



Frag You, Pay Me: Getting Started with Salary Negotiation

Tara J. Brannigan (Community Lead, 5CA)

Robin Yang (Sr. Product Manager, CodeCombat)

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GAME DEVELOPERS CONFERENCE

MARCH 18–22, 2019 | #GDC19

Speaker's Evaluations

#fragyoupayme

Suppose that two 30-year-old recent MBAs, a man and a woman, receive job offers for \$100,000 a year. By negotiating, the man raises his offer to \$111,000, while the woman accepts the \$100,000 without trying to get more. Even if both receive identical 3% raises for the rest of their careers, by the time they retire at 65, the difference between their annual salaries will have widened to \$30,953.

The man who negotiated will also earn more than the woman during every one of the 35 years in which they both work. If he invests this “extra” yearly income in an account earning 5%, that initial \$11,000—the product of a one-time negotiation—will grow to \$1.6 million by the time they both retire.

Source: HBR - <https://hbr.org/2009/01/is-talent-going-to-waste-in-yo>

ABSOLUTE
GODDAMN FUCKING
SHIT TON
OF MONEY

Source: Cindy Gallop



Multiple Perspectives



The GDC logo is centered at the top of the slide. It consists of the letters "GDC" in a bold, white, sans-serif font. The letters are positioned within a red diamond shape that points downwards. The background of the entire slide is a dark blue with several thin, light blue lines forming a grid-like pattern. There are also small, light blue diamond shapes scattered across the slide.

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Negotiating Your Dream Job

Robin Yang, CodeCombat
@robinyang

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Hi, I'm Robin.



CODE COMBAT

sifted

toy
Studio

CANDYSTAND.COM™
THE SWEETEST GAMES ONLINE

GAME DAILY

games.com

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Why is negotiation terrifying?

“We’d love to extend you an offer to join our team.”

“Because this is my dream job.”

THE SECRET:

Our industry traffics in 'dream jobs.'

We have to replace this belief in the
'dream job'.

SELF LIMITING BELIEF #1:

“I’m asking for too much.”

SELF LIMITING BELIEF #1:

~~"I'm asking for too much."~~

NEW BELIEF:

I know my worth.

SELF LIMITING BELIEF #2:

“I’m not good enough.”

SELF LIMITING BELIEF #2:

~~"I'm not good enough."~~

NEW BELIEF:

I earned this offer.

SELF LIMITING BELIEF #3:

“They’ll hire someone else.”

SELF LIMITING BELIEF #3:

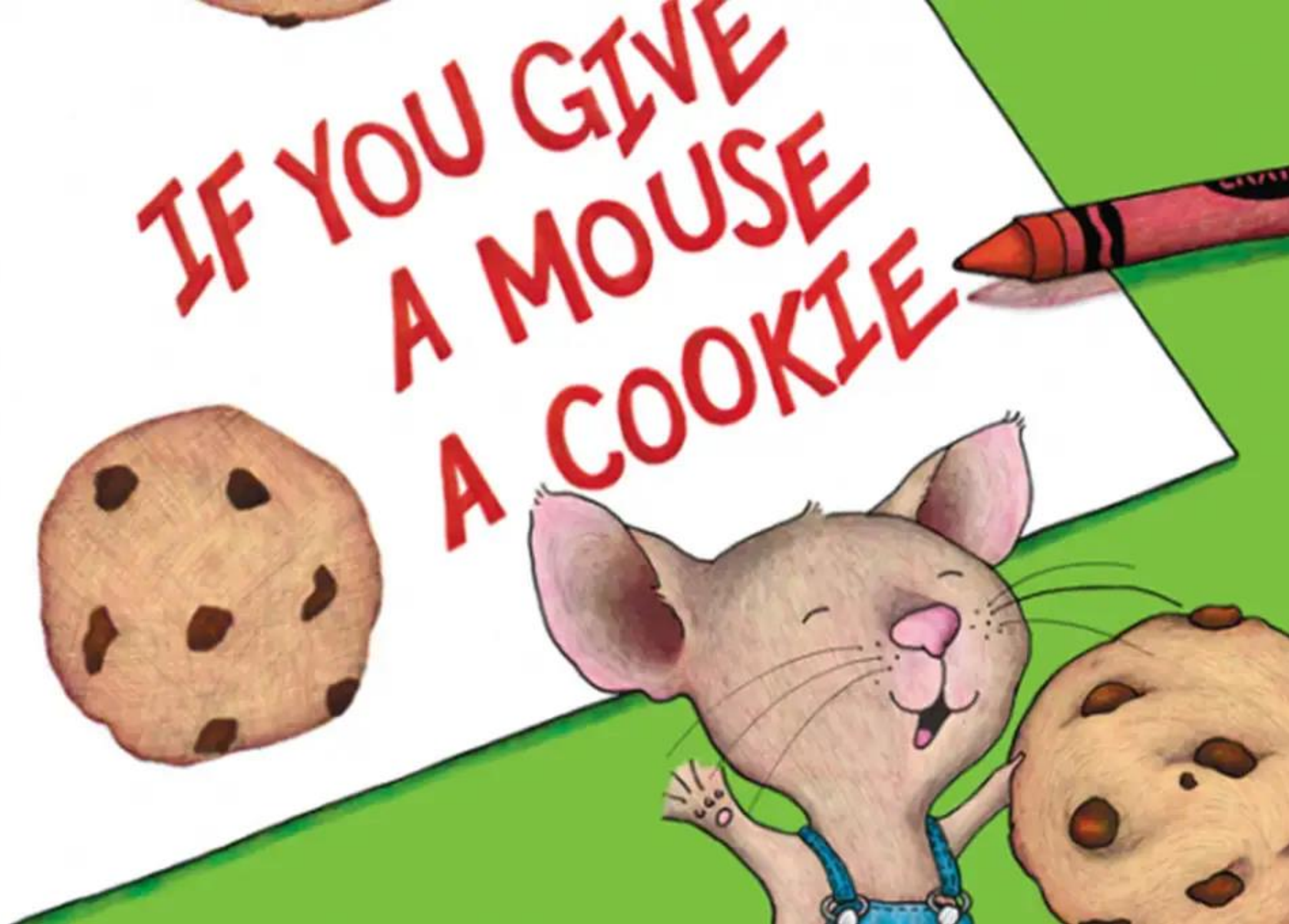
~~**“They’ll hire someone else.”**~~

NEW BELIEF:

I can break the cycle.

The reason it's hard to negotiate
is because we're led to believe that
this is our one shot at our dream job.

The reason we have to negotiate
is that if we don't, it's not actually our
dream job.



YOUR MANTRA:

I know my worth.
I earned this offer.
I can break the cycle.

You've got this.

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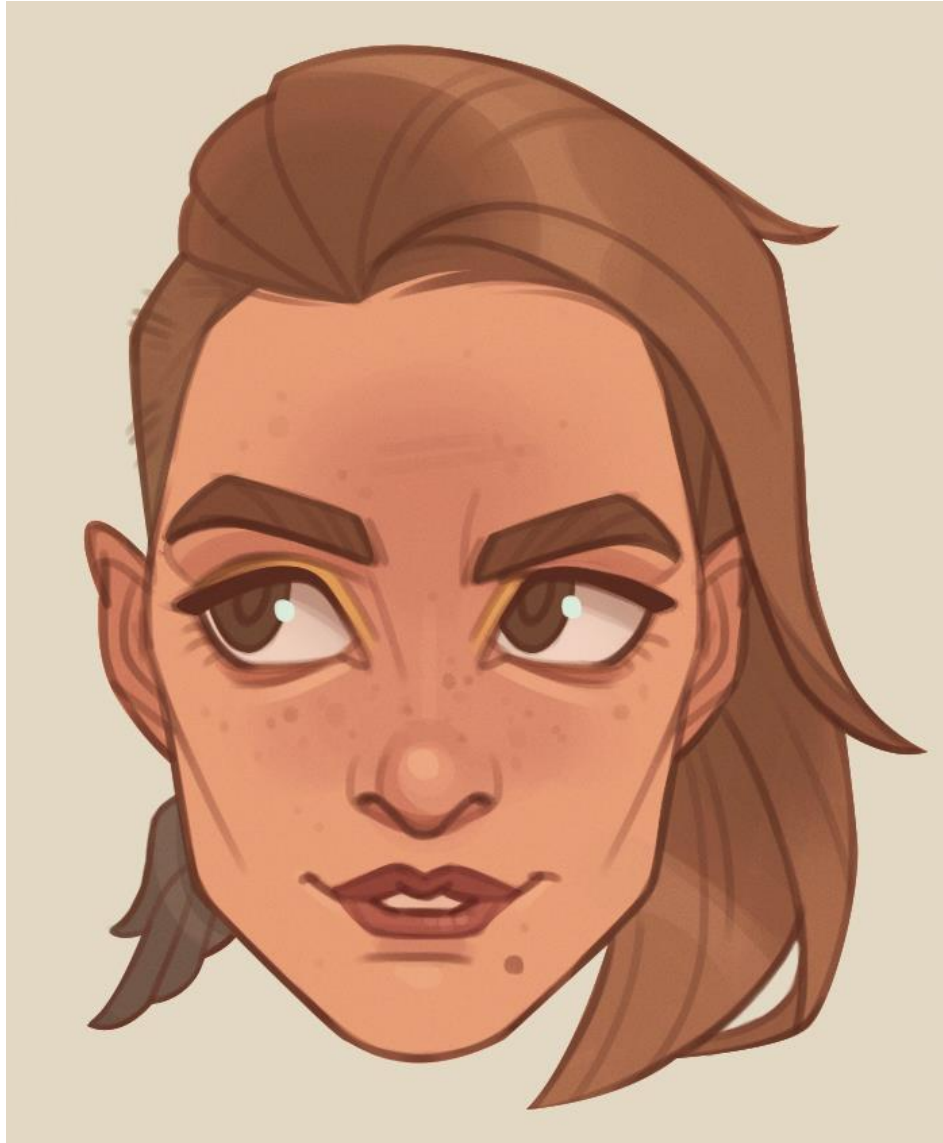
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Building Your Toolbox

Tara J. Brannigan, 5CA

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Icon by the amazing Nina: ninamodaffari.com

Tara J. Brannigan
Community Lead
@kindofstrange



FLAREGAMES



Wipster





WORRIER POSE

Source: Gemma Correll - gemmacorrell.com/products/worrier-pose Gemma CORRELL



Source: The Lion King

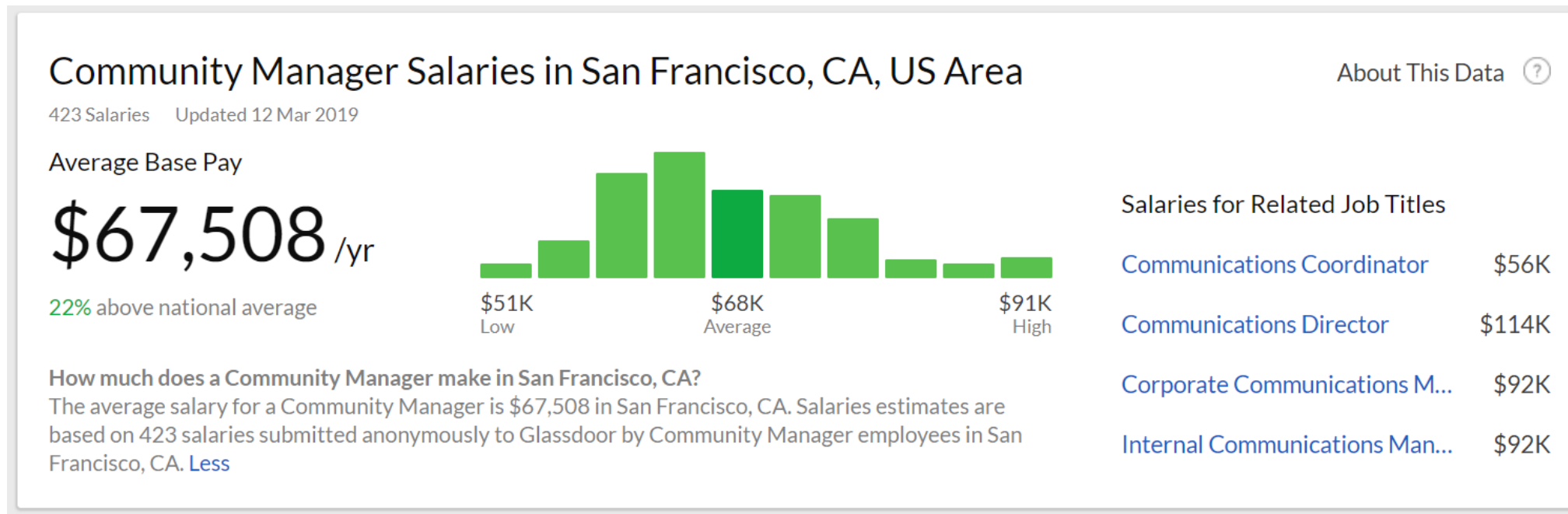
What's in Your Toolbox?



Source: Lowe's Hardware



Research (and Ask!)



Source: Glassdoor.com

Community Manager	Female	Cambridge	AA	£30,000
Community Manager	Female	Southampton		£16,000
Community Manager	Female	London	Esports	£32,000

Source: UK game dev salaries (Feb 2019)

Community Manager	East Coast	2/17/2019	\$35,000
Community Manager	Canada (Toronto)	2/19/2019	\$45,000
Community Manager	West Coast	2/20/2019	\$49,500
Community Manager	Canada (MTL)	2/19/2019	\$56,000

Source: North America GameDev Salaries (Anonymous)

California...

The new California law, AB168, bars employers from inquiring about a job candidate's salary history. In fact, under the law, it is a misdemeanor for interviewers to ask prospective candidates anything about current or past compensation, whether in writing (including email) or orally. The law also requires employers to provide candidates a pay range for a prospective job, upon request. The only question interviewers can ask about compensation is the candidate's pay expectations for the role.

The law in California applies to *all* jobseekers, from hourly workers to CEOs, and affects California offices of companies based elsewhere. Given how many other states and municipalities have already adopted similar laws, this law is fast becoming the new norm in recruiting. Here are some points those hiring for, and seeking, jobs should consider.

Source: battery.com/powerd/ready-californias-new-compensation-law-employers-job-seekers-need-know/

The Power of Scripts



Second, here's your script: "That's a great place to start! I understand that you cannot go outside the salary band, so let's work on finding other ways to get your offer commensurate with my others, because I love this company and I really want to find a way to work

here. What can you do in the way of stock options and telecommuting? If you can contractually add two days a week where I don't have to fight Seattle traffic, we're all winners!"

Source: Tarah Wheeler - Minute Zero in the Gender Pay Gap - medium.com/tarah-wheeler/minute-zero-in-the-gender-pay-gap-7c6695daffbd

Cost of Living Comparison Between **Stuttgart** and **Seattle, WA**



You would need around 5,239.83€ (5,930.91\$) in **Seattle, WA** to maintain the same standard of life that you can have with 3,500.00€ in **Stuttgart** (assuming you rent in both cities). This calculation uses our Cost of Living Plus Rent Index to compare cost of living. This assumes net earnings (after income tax). You can [change the amount in this calculation](#).

Indices Difference

Consumer Prices in **Seattle, WA** are 28.13% **higher** than in **Stuttgart**
Consumer Prices Including Rent in **Seattle, WA** are 49.71% **higher** than in **Stuttgart**
Rent Prices in **Seattle, WA** are 97.36% **higher** than in **Stuttgart**
Restaurant Prices in **Seattle, WA** are 26.53% **higher** than in **Stuttgart**
Groceries Prices in **Seattle, WA** are 67.48% **higher** than in **Stuttgart**
Local Purchasing Power in **Seattle, WA** is 15.64% **higher** than in **Stuttgart**

Currency:

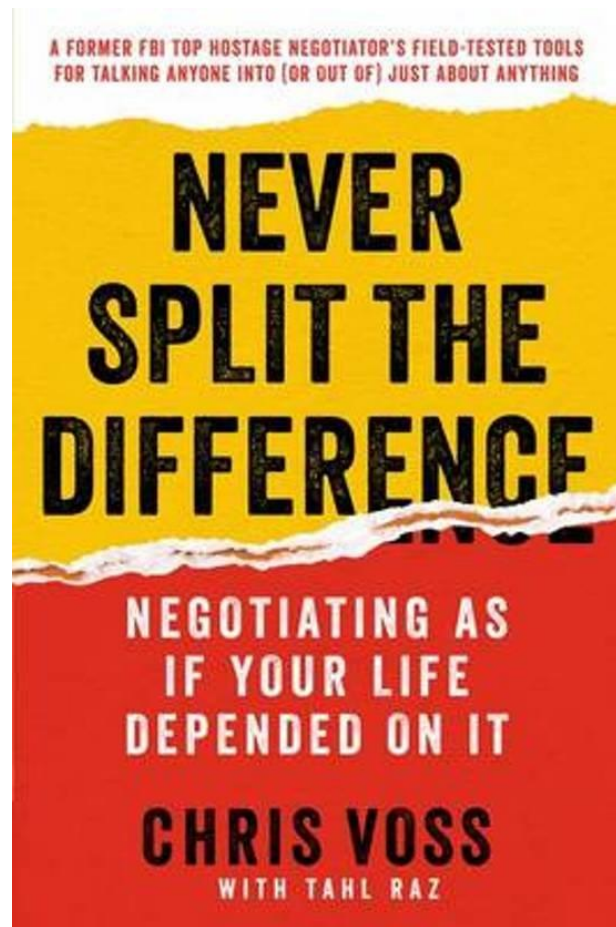
[Sticky Currency](#)

[Switch to US measurement units](#)

Source: numbeo.com/



Source: YouTube - "GTA Series Videos" Channel



- Harness Your Voice
- Mirror Words Selectively
- Practice Tactical Empathy
- Ask Calibrated Questions
- Learn how to Label
- Get to 'That's Right'



Googled "war pug". Not disappointed...

It's not a Battle; Your Target is A **Win-Win**

Resource Up!

The Goal:

Maintain quality of life in _city_, by securing a salary of _amount_k Euro/Dollars/Pounds/etc, with a job title that reflects the full responsibilities of the role.

Current Salary:

amount Euro/yr (pre tax)

_amount_m after tax, including health coverage (due to marriage tax benefit)

-- _offer_m doesn't cover increase in health care costs (approx _X_/m), or offset rent and cost of living increase (approx. _X_).

Summary (why you are a great fit!)

- Good culture fit
- Tons of experience in the game industry
- Understand customer's perspective, having been on the other end
- Heavily experienced in community & social media
- Close: no big relocation hurdle
- Willing to travel

What they want:

- Someone with heavy gamedev experience
- To expand their social media & community offerings
- To build and maintain great customer relationships with clients, both present and future
- Someone who is willing to travel and/or speak regularly

Possible Labels:

|

"It seems like my experience and network within gamedev would be valuable for this role"

"It seems like you're reluctant to offer a higher salary due to other salaries or perceived unfairness within the larger org"

"??"

Calibrated Questions:

"How do you determine salary for this role?"

"What's the biggest challenge you face in filling this role?" / offering a higher salary / etc

"What's your biggest worry?"

"What would you need to make ___ work?"

"What about this doesn't work for you?"

"How does this role fit into the long term success of the company?"

"How am I supposed to make that work?"

"That is a fair offer, but as the head of household I can't go below ___"

"What else can you do that would make this a fair offer?"

"How can we make this work so it's fair for both parties?"

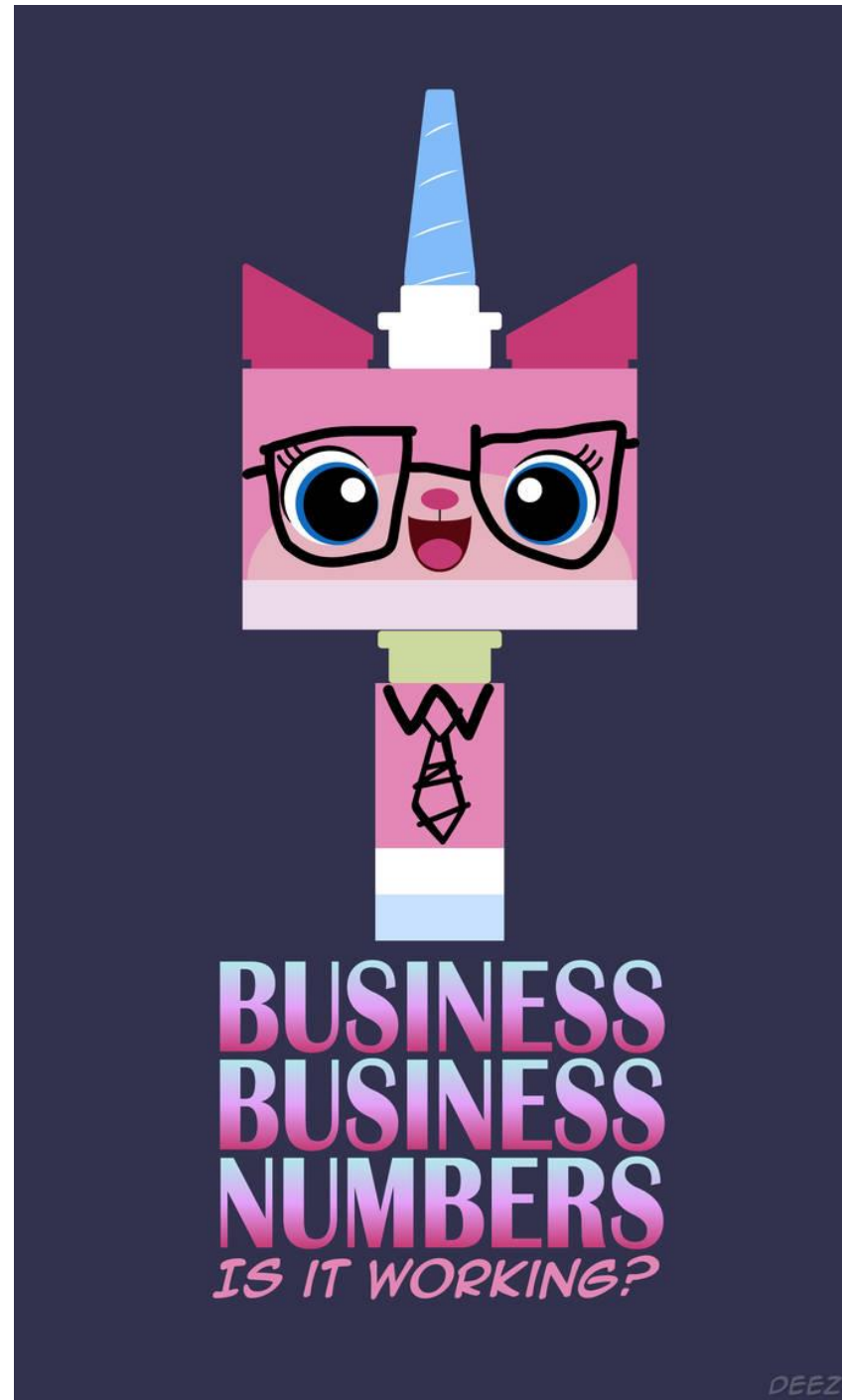
Other Questions

- Moving costs?
- How flexible is the job title?
- How often do you revisit salary?
- Number of holidays? (X required, X+5 is more common)
- Christmas bonus?
- Company laptop/phone/etc?
- Company paid internet access at home?
- Work from home day 1x/week?
- Fitness program?
- Tax assistance?
- Timeframe for role starting?

It's Not Just About You



Source: She-ra and the Princesses of Power, Netflix



It's Business!

Source: DeviantArt user Nefthys - <https://www.deviantart.com/neftthys/art/Unikitty-Biznis-433098853>



**What hiring managers don't
want you to know
(And what they wish you knew)
Elizabeth Sampat, Ubisoft
@twoscooters**

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Elizabeth Sampat Studio Creative Director



SUBWAY
SURFERS

PLANTS vs. ZOMBIES 2





AAUGH!



WE WANT YOU TO TAKE THE JOB.





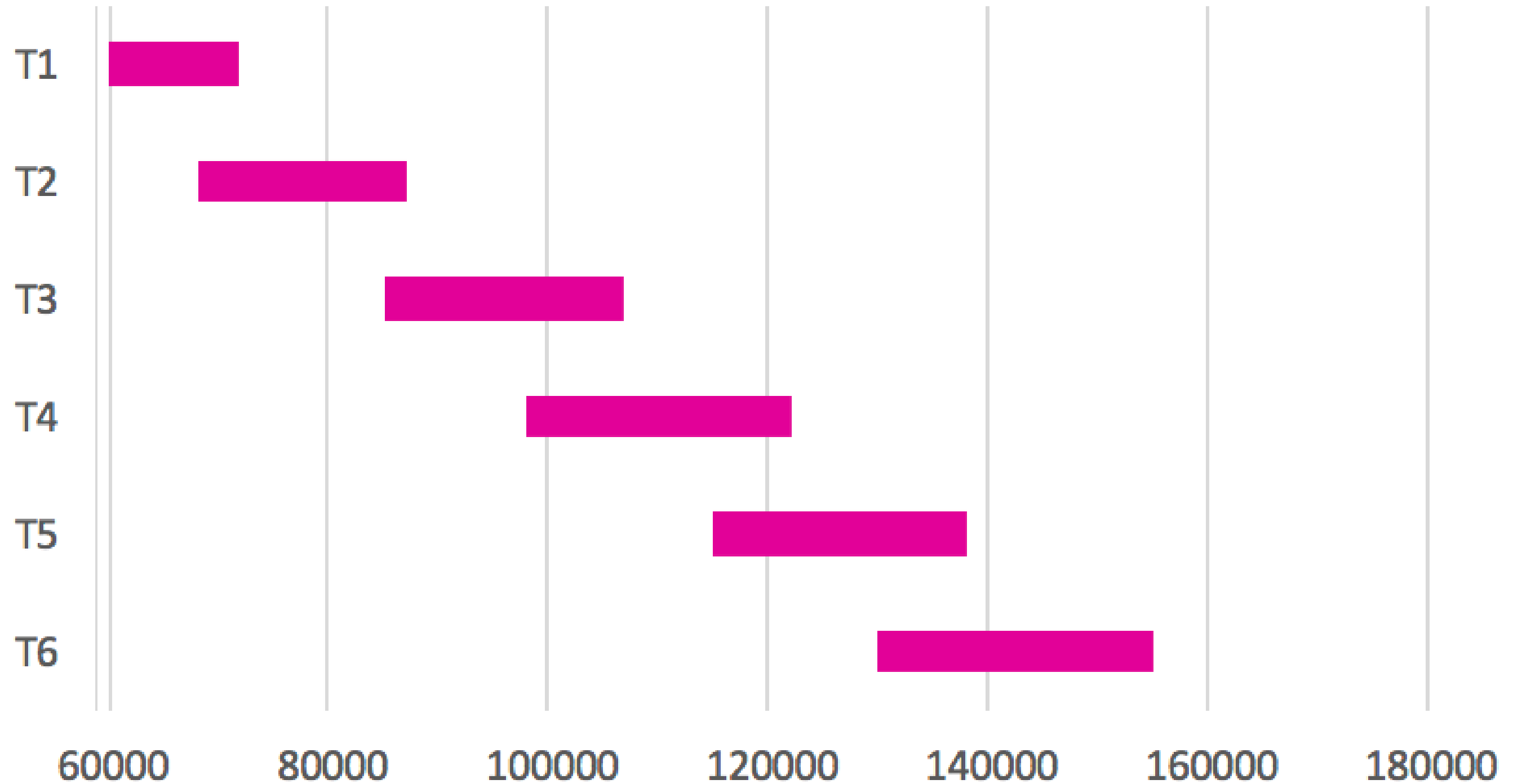
Yes!

A green pencil is shown on the right side of the image, having just finished drawing a thick, vibrant green line that underlines the word "Yes!". The line starts from the bottom of the 'Y' and extends diagonally upwards to the right, ending at the pencil's tip. The pencil itself is a light green color with a sharpened wooden lead tip.



WE'RE NOT IN CONTROL
OF EVERYTHING.

Sample Salary Bands





COSETS



WE DON'T WANT TO HIRE YOU.
WE WANT TO RETAIN YOU.

WANTS

NEEDS



STOP



THERE IS A SALARY *BAND*,
NOT A SALARY.

New Message

Recipients

Subject



"Thanks very much for your message.
The position sounds interesting. May I
ask what the salary range is?"

Micros

Font color

B

I

U

A

Text color

Text background color

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Send

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Attachment

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Link

Emoji

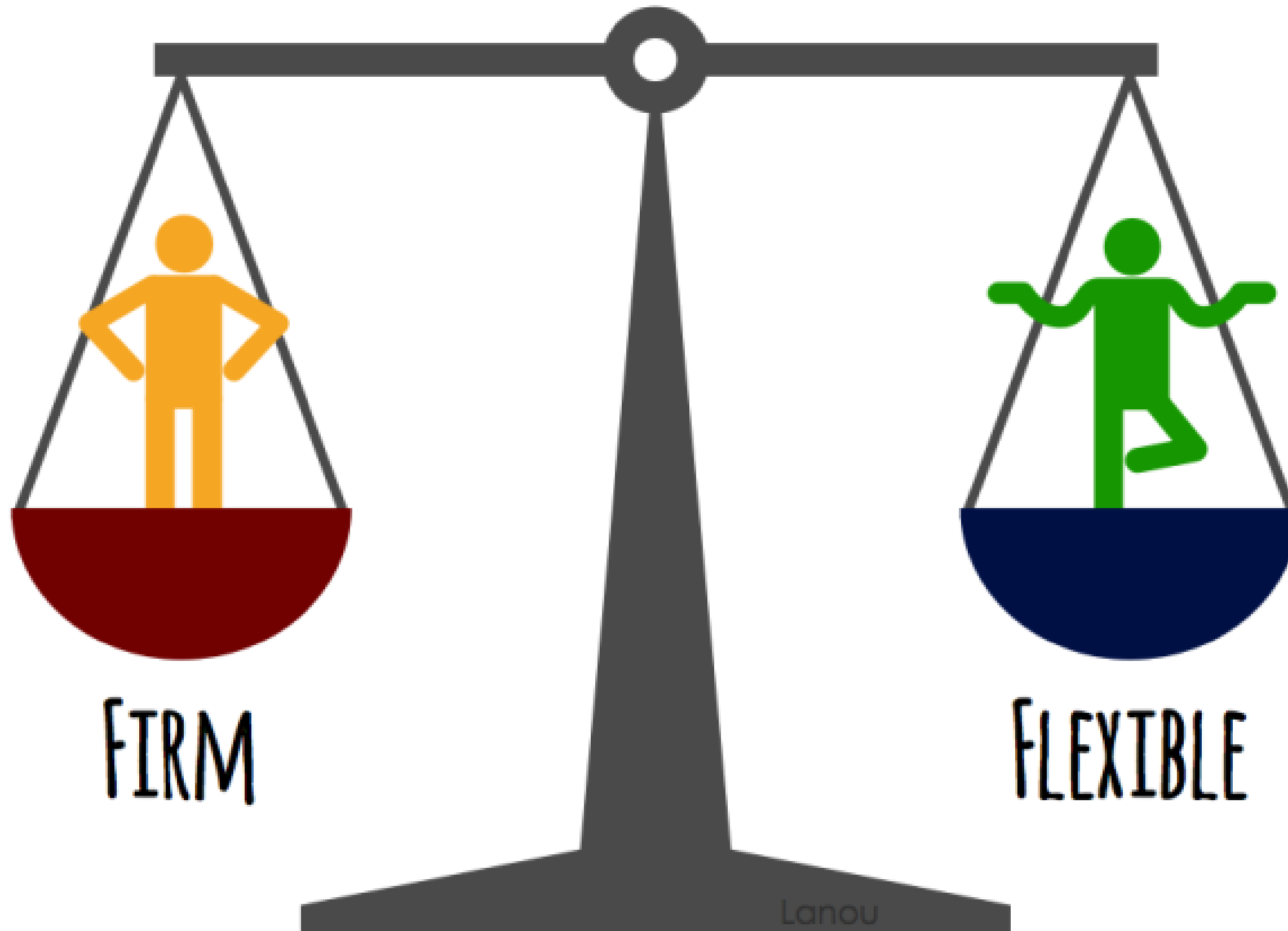
Sticker

Trash

More options

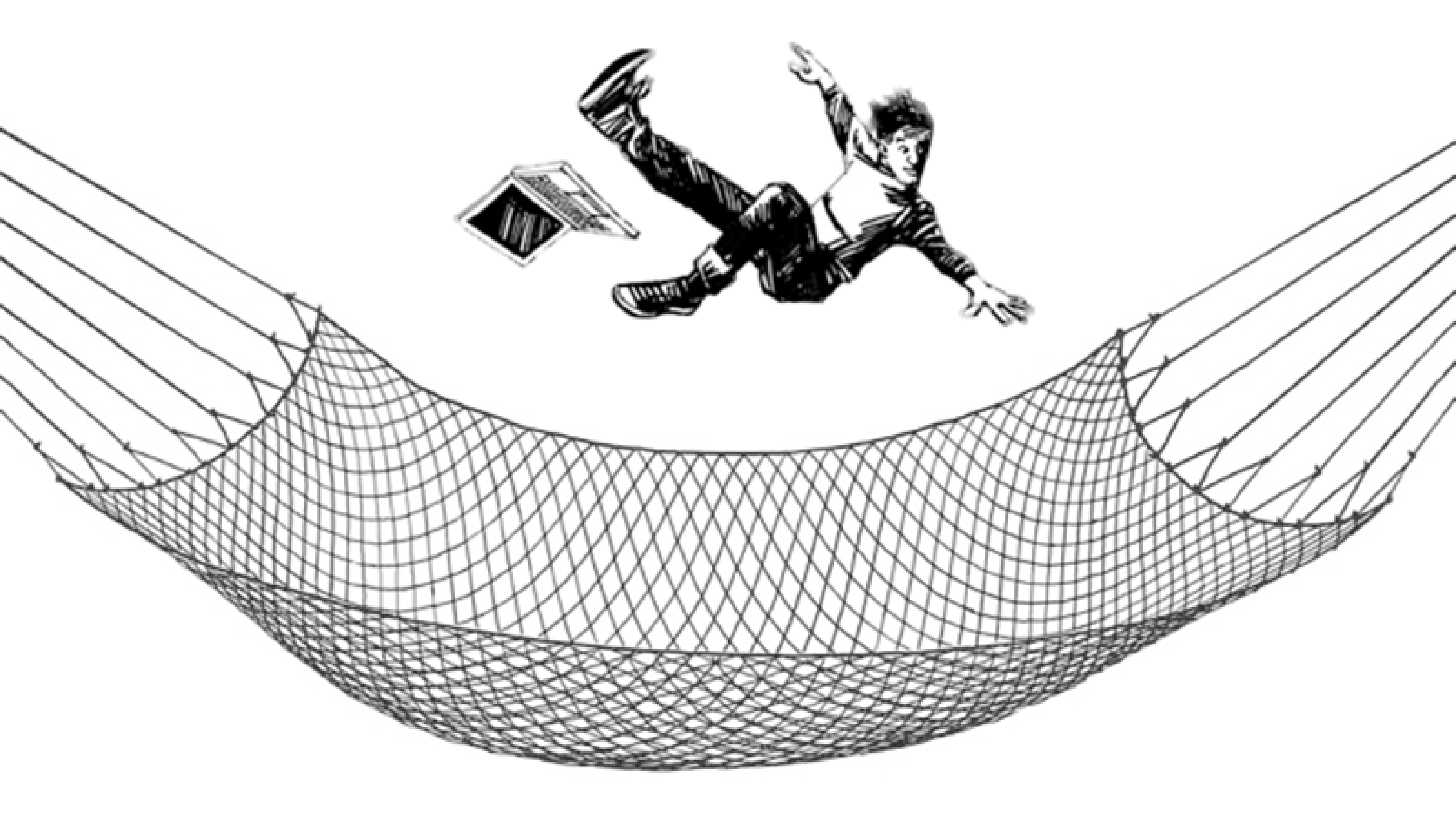


MIND THE GAP



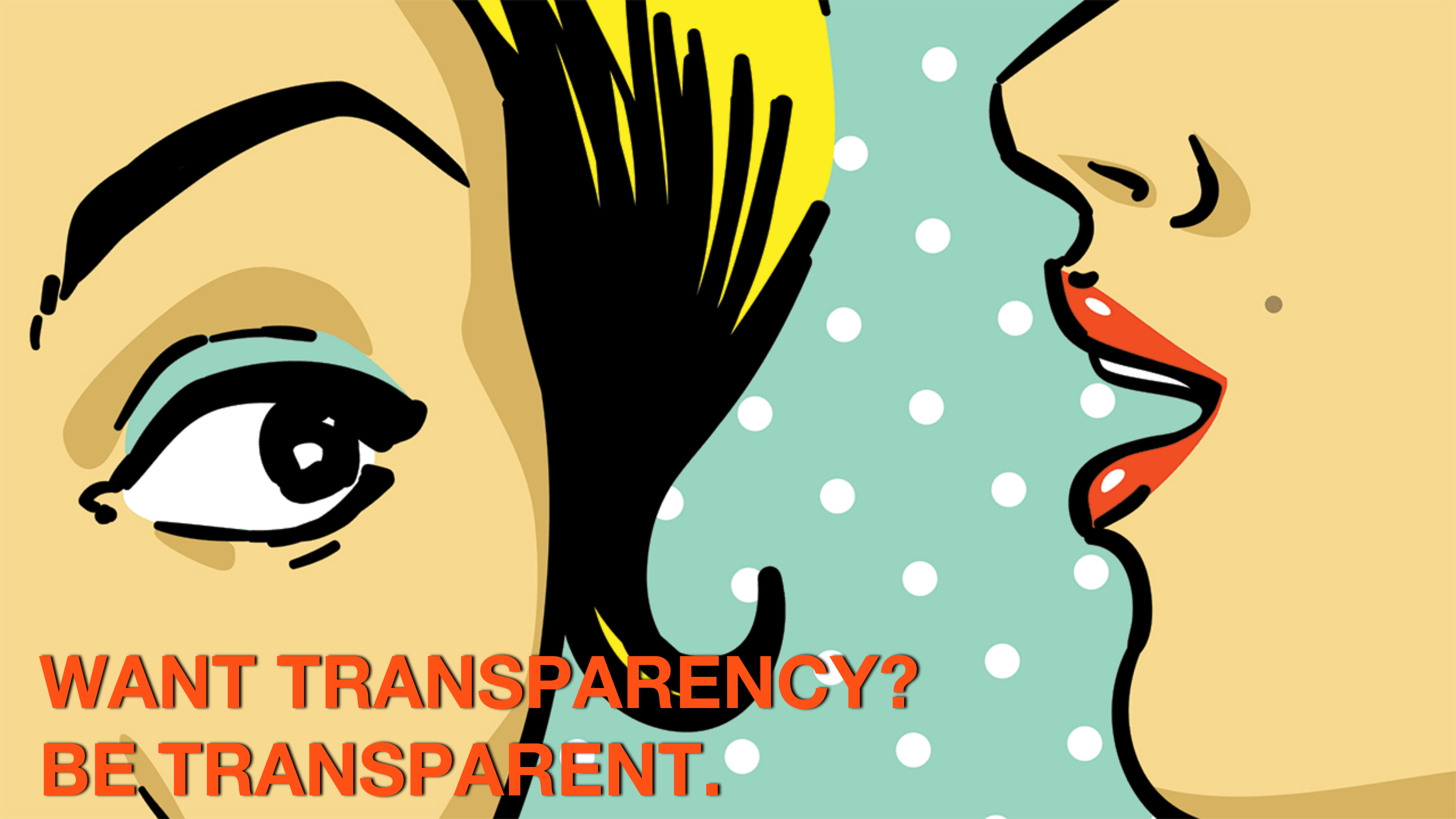


**NEGOTIATE FOR YOUR
SPECIFIC SITUATION.**

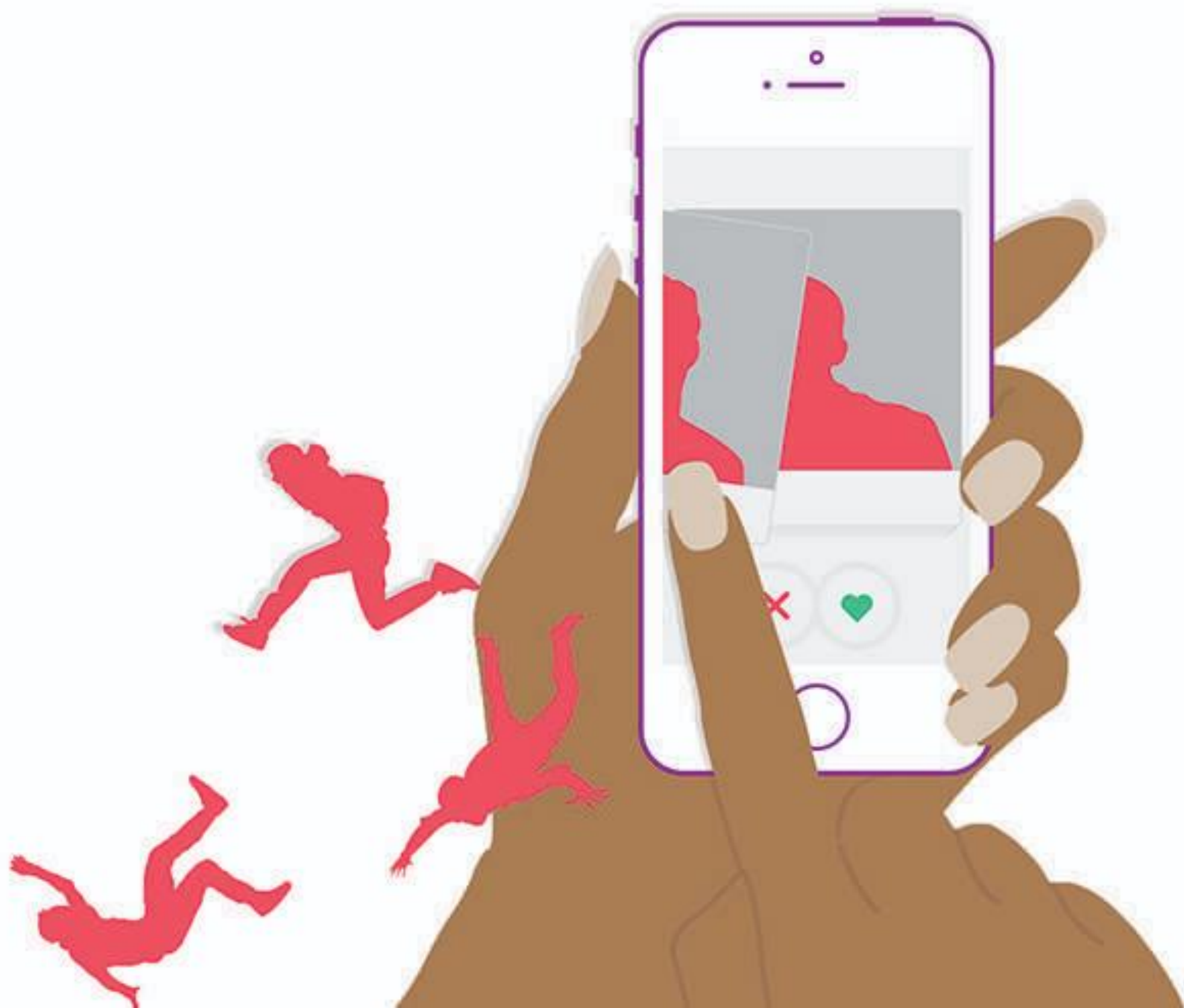


**YOU ARE UNIQUE.
SO ARE YOUR NEEDS.**





**WANT TRANSPARENCY?
BE TRANSPARENT.**



Contact

About

Photos

More



Online

If you are rich,
I am single.

PROFILE

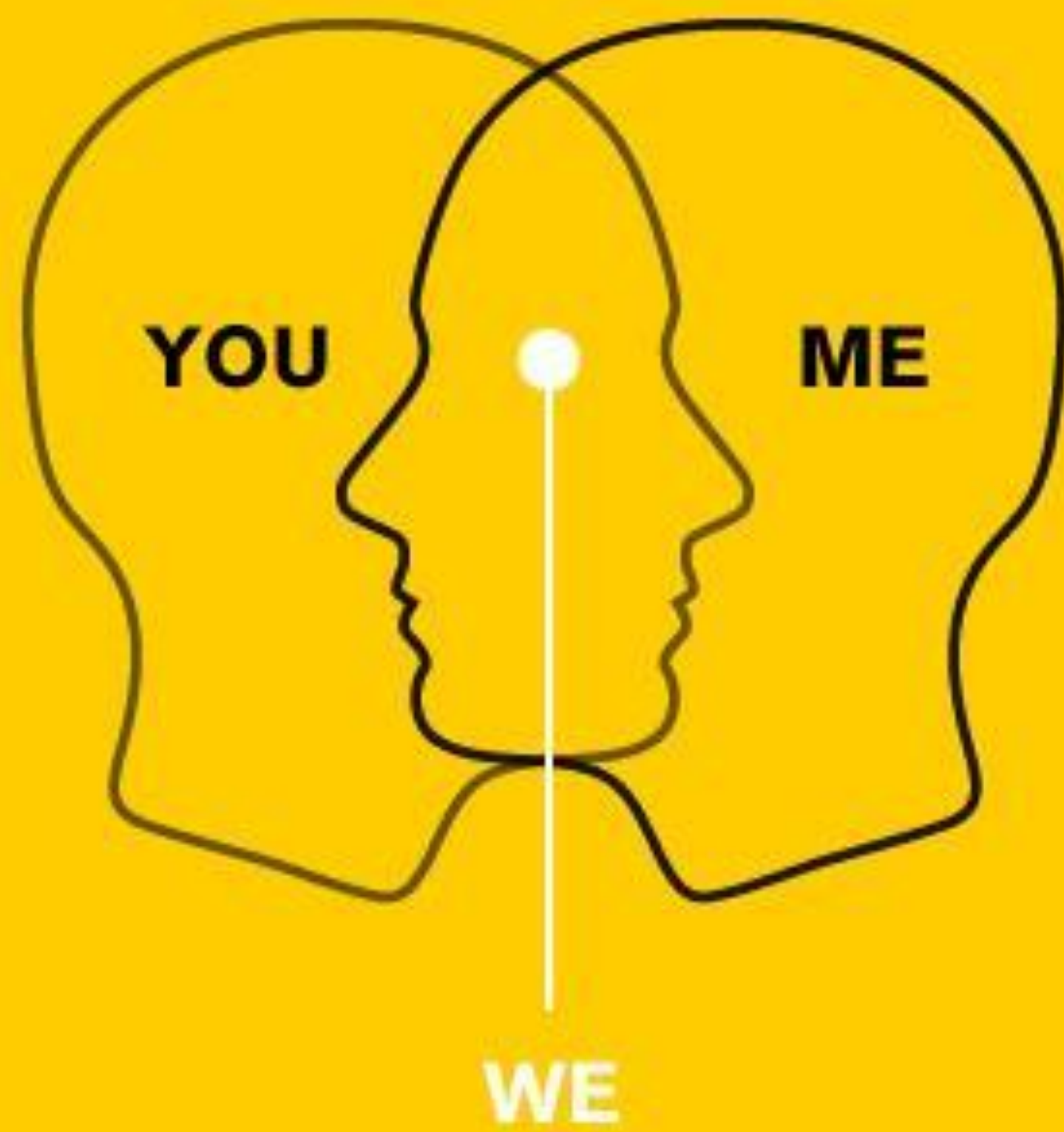
Age: 32

City: Los Angeles, CA

About: I work as a ...







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Resources

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Resources

fragyoupayme.com

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