NYCNEN Meeting Notes

Getting Paid Your Worth: Compensation and Advancement in Food, Nutrition & Dietetics

March 8, 2019

9:10

Announcements:

* SEC members, every year there’s 10 members. **Nominations are open for new SEC members.** Great opportunity for professional growth, helps to plan events and make an impact in the NYC community. If you’re interested applications will be available online and in paper. Looking for new talent and as a way to give back.
* **Welcome by Casey Seiden and Jamie McBeth**, they organized today’s event
  + Today's’ meeting was assisted by AAUW (American Association of University Women)
    - Video on Pay Equity and Salary discrepancies across the nation, for women (LINK)
    - AAUW provided NYCNEN with a free salary negotiation course ([link here](https://courses.aauw.org/learn))
    - Salary history law- it’s no longer legal to be asked how much you were paid in your previous job
  + Today is International Women’s Day
  + Introduction of Libby Rothschild

**Libby Rothschild: Featured Presenter**

* Part of salary negotiation is networking
* Opening activity, who is the audience? Going over the survey in person

In 2019 LR quit her clinical job to pursue her wellness business coaching full time.

* Physical dominance is very important when you speak, especially when it comes to money.
  + LR states that physical posture has been tied to insecurity so it’s important to stand tall and have dominance when interacting with others.

**Mistakes**

* Giving up too soon, not asking what I am worth, making mad decisions
* Failures, giving up because there wasn’t enough traction instead of learning how to work on what you have to be better
* Low rates, accepting rates and offers without enough information and not getting paid your worth
* Imposter syndrome, feeling like a fraud in your own business

**What is your superpower?**

* Audience examples: Helping people change their behavior, ability to connect, culinary demonstrations
* LR superpower, visionary
  + Better with big thinking, because I know I’m good at that I know I am better at honing in that strength and becoming a better negotiator

**Talking about money**

* From 1-10 how comfortable are you, talking about money. It’s important to know your comfort level. (most of the group was at 10)
* From the survey, the majority of members make 40-80k but want to make 100-300k, there’s a disconnect. The disconnect causes confusion.

**Women, money and dietetics**

* Statistics
  + Women make .80 cents for every dollar a man makes, it’s important to take a look at this in terms of annual salary
  + Only 30% of women negotiate, we know there’s a disconnect but we don’t negotiate, why.
    - Why-difficult time advocating for themselves, women are good at advocating for others but not ourselves. There’s an unconscious bias that may lead us to not negotiate. Uncomfortable- it makes people feel uncomfortable
    - Discrepancies are similar across the world
  + [Compensation and benefits survey of the Dietetic Profession](https://www.eatrightstore.org/product-type/books/compensation--benefits-survey-of-the-dietetics-profession-2017) (CBSDP)- the hourly rate is $30 and the median is 63k, what the survey reported is on par to the CBSDP but this is low
  + Highest paying role
    - Research 120k, DM educator 81k, consulting 90k, director f&n 100k
      * It’s important to think of other areas that are not included in here (social media, blogging, etc.)
      * School trains us to think in the clinical, community, food service framework and it’s important to think bigger than that. In order to think bigger it’s important to learn from innovators. These dietitians are creating roles that weren’t always there (LR highlighted the following women)
        + [Marie Molde MBA, RD](https://www.instagram.com/mariemolde/?hl=en)- account exec for client solutions
        + Sara Hendren, MS, RDN- branings and animal welfare
        + [Rachel Paul, PhD, RD-](https://www.nutritionbyrachel.com/about) social media influencer, membership owner of “best body”
        + Second career dietitians

[Sonja Stetzler](https://www.effectiveconnecting.com/)-coaching business

[Maree Ferguson](https://dietitianconnection.com/dc-team/)- founded dietitian connection (connects dietitians around the world with resources and support)

* + - How did these dietitians get from point a to b?

**Seven-step framework**

* **Prepare**
  + It’s imperative to prepare, the academy [calculator](https://www.eatrightpro.org/practice/career-development/salary-calculator) is a great tool. Do research to understand the role and understand your strengths (your superpower) after you’ve done your research you’re prepared to negotiate.
  + Additionally it’s important that you bring supporting documentation, this shows that you’re prepared and can give examples of how you show your worth. The supporting documents can be progress reports from patients you’ve seen or anything that shows the value you add.
* **Think bigger**
  + Think beyond the role. The job that you want is not going to be on a job board that you want, the role that you want it’s encouraged that you create it.
    - Your network is really important- LR shared a story of how she started working with Marie Ferguson, this was to say to take advantage of your network and use it to build opportunities
* **Patience**
  + When it comes to negotiating it’s very challenging because we want answers right away. LR shared a story of when she had to wait for an answer from negotiating it’s important to practice being calm and not be anxious, this will prevent you from losing out on deals.
* **Practice**
  + When you’re practicing for the role you’re negotiating for It’s important to ask for specific feedback and specific questions.
  + Practice with friends and family and look for ways to improve
* **Reflect** 
  + Reflection is really important, it’s underused. You’re thinking about what happened and you’re taking action. It’s recommended that we write 3 things a day what did you learn, what you can improve on and *what did you learn*.
  + women around the world that are successful journal, mediate, sleep and they reflect. This important as we move forward.
* **Physical dominance** 
  + TED Talk- body posture and body language does matter, it’s important to pay attention to the physical .. when you think and act powerfully.
* **Mindset work** 
  + Challenges us to think of all the steps. Understand emotional intelligence, read it and reframe how you’re acting. If you’re not effectively reading you’re not able to read the room.

**Take action on the blueprint**

* Exercise 1: How do you show up in the room? Power pose
* Exercise 2: What do you want to do? Where in the framework are you? network with members in the audience
* Exercise 3: what are you going to ask for? How are you going to ask for it.
  + General rule of thumb ask for 2x whatever you’re going to ask for
  + Practice the framework, specifically reflecting

**Potential Negotiation Outcomes:**

* Some outcomes that could happen when you’re negotiating
  + Win lose, when your employer wins and you are taken advantage of
  + Lose win, when you win and the employer feels resentment, they might feel like the match didn’t work and they were undercut. Remember emotions are contagious and if there’s a hostile environment it won’t be healthy
  + Lose lose, we accept something no one likes, creates a hostile environment
  + Walk away, you realize it’s not a good match and you walk away with your integrity and a future relationship (best outcome)
  + Win win, when we feel satisfied, we’ve gone through the framework, we can add value to the role and everybody wins, the environment is positive, best possible outcome
  + It’s important to know that outcomes can range but it’s important to focus on the last two

**Reflection- what is you holding back?**

* It could be any step in the framework, it could be your lack of physical dominance, etc.

**Questions for LR from audience**

1. **How can you negotiate higher than the raise at a job that you’ve been working in for over a year**

LR- prepare, look at your strengths and weaknesses, what you added to the company as well as role play with someone asking for specific feedback to practice how you can explain how you added value to the company. It all lies in taking strategy, being critical of what you did and how you did it. Meticulous record keeping helps to explain and give data to your story.

1. **Can you speak on the nonprofit world/clinical role where there’s set salaries, how can you negotiate?**

LR- there’s a lot more money than we think there is, if we are able to understand your performance, keep records of the work that you’ve done (work that was and wasn’t in your role) and bring them to your negotiation. This will show your value with data, showing the benefit and outcome. Use your strengths to help you search for supporting evidence.

1. **What happens if you really need a job, and it’s lower than you want to get paid and you just need to get a job**

LR- it’s important to do a little preparation, you have to research the opportunities that are there and look and find opportunities that lean towards the win win outcomes. Opportunities that, include things beyond compensation, things that isn’t just salary (flexible schedule, paying for continuing education, etc.) being clear about what you want.

1. **You mentioned bringing materials but what happens if you meet with HR for salary negotiations**

LR- make sure step 1 is really covered, do a comprehensive review knowing what is your average salary for this role. You can bring in the documentation that shows this and then you’re going to have to practice patience while you wait for them to get back to you with an answer.

1. **How as a community can we create pay equity and salary transparency and what policies can we support**

LR- its our responsibility to do research, practice the framework, negotiate, .. to do that as a community we have to network together. We have to stop accepting roles for peanuts. What we do independently and as a community it’s important to stay connected learning from people in your network (in person and online). It's important to have the conversations so that we can reflect, reflect on mistakes and failures and improve.

JM- The survey was a start to discuss the conversation on salary. It's important to know your strengths and know when other people know your strengths so you advocate for yourself.

1. **Are there any downsides to asking for more money?**

LR there’s an upside to asking for more money. You have to ask and talk about it among your community.

LR show as your best self, with an outcome that you’ll learn from

1. **Difficulty approaching the topic, how do you bring it up?**

LR- it has to go back to the role, bring the supporting documentation, do your research for the role and have the industry standards with you when you negotiate. Additionally use the salary calculator

1. **Are there any other resources to know the standards ?**

JM- there will be a resource guide made available after the meeting

Break

**10:47 Panelist Discussion Moderators Jaime and Casey**

**Qiana Mickie QM-bio**

**Olivia Blanchflower OB- bio**

**Natalie Rizzo NR-bio**

**Libby** Rothschild LR- bio

Questions:

1. **Why do you believe food and nutrition professional can be undervalued although there’s a great need**

QM- I think we are undervalued because we are women and the patriarchy. When there’s system set by men it forces us in these channels. Our work and what we bring is not valued as our whole selves, lived experiences aren’t valued. Barriers around race and gender and culinary skills are some of the roots that cause us to be undervalued

**OB-** this is also work that is unseen. It’s women’s work and seen as work that’s supplement to men’s work. We all need money and these job that are historically thought of as “nice to have” or done for “kindness” or folks doing physical labor, these are not seen as physical, valuable positions. These jobs have not been viewed as important, even when they are important especially when done together.

**NR-** women are rule followers, people tell you want you can get and we are fine..

**LR-** thinking outside the box, thinking big. When you’re offered something you value your own worth and use your strengths to your advantage.The culture of the wellness experts, how our value as a trained dietitian compares.

**NR-** it’s important to believe in yourself and set your rates as you need because while influencers can charge lower and have more followers they don’t have the knowledge that you have. We need to break out the mold of what a typical RD looks like, being on people’s level. Use what influencers are doing and be better.

**LR-** we have to look at people that are succeeding and learn from them, a lot of influencers are good at marketing and it goes back to learning and valuing yourself. We get need to get better at representing what we do, it all goes back to marketing.

**QM-** it’s important to also value our lived experiences. You want to show your best self, but you also have to see what builds you as your best self. Marketing is good, but valuing the multilayer of what makes you, you. The gap between a women led business and medicine is something to lean onto, closing the gap between food as medicine. Creating opportunities to connect with people that are growing the food to create community.

**JM-** age impacts the wage gap along with gender race, and immigration.

**QM-**  identifying ways to bring in wealth through different opportunities, connecting them to enterprise. Shifting from being a cog in the wheel to the wheel. Continual chain of bringing folks up, connecting people outside of our own job for the betterment of the whole. It’s important to see ourselves as a worker

1. **Do we think it’s possible to make a good living without working multiple jobs to make the income they want.**

**LR-** it’s important to think of alternative ways to make money (active, passive, recurring) speaking engagements, etc. it's important to think beyond active income, we all start with a salaried job but it’s important to move past that.

**NR-** I started off as an RD in an investment bank, working in food service. It's important to break out of the mold for what people do. It’s not easy to break out the mold but it’s possible.

**OB-** in this moment there’s a lot of entrepreneurship. Food is being fetishized, good and bad. There’s a lot of awareness being brought to jobs that are normally unseen.

**QM-** There’s potential, it’s important to think of the lifestyle that you want and the balance. We’re seeing a shift in what work is and the balance that is right. Sometimes it’s not always going to be the one job. Working the nonprofit matrix, its becoming harder to see if it’s still possible to stay at one full time job forever, where people are taking the most risk and strengths is on their own making their own balance and what works for them.

**CS-** it is very individualized, what has been the most critical skill/train within your advancement within your role

**NR-** creativity and being personable. Creativity is what got me to become a writer, there wasn’t a lot of RD that weren’t writing and it was something I enjoyed and I was good at. Having a conversation and being personable, you never know what communication is going to lead to

**OB-** Intentionally developing my weaknesses. Forcing myself to do things I’m not good at and grow from those things.

**QM-** going from an advocate to the Executive Director and shifting the vision of Just Food, what I’ve found is being willing to push against my insecurities. Having integrity and trying to be consistent with that. Having a tolerance for change and risk, changing jobs can be risky but it can also be calculated. Working towards your balance and leaning back when you need to. For example learning about the numbers and how it connects to the work I am doing. Being transparent also helps to shift the needle and be clear to the …embrace what feels scary and find support.

**3. For people in diff stages in their career, is there specific advice you would give?**

**QM-** don’t look at jobs as jobs I’m doing right now. Think about what you’re passionate in, think of areas that you struggle in. look at opportunities in that space that you can get into there, whether it be volunteering, interning. Don’t look at the job at face value, see it as an opportunity, an opportunity to grow and learn. We’ve been raised to focus on the job and never the path.

**LR-** I’ve seen ..identify as soon as possible who you are doing this for, as soon as you identify your framework and start working. The sooner that you can get comfortable in the role and grow in it.

**NR-** ask questions, network as much as possible. There’s no reason you can’t ask questions or show interest and talk to people. It really is who you know, you can know people too.

**OB-**prior experience is important to the role you may be looking for, do not undervalue your prior experience. There’s always a relationship, the totality of your lived experience is always something that you can apply to your next career.

**NR-** my first career was an ad sales and i was able to relate those skills to my new job...never forget your learned experiences

**4. One of the things that AAUW does a great job on is the motherhood tax, how being a mother or planning to be a mother or mothers at job, how does it impact and contribute to the job ..**

**LR-** entrepreneurship is a solution, to set up my life to be a mom. Building a career for myself and advocate for other women to do it themselves. Create your own path and use it to make it yourself.

**NR-** you can look what to whatever skills you have as a mom and add that to your skill set, a good resource is [real mom nutrition](https://www.realmomnutrition.com/)

**QM**-when I had my child I did not have a safety net, the points where I felt the most vulnerable.. having my son the way I did and hustling to keep us going.. this embolden me more. Every job I applied for I would go through as bold and strong because I knew what I needed to do, for us and by us. Knowing where I came from and knowing my worth embolden me and I used it as something to push against and as a source of strength. **When you’re negotiating It’s important to know what you need to not be financially distracted**, another thing is to focus on the worth content and drive the conversation to what you want but it’s important to know .. show them why they need you. “this number is financially distracting for me, can we go here instead” if you feel comfortable in what you’re doing do that you can build elements for the things you need at want. Make your weakest points the things that embolden you.

**Questions from the audience**

**Whats a compelling way to talk about that credential and why it makes you more qualified.**

**OB**-being better at marketing, one of the rules of sales is to say why I’m important to you. Talk about credential as a value to you, this is a great place to start. Plugging in to the specific of the position and adding your value to that. Telling them why they need to care about hat.

**QM**-if you’re applying for jobs that are at a different intersection, identifying their true gap and needs and what your experienced (lived and learned) can address. Reading job descriptions is a way to find what employers need and steering the conversation to those points.

**NR-** the evidence based science is what makes us the experts in the field. Being able to say the research in a way that’s communicable to people.

**LR**-understand and study that job and what they are doing and what’s their bottom line and understand what I can add

**CS-**you can have all the letters behind your name but that doesn’t prove that you can do the work. How can you show your work, using patient outcomes as a marker for success.

**LR**-that’s a great example of what to bring and add what the bottom line is and bring that for salary negotiations

**JM**-I am better than google is a talking point that helps to start the conversation to say that our education is valuable and something to use as a tool

**QM-** making sure it's not just the thing that you lead with [your credentials] .. this is my degree and this is what it amplifies and shows my work .. if it's just the degree itself it doesn’t just speak for yourself.

**I've been an RD for 25 years, in the world of side hustle how do you know who to pitch your ideas to, where to target what you want to do?**

**NR**- for every 10 pitches expect 1, you have to learn to deal with no. as far as pitching goes it depends on what you want to pitch. I started off as sports nutrition and I didn’t really like that and then I started writing and I liked that. Immersing yourself in your passion.. but first it's important to find out what niche your.

**LR-** know you niche, think on and offline, make a spreadsheet to track all your yes and no, who you are reaching out to. you have to have a clear focus on who you are focusing on and what you offer them. Then you have to think on and offline…rejection is part of the process. As you grow your niche may get even narrower.

**Being an intern/student that’s looking for their first job.. what are ways to negotiate pay, what supporting documents can you bring..**

**NR-**using the feedback from the DI and use as a way to interview. There’s always room to negotiate. Some deliverables are from the DI itself, feedback form the preceptors

**JR-** look at the industry standards and do your research and complement those with your strengths. Make sure you have physical dominance and come in prepared and asking the right questions. Not just the feedback, make sure you have the salary calculator so you can come with a win win.

**What would you tell your younger self?**

**QM-** reallying honing in on what I was good at and being less fearful about the things I wasn’t and find the connections as soon as possible. Knowing that nothing in my path was always going to be linear.

**OB-** I’m always undervaluing myself, we are taught not to ask for too much. I would have told myself to understand your worth, work to develop the things that improve your worth, take chances on things that communicate your value. And work to point to a concrete examples.

**NR-** stop being scared to talk about money, stop not talking about money. I want to make millions and I will figure it out .

**LR-** there's two things.. I wish I would have implanted my framework earlier. I wish I would have reflected and how to be more reflective and intentional about my reflection. I wish I would have had a community of strong women, whether it's in personal, virtual or both.. we are representing women and higher pay and working as a community is important.

**JM –** we have to have expansive vision of what we want.