

A Guide to Calculate What YOU Want & Why

A worksheet to memorialize what you see as fair market pay and what you want your compensation package to include, (and why with the facts to justify that). Lastly, what you care most about in your future employer/role.

FAIR MARKET PAY

ASSESSING SALARY / PAY	
What you make (or made last):	\$.00
What you think you should make:	\$.00
<i>This is an exercise to help make clear for you, how much you want to (and need to) earn + why. This is not a test – submit what you think (don't overthink)</i>	

Market Value +/- Individual Value for Company/Role +/- Perks +/- Growth Potential = Your Fair Market Pay

COMPENSATION EXPECTATIONS

CALCULATING YOUR VALUE FOR PAST/CURRENT EMPLOYER		Think about Proof of Impact
Direct impact on revenue:	\$0.00	i.e.: <ul style="list-style-type: none"> ● new business (client); recurring client (growth) ● product impact (launch, growth, engagement, etc.) ● mutually-beneficial partnerships ● lead-generation / sales support with a proven increase in conversion <i>a direct number may not be obvious for your role, and that's okay - it's about your impact on the business' ability to make revenue - ensuring you can speak to that clearly and if possible, with #s.</i>
Indirect impact on revenue:	\$ 0.00	i.e.: <ul style="list-style-type: none"> ● cost-savings ● time-efficiencies & automation ● culture, recruitment, retained talent ● business impact outside of role function ● entry into new markets or industries ● re-entry into markets past ● brand awareness ● network ● je ne sais quoi (an appealing quality that cannot be described or expressed) <i>a direct number may not be obvious here - again, that's okay - if you can measure your cost-savings, operational efficiencies or other - these speak to your value in reducing the cost or advancing revenue opportunities (business value)</i>
Total impact on revenue:	\$ 0.00	

Getting stumped? This stuff is hard to quantify, some of it is not directly quantifiable – the goal is get you to start thinking about your impact on business.

WHAT YOU WANT

Perks (Non-Monetary Value):	Rank importance (1-6)
Work-Life Balance	
Equity/Shares	
Having an impact and influence	
Passion	
Benefits	
Mental Wellness (how do you want to feel at the end of the day)?	
Learning & Development / Continued Education	
Growth Potential - Know the answers to these questions when evaluating a future employer.	
Company's Growth / Potential – Do you believe that they can succeed, evolve, and scale?	
Career Progression – Do you see patterns of growth in other team members and a path for yourself?	
Mentorship – Who can you learn from? What can they teach you? Will they be engaged with you?	
<i>Think about any other factors that you'd consider when looking at your growth potential.</i>	

ADDITIONAL THOUGHTS / NOTES