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### Gender Differentiation in Salary Negotiations

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Video URL: <http://ecorner.stanford.edu/videos/2173/Gender-Differentiation-in-Salary-Negotiations>

Men and women do indeed negotiate for compensation differently, says Stan Christensen, [Arbor Advisors](#) partner and Stanford instructor. He cites one study where 60 percent of men asked for more money, whereas women with comparable backgrounds asked for more money only ten percent of the time.



#### Transcript

Quick comment about gender and I have mentioned this to some of you. It turns out that men and women do approach job negotiations very differently and there is fun research on this. So, a large study was done of a group, I think, it was business school students and of that group, over 60% of the men that were in the study asked for more compensation independently of what they were offered. So, you know 50,000 dollars, "I want more." Sixty, "I want more." Seventy, "I want more." Eighty, "I want more." "I want more than 100,000 you offered me." It did not matter, the men just wanted more. OK. Conversely, women with same education background offered the same salaries, less than 10% of them asked for more. Women tend to feel, and again, this is a generalization women tend to feel, "Oh, I am lucky to have a job. I do not want to stir any waves." You know, they want to get things started off on the right foot. The male attitude, "I want more. I am worth it.

They do not have any idea how good I am. I want to be killing it for them." And so, there is difference that gives you a little bit of a sense, both of, you know, hiring man or hiring woman, or your A-man or A-woman looking for a job, but we tend to have different approaches. Whether you're a man or a woman, why you want to be paid that is what is fair. And that is an often very good strategy if you are seeing the salary level different than they are. If you guys see a different world, say look, I kind of came here with higher expectations. Let me kind a walk you through how I got there. I looked to what they are paying at Yahoo. I talk to people there. In fact, I looked at Google itself and you guys were paying your product marketing managers in this department X. I am not sure why it should be paid lower.

I just want what is fair. I do not want to be pushy but I want to be fair and it just does not reconcile of where I came from. Where did you get your number? You know, what is your standard? And so use that objective criteria to your advantage.