WGR, Toastmasters, etc.); business associates; networking events; social groups
- **Value**: personal growth, bouncing ideas off someone else, professional development, meeting others in your field, networking, professional advancement
Advocating for a Raise

- Know your value
- Collect your thoughts, look at your progress, review your yearly goals
- Gather examples of your work
- The three Cs (calm, cool, collected)
  - Ask for a meeting with your supervisor
    - Explain your value and worth to the organization, what you have done throughout the year, etc.
      - You can do it!
      - What happens next? What if you don’t get a raise?
Negotiating Salaries and Beyond

- Always know what your current package is worth.
  - Consider base salary, raise schedule, bonus structure, vacation / sick / other leave time, healthcare, parking, and other benefits.
  - Don’t sell yourself short - your compensation is more than just your base salary!

- What’s on the table?
- Other variables to consider:
  - Commute time, flexibility, atmosphere / culture, opportunity, personal timing.