

Careers & Education

Three ways women can make more money



PHILIPPE DESROCHERS
CAREER FASTTRACK

Feel like your career is on life support? You are not alone. There is a cure.

"I worked in the advertising industry for 11 years and rose in the ranks. I was very good at my job and got promoted to a role where I was surrounded by all men.

"I recently was let go and I am convinced it is because I am a woman.

"Do you have any advice for women in the workforce?"

In 1920, men made up 80% of the workforce and women 20%. As of March 2009 in the United States, women made up 49.7%.

Women are working more, but they are making less.

According to the Canadian Labour Congress, "the gender wage gap in Canada has remained stuck since the mid 1990s at one of the highest levels in the advanced industrial world."

Most recent figures show that women make 70.5% of what men make in compar-

able roles. These are the facts.

However, I wish to share three anecdotal lessons I learned from three women and how women can make more money:

● Ask for more money:

A human resources manager I had on my radio show told me that about 90% of people do not negotiate their salary or ask for a raise.

What was even more shocking to learn was that she expected most people to ask for more money.

Women, in her experience, were less likely to do so. This could explain part

of the reason why women make less money than men.

Managers have greater respect for employees who stand up for their monetary worth.

Both men and women are qualified to ask for more money.

● Strut your stuff

You do not have to be a man to succeed.

In 2007 I met a very powerful and successful real estate broker, an industry dominated by men. She told me that many women she meets try to ignore their feminine side. She said this is a mistake.

Women have an innate ability to relate to people and a keen sense of intuition.

She went on to say that ambition and drive are normal human traits for both men and women.

● Network

A partner at a large accounting firm successfully rose through the ranks of her company.

She was talking to me about the greatest barrier women face in reaching her position: Networking.

She said women are less likely than men to attend evening company networking sessions due to

family obligations.

These networking functions are critical to develop the relationships with senior management and be on the promotion track.

If you are a woman and experiencing a gender wage gap, we would be very interested in hearing your story. Please e-mail us.

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