Advice for Job Interviewing and Salary Negotiation

SWAM Caucus, March 23, 12-2pm, Room 301
With Matthea Marquart, Associate Director, Online Program

Salary negotiation slides adapted with permission from Annette Piecera, CSSW Director of HR
What brought you here today?

Raise your hand if:

- You are just here for the food & friends
- You are feeling nervous about your job search
- You have never negotiated a salary before
- You are already amazing at interviews & salary negotiations
- You have experience with hiring
Agenda

1. Job interviewing basics
2. Job interviewing tips
3. Salary negotiation
4. Your turn -- role plays & debrief

Thank you for joining us &

Please feel free to ask questions throughout! We want this to be valuable for you.
The Basics

Prepare

- Review the job description and your cover letter
- Research the organization and the interviewers (Google, LinkedIn, organization’s website, Guidestar)
- Bring copies of your resume and possibly a portfolio
- Questions for the interviewers that demonstrate your interest in the organization and the job

Practice

- Practice interviewing both alone (in writing and out loud) and with others -- TODAY and continue to support each other
Intro: Advice from a hiring manager & CSSW alum

My goal: make this session different from what you can learn by Googling, and make it relevant to you

First job after MSSW: Regional Training Specialist

Number of social workers at the organization when hired: 0
One of your Social Work skills: Empathy

Put yourself in the interviewer’s shoes

- **Tired** -- looking for a new hire takes time
- **Pessimistic** -- interviewing candidate after candidate can take an emotional toll if they don’t find someone to hire
- **Stressed** -- everyone’s doing extra work because the team is down a person
- **Nervous** -- may be inexperienced at hiring
- **Worried** -- hiring the wrong person can impact the whole team
- **Pressured** -- their bosses are asking when they’re going to find someone
- **Hopeful** -- maybe you will be the end of their search!
THE TRUE COSTS

41% of companies surveyed say that a bad hire in the last year has cost them at least $25,000.

25% of companies surveyed say that a bad hire in the last year has cost them at least $50,000.

Hiring Time

According to executives surveyed by Robert Half, it takes **five** weeks, on average, to fill a staff-level position and **7.5** weeks to fill a management-level position.

For small businesses, a position that goes unfilled for weeks or even months can translate into lost revenues, overburdened workers and missed opportunities.

Shift your mindset -- it’s the interviewer’s lucky day
What do CSSW grads offer?
What do CSSW grads offer?

- Proven accomplishments that can benefit any organization
- An MSSW degree is double the work of most other Master’s degrees -- 60 credits rather than 30, 32, 36 credits
- Columbia’s MSSW degree is more rigorous than most other SW programs -- e.g. almost double the field work hours compared to the CSWE minimum
- Ivy League degree on a bio can help an organization fundraise or publicize their work
- As alumni, access to resources and network
What do SEA grads offer?
What do SEA grads offer?

- Valuable and rare mix of skills
- Social work skills --> ability to work well with all levels of staff
- Concrete leadership & management knowledge
- Experience in SEA field placements

“People don’t leave bad companies, they leave bad managers.”

- Marcus Buckingham
The Top 10 Leadership Competencies, Grouped Into Five Themes
When 195 global leaders were asked to rate 74 qualities, these rose to the top.

<table>
<thead>
<tr>
<th>Competency</th>
<th>Percentage of Respondents</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Strong ethics &amp; safety</strong></td>
<td>67%</td>
<td>Has high ethical and moral standards</td>
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<tr>
<td><strong>Self-organizing</strong></td>
<td>59</td>
<td>Provides goals and objectives with loose guidelines/direction</td>
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<tr>
<td><strong>Efficient learning</strong></td>
<td>52</td>
<td>Clearly communicates expectations</td>
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<tr>
<td><strong>Nurtures growth</strong></td>
<td>43</td>
<td>Has the flexibility to change opinions</td>
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<tr>
<td><strong>Connection &amp; belonging</strong></td>
<td>42</td>
<td>Is committed to my ongoing training</td>
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<tr>
<td></td>
<td>39</td>
<td>Communicates often and openly</td>
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<td></td>
<td>38</td>
<td>Is open to new ideas and approaches</td>
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<td></td>
<td>38</td>
<td>Creates a feeling of succeeding and failing together</td>
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<td></td>
<td>38</td>
<td>Helps me grow into a next-generation leader</td>
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<tr>
<td></td>
<td>37</td>
<td>Provides safety for trial and error</td>
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Source: [https://hbr.org/2016/03/the-most-important-leadership-competencies-according-to-leaders-around-the-world](https://hbr.org/2016/03/the-most-important-leadership-competencies-according-to-leaders-around-the-world)
Read more about the value of an MSSW

Is the MSW the New MBA?
http://www.fastcoexist.com/3035124/is-the-msw-the-new-mba

The 21st Century’s J.D.
What do YOU offer?

Stories:

- Have a few stories ready to go that can illustrate your strengths and experience

My example: helping a technophobe (demo for people skills, backup planning, customer service, willingness to be hands-on, instructional design, etc.)

Anyone want to share an example?
Example: “Tell Me About Yourself”

https://youtu.be/20LfN8ENbhM?t=14s
After the interview

Email immediately:

- Send a thank you email right away to confirm that you’re still interested -- plan to sit outside or at a coffee shop after the interview and do this before you go home
- Demonstrates professionalism, reliability; builds trust
- Note: a handwritten card can seem nice but will arrive too late
Final note - Interpersonal skills

Be nice to the receptionist

Be a normal human being

Be someone they want to see every day

Right beforehand:

- Do something that will get your positive energy up - singalong, power pose, jump up and down, think about snooping around a new space, whatever works
- Always stand and smile for a phone interview or negotiation
- Amy Cuddy Power Pose TEDTalk: https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en
Pause

- Suggestion: jot down some key points so far
- Questions? Comments?
Before the job offer, you are convincing them.

After the job offer, they are convincing you.
Negotiating Salary (and other benefits)

- When: After you’ve been offered the job informally
- Why: All employers expect some negotiation
Prepare to negotiate

- Research a fair salary for your job title and your organization
  - Bureau of Labor
  - Glassdoor.com
  - Salary.com
  - Guidestar
- Ask for a bit more to allow room for compromise
- Prepare a counter offer (bonuses, vacation, flexible work schedule, schedule for salary review)
- Emphasize your excitement about the organization and the opportunity
- Practice / rehearse with a friend
Try not to be the first to name a number

- Say something along the lines of “I would like to know more about the position before I can give you that answer.”

- Or “I would like a wage in line with the organization’s standards, that corresponds with my skills, education, and experience, as well as the significant contribution I’ll be making here.”
If you have to name a number, name a range

• Something like: “According to __,[job title] at this organization/in this region make in the $X-Y range. With my education and experience, I suggest that the significant contribution I can make to the organization puts me at the upper end of the range.”
If you don’t have to name a number

● Ask what is the typical range for others in the organization

● Ask what is budgeted for the position

● Say you will consider any reasonable offer

● Emphasize your excitement about the opportunity and desire to contribute
Do NOT accept the first offer

30 seconds can make you thousands of dollars. This is the easiest money you’ll ever make!

Reminder: All employers expect some negotiation.

If you can’t do it for yourself, do it for your fellow social workers, for womenkind (if applicable), for your soon-to-be colleagues!
This is the pre-offer conversation on the organization’s side:

Hiring manager: I have a candidate I want to hire!

Manager’s boss: Great! You can offer $X. If they ask for more, you can offer $Y. If they want more than that, come back and talk with me.

Hiring manager: What if they want .....?
The biggest factor in determining whether you will get a higher salary?

Based solely on whether you ask -- so **ASK!**
Example: “We’d like to offer you $48,000”

“I am really excited to work here, and I know that I will bring a lot to the organization. I appreciate the offer of $48,000, but was really expecting to be in the $55,000 range based on my experience and drive. Can we look at a salary of $55,000 for this position?”

Then be silent. No need to say anything else.
Example, part 2: “$48,000 is all we have budgeted”

- “I understand where you are coming from, and I just want to reiterate my enthusiasm for the position and working with you and the team. I think my skills are perfect for this position and are worth $55,000.”
Prepare for different negotiation styles

- A hard-style negotiator is firm, with forbidding body language or voice, and tends to say “no” to everything. Can be intimidating. Don’t get rattled. Stand your ground too.

- Soft-style negotiator is very agreeable and tries to work you. Don’t be fooled by a soft-style negotiation front. Be polite back, but remember to ask for what you want without feeling guilty, regardless of who you are dealing with.
Handling questions re: previous salary

- Your pre-MSSW salary is most likely much lower than what you’re seeking now. Be ready with “my previous salary was earned prior to earning my Master’s degree, so it doesn’t accurately represent the value I bring to the organization now.”

- Do not lie -- salary history can be verified.

- If you do not want to tell your salary history, answer with the salary range you are willing to negotiate within.

- Prepare 3-5 reasons why you deserve the pay differential.
Use your SW skills to maintain a positive relationship with your future boss

Pay attention to how far you can push
Remember

Go for it! All employers expect a salary negotiation.

It’s good for everyone if you negotiate:

- Will you commit to the company and do your best work if you don’t ask and then obsess that you’re underpaid?
- If you don’t negotiate, your employer may suspect you’re not savvy.
- If you start off underpaid, then every future % raise will be lower.
- If you’re underpaid, then everyone who reports to you in the future will be underpaid too.
- If you’re underpaid, you’re contributing to income inequality.

Other reasons to negotiate?
Mindset shift: for the good of the world, it’s your responsibility to negotiate your salary
Pause

- Suggestion: jot down some key points so far
- Questions? Comments?
Time to role play with Yaya Yuan

Get ready to give feedback
1. Role Play with Yaya Yuan: Demo Interview

1. Tell me about yourself
2. What made you get a social work degree?
3. What does a social work degree have to do with the job you're looking for?
4. What salary are you looking for?

What feedback or questions do you have before you try it yourselves?
2. Role Play: Practice Interviews

1. Tell me about yourself

2. What made you get a social work degree?

3. What does a social work degree have to do with the job you're looking for?

4. What salary are you looking for?
3. Role Play Debrief: How did it go?

1. Tell me about yourself
2. What made you get a social work degree?
3. What does a social work degree have to do with the job you're looking for?
4. What salary are you looking for?

What feedback or questions do you have?

Want to share your responses, or thoughts?
Pause

- Suggestion: jot down some key points so far
- Questions? Comments?

Anyone willing to share their key points?
Special thanks to Yaya Yuan, Samantha Green, and the SWAM Caucus

Feel free to reach out: msm2002@columbia.edu

P.s. the Online Campus application deadline is April 25 - if you know anyone who would make a terrific new member of the CSSW community, please nominate them or tell them to apply. Questions? swonline@columbia.edu