



Know Your Worth

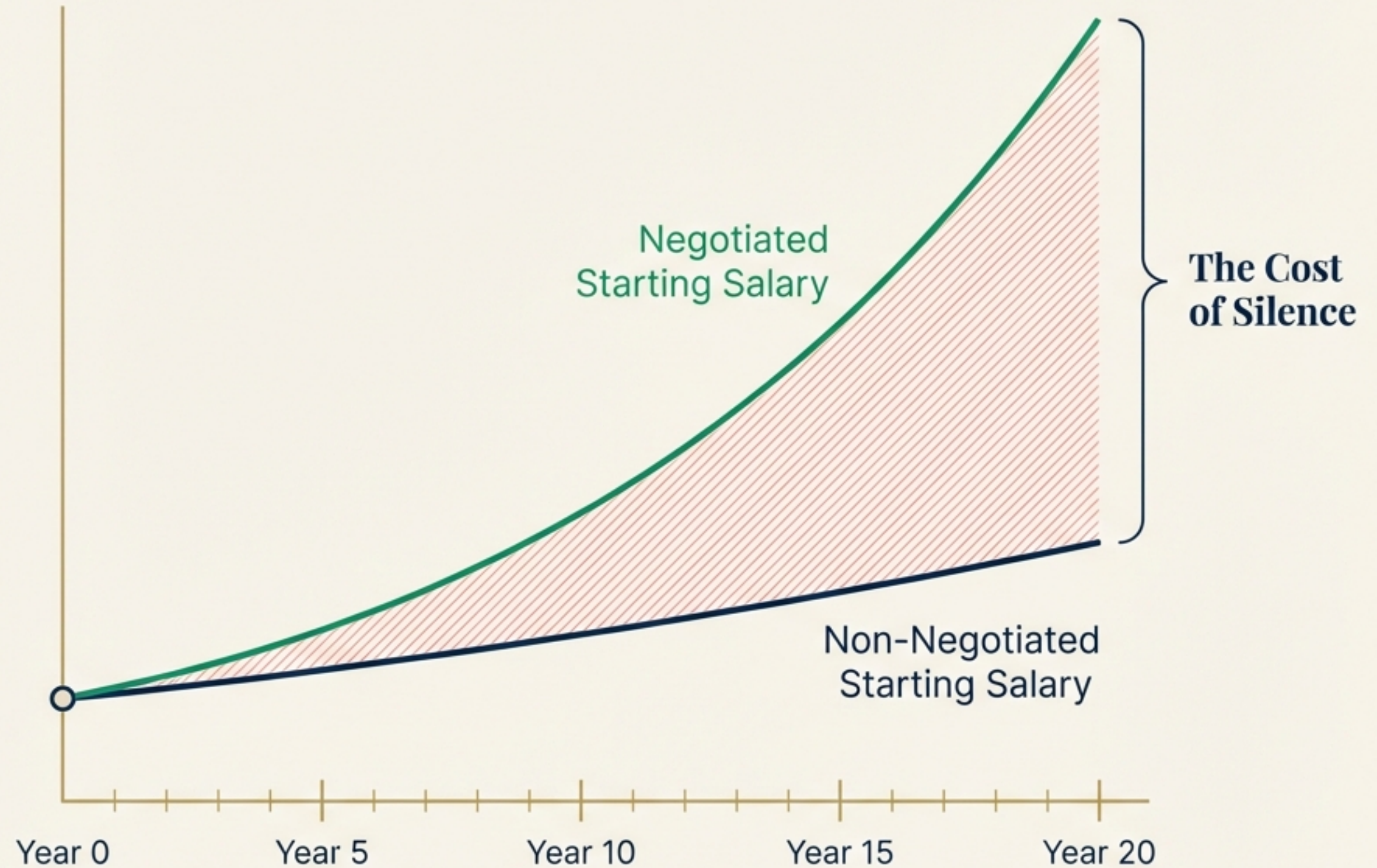
The Art of Compensation Research

Module 7: The Negotiation | Lesson 1

The Compounding Cost of Silence

Failing to negotiate your first offer isn't a one-time mistake. It creates a deficit that widens with every promotion and percentage-based raise.

Potential Career Loss: ~\$500,000



Confidence comes from data. You cannot negotiate effectively without it.

Data Is Your Leverage

Market value is objective, not subjective.



Sophisticated negotiators do not guess. They investigate based on:

1. Role
2. Experience Level
3. Location

You cannot negotiate what you don't understand.

The Research Ecosystem

Where to find the numbers.

Tech & Startups

Levels.fyi

High Reliability for tech roles.
Granular equity data.



General Corporate

Glassdoor, Payscale, LinkedIn Salary

Medium Reliability. Good for broad
ranges and varied industries.



Macro Trends

BLS.gov

High Reliability. Government labor
averages and historical data.



Sector Specific

Industry Reports

High Reliability. Niche whitepapers
and trade organization surveys.



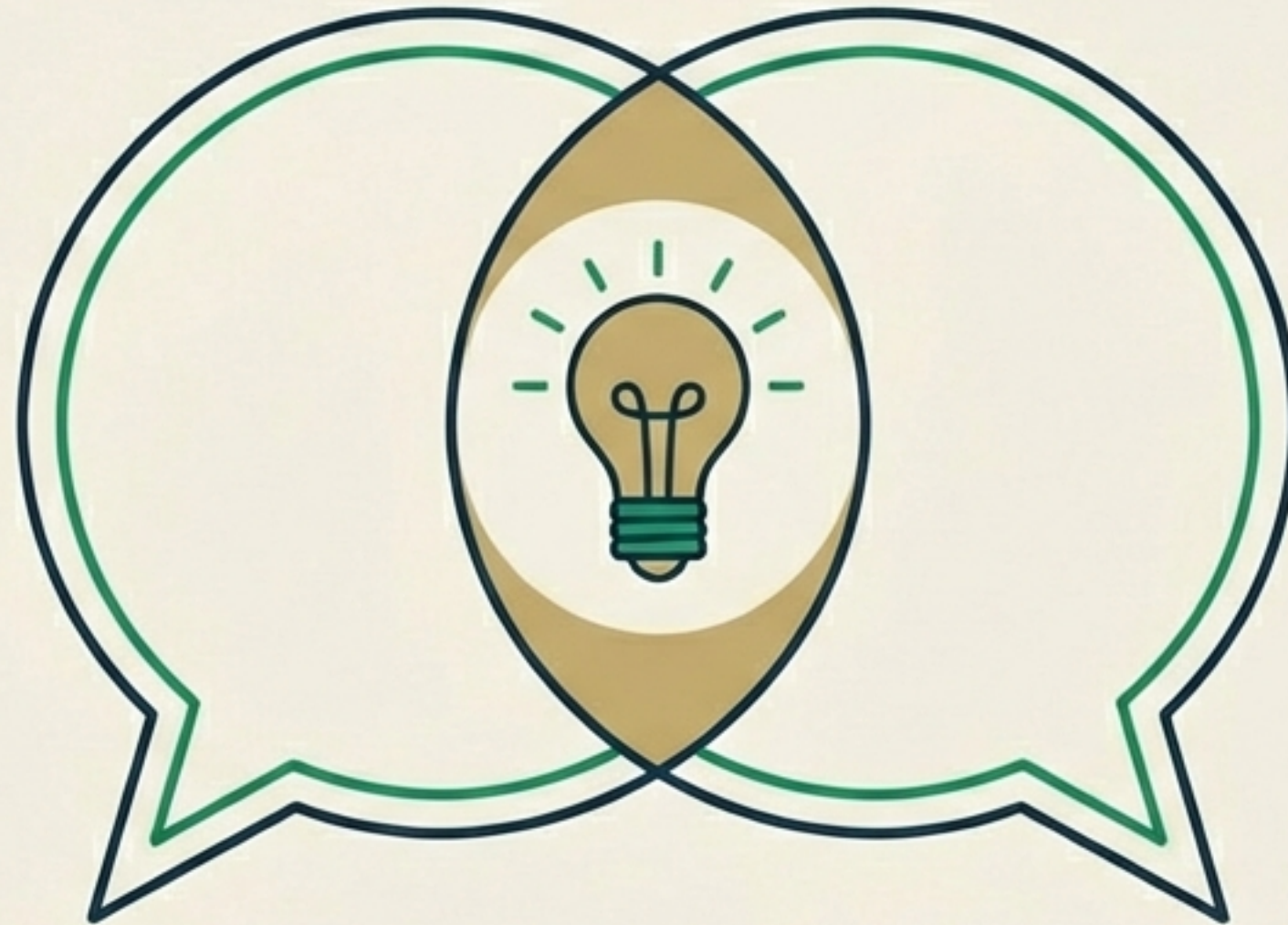
Action: Cross-reference at least three sources to filter out outliers.

Your Network > Databases

Databases provide numbers; humans provide context.
Real people explain WHY a number is high or low.

Who to Ask

1. Recruiters
(Real-time market intel)
2. Peers in similar roles
(Actual paychecks, not just job postings)

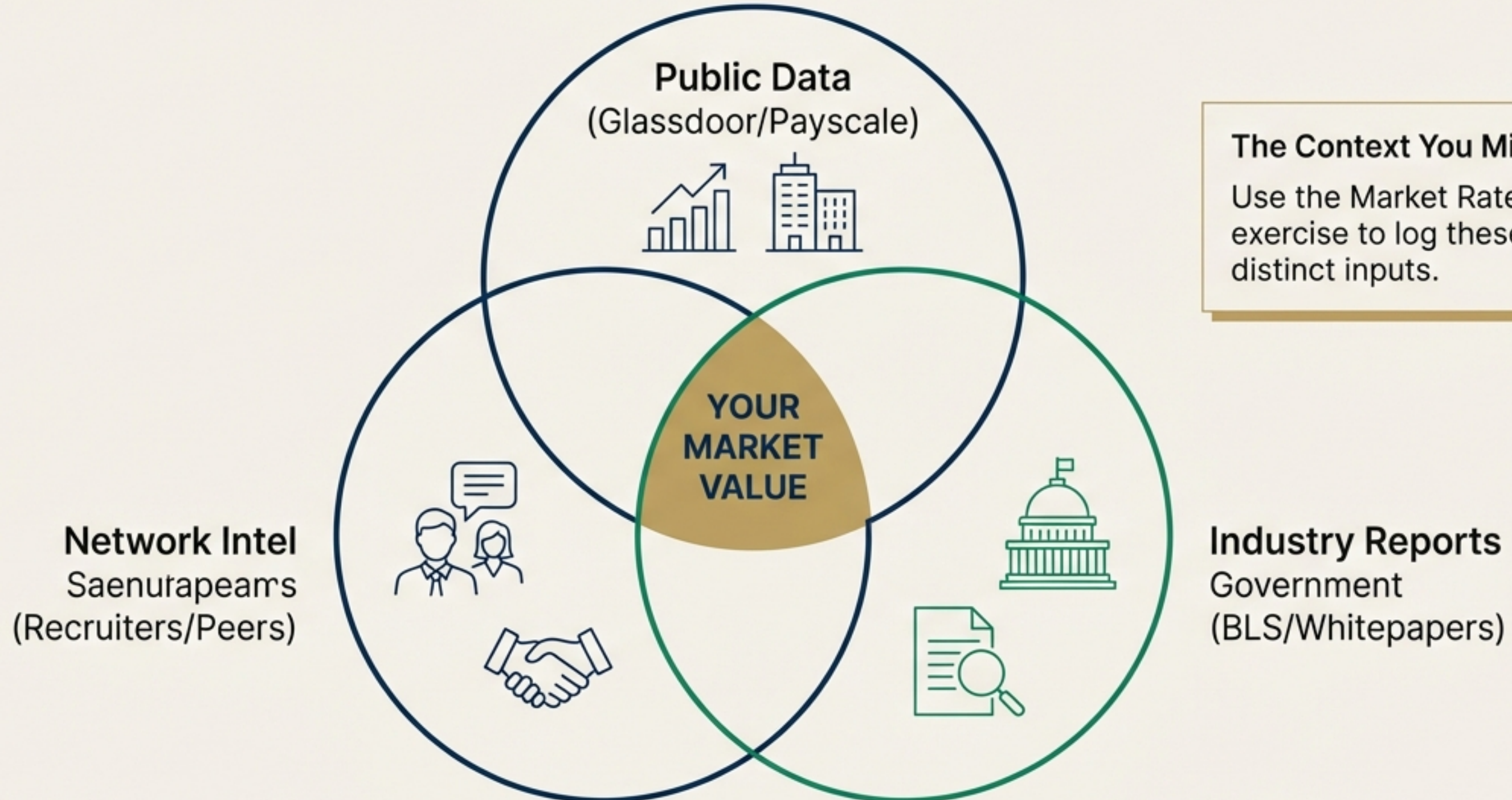


The Context You Miss Online

- "Company X pays more because they lack equity."
- "Healthcare in this city pays +20% due to talent shortages."

Pinpointing Truth Through Triangulation

One source is a data point. Three sources are a trend.



Define Your Operational Range

Know these numbers before you sit at the table.



The Compensation Equation

Look beyond the base salary

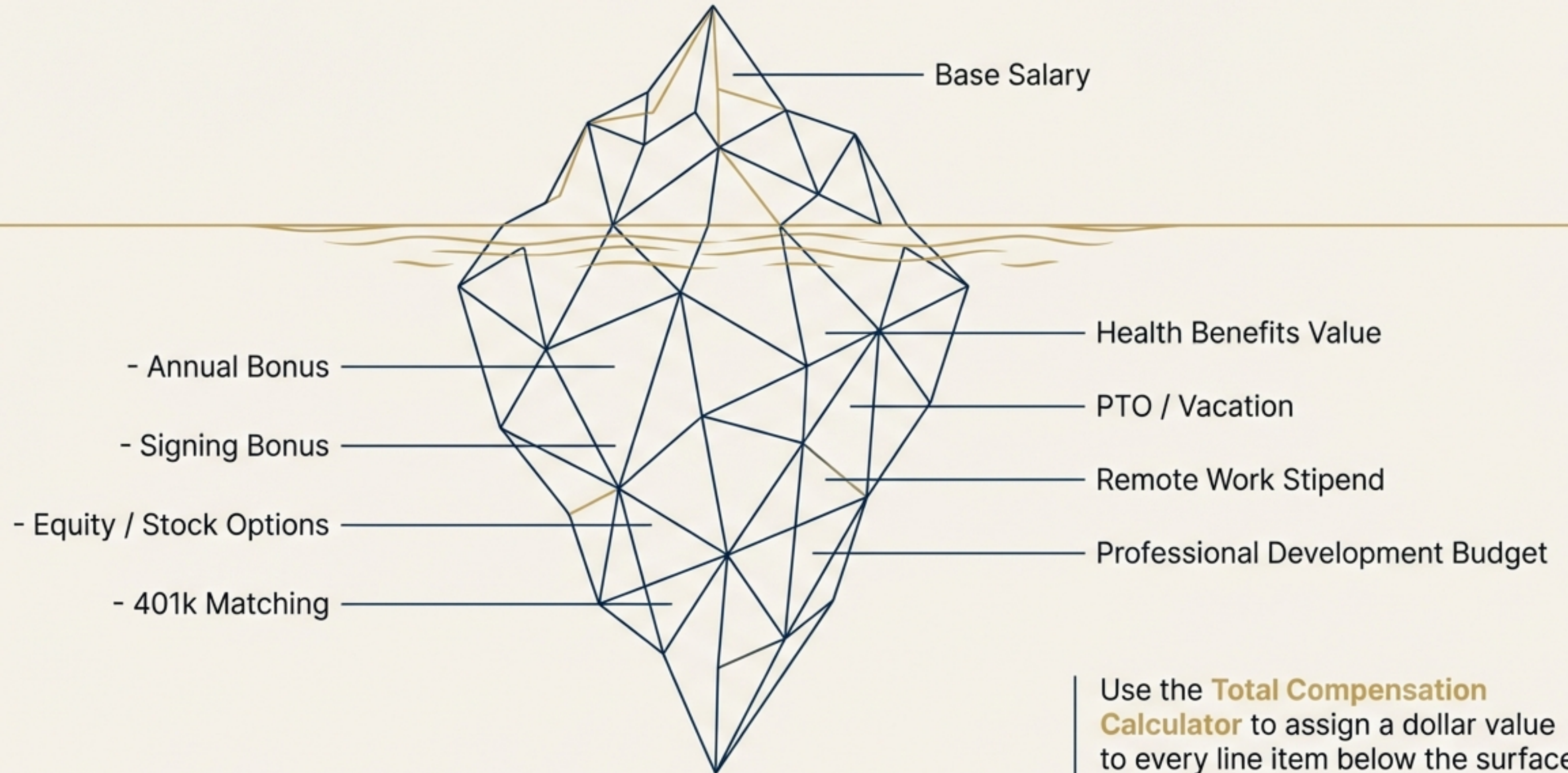
$$\text{Total Compensation} = \text{Base Salary} + \text{Bonus} + \text{Equity} + \text{Benefits} + \text{Perks}$$
The diagram illustrates the components of total compensation. On the left, 'Total Compensation' is written in a large, bold, gold-colored font. To its right is a large blue equals sign. Following the equals sign are five items, each preceded by a blue plus sign. Each item consists of an icon above a text label: 1. 'Base Salary' with an icon of a stack of money; 2. 'Bonus' with an icon of two hands shaking over a coin; 3. 'Equity' with an icon of a bar chart with an upward-pointing arrow; 4. 'Benefits' with an icon of a medical cross and a green leaf; 5. 'Perks' with an icon of a coffee cup and a laptop.

Scenario Analysis

Option A	Option B
- \$85k Base Salary - No extras - Result: \$85k Value	- \$70k Base Salary - 20% Bonus (\$14k) - Stock Options (\$10k) - Premium Benefits (\$5k) - Result: \$99k Value

A lower base with high equity can outweigh a high base with zero perks.

Uncovering Hidden Value



Accelerate Research with AI

Use technology to process data and simulate outcomes.



Compensation Research

Ask AI to aggregate salary ranges for your specific role and location.



Cost of Living Adjuster

Normalize salaries between cities. Example: "What is the equivalent of \$100k in NY vs. Austin?"



Total Comp Calculator

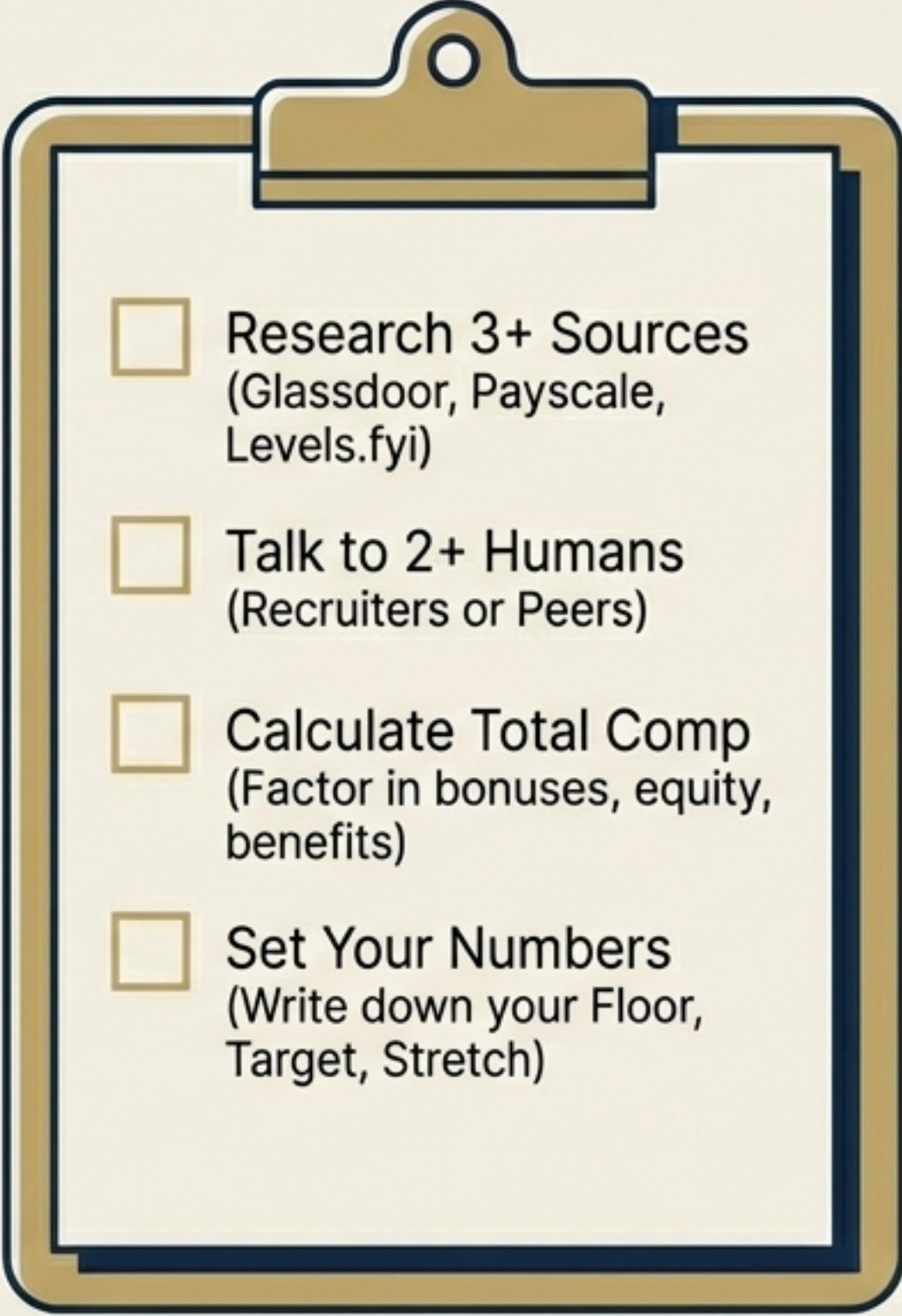
Input offer details to get a single annualized total value.

Pro Tip: Use AI to analyze the data you've gathered and simulate negotiation scenarios scenarios before the real conversation.

Your Research Checklist

Action Plan

Refer to the '**Know Your Worth Worksheet**' for specific templates and calculation grids.

- 
- ☐ Research 3+ Sources
(Glassdoor, Payscale, Levels.fyi)
 - ☐ Talk to 2+ Humans
(Recruiters or Peers)
 - ☐ Calculate Total Comp
(Factor in bonuses, equity, benefits)
 - ☐ Set Your Numbers
(Write down your Floor, Target, Stretch)

Ready for the Table

- ✓ Data is leverage.
- ✓ Your network is your secret weapon.
- ✓ Never negotiate without a Floor.
- ✓ Optimize for Total Compensation.

Market data gives you confidence, credibility, and leverage. Now that you know your worth, the next lesson covers how to ask for it.