

SEED·SPOT



# STARTUP SPRING TRAINING



MARCH 21 - APRIL 22, 2022

## Destigmatizing Financial Conversations: Women & Money

Kim Ho, Director of Sales, evolvedMD

[StartupSpringTraining.com](https://StartupSpringTraining.com) | [@seedspot](https://twitter.com/seedspot)

# STARTUP SPRING TRAINING



MARCH 21 - APRIL 22, 2022

# ABOUT THE SERIES

**5 Weeks  
of Free  
Events &  
Coaching**

**\$500  
Microgrants  
for  
Participants**

**Curated  
for AZ  
Women &  
BIPOC  
Founders**

# STARTUP SPRING TRAINING



MARCH 21 - APRIL 22, 2022

# COMING UP NEXT

## THURSDAY

### DESIGN



### Design Thinking Workshop: Unlock Your Creativity

A workshop for bold, creative thinking that'll inspire you to try new ideas.

 10:00 AM – 11:30 AM AZ time

 Thursday, March 24th

 PVCC, 18401 N. 32nd Street

### DESIGN



### Techniques for Meeting and Delighting Your Future Customers

Find target customers, build successful interactions, and increase client retention and sales.

 5:30 PM – 6:30 PM

 Thursday, March 24th

 Hybrid (Zoom & Prestamos)

## MIÉRCOLES (SP)

### DISEÑAR



### Técnicas para conocer y encantar a sus futuros clientes

Este taller enseñará a los participantes a encontrar a los clientes de su mercado objetivo, y a construir una interacción exitosa con los clientes para aumentar la retención de clientes y las ventas.

 5:30 – 6:30 PM AZ

 Miércoles 23, de marzo

 Híbrido (Zoom & WBC Center)

## NEXT WEEK

### BUILD



### Business Models for Making Social Impact

Workshop through the best business models for making a difference.

 11:00 AM – 12:15 PM AZ time

 Monday, March 28th

 Zoom

# CHECK YOURSELF IN!

*Get credit for attending to qualify for perks & cash*

SEED·SPOT



PRESTAMOS CDFI  
DIVISION OF CHICANOS POR LA CAUSA

STARTUP  
SPRING  
TRAINING



MARCH 21 - APRIL 22, 2022



SESSION  
CODE  
WORD:  
WALK

*Session: Destigmatizing Financial Conversations: Women & Money on Tues 3/22*

**STARTUP  
SPRING  
TRAINING**

MARCH 21 - APRIL 22, 2022

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# Destigmatizing Financial Conversations: Women & Money

KIM HO

MARCH 22<sup>ND</sup> 2022



about me: fi-motional history



# Why- are these conversations so hard?

- History
- Society & cultural norms
- Your own personal relationship with Money <fi-motional histories>
- Affiliation with rudeness, disrespectfulness
- Ideas like just work harder and everything will come to fruition
- Comparisons & worthiness

<https://www.weforum.org/reports/global-gender-gap-report-2021>

“As the impact of the COVID-19 pandemic continues to be felt, closing the global gender gap has increased by a generation from 99.5 years to 135.6 years.”



# How- can we improve our level of comfort?



UNDERSTANDING THE  
SYSTEMS THAT HAVE  
MADE IT DIFFICULT TO  
BEGIN WITH



HAVING AWARENESS  
AND ACCEPTANCE ON  
YOUR OWN CHALLENGES  
OR INSECURITIES  
AROUND MONEY



WHO GAINS AND WHO  
LOSES WHEN YOU HAVE  
THE CONVERSATIONS



INCREASING YOUR  
FINANCIAL LITERACY



PRACTICE PRACTICE  
PRACTICE

# When - should I have these conversations? AND Who with?



QUICK VALUES EXERCISE/GUT  
CHECK



PEOPLE YOU ARE VALUES ALIGNED  
TO, TRUST, MENTORS,  
MEANINGFUL FRIENDS, INDUSTRY  
PEERS & EVEN CO-WORKERS



ANYTIME YOU FEEL LIKE IT AND  
PROBABLY THE TIMES IT MAKES  
YOU FEEL UNCOMFORTABLE

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What if asking for You  
was mentally like asking  
for a friend?

# Financial Conversation Icebreakers

## <personal>

- “I’ve really focused on my career growth lately and would love to understand the financial milestones you had to get you to where you are now?”
- Friend: I am ready to have a conversation with my boss/manager about compensation. What is your company’s process for this? Any advice based on your experience?
- I’m contemplating talking to my boss/company about a raise or how to work towards one in the next (month/quarter/year), do you have any suggestions for how to approach this conversation?
- As you know, I make x\$.. And I’ve contemplated asking for a raise and would like to know your thoughts.
- I’ve been contemplating having a conversation with my boss regarding compensation. How does your company go about granting merit increases?
- “I don’t feel like I’ve advocated for myself as well as I could be at work, as someone I (love/admire/trust/look up to) would you be open to sharing where you are compensation-wise?”
- Someone shares they are getting a new job or promotion... Congrats!! That’s amazing, what range are you in now? Over \_\_\_K?
- What have you seen as your personal experience in your industry for salary for this role?

# Financial Conversation Icebreakers: Professional

- Professional Development is very important to me so I wanted to see if we could incorporate additional check-ins through the year besides the annual review to ensure corporate and my own goals are being met?
- I'm excited about this opportunity, I want to take some time to think about it, but as I do can you share what the process was in creating the compensation structure?
- I would love to have an understanding of how advancements, promotions are considered and structured?
- Co-Worker: When was the last time you had a conversation with [manager] about your compensation?
- another industry person: [RE: commission] I think my company is looking to restructure our commission plan, do you mind sharing the plan they have you on?
- I've done some research on my role and with the additional skillsets I've gained and the new responsibilities I've taken on, I've seen higher comp ranges, can we sit down to review?



# Professional Cont.

- I'm fascinated by industry differences in salary ranges. I think part of why there is such a pay gap for women is the lack of transparency. Only businesses benefit from the ability to pay someone less than what they are worth because the person didn't know any better. I'd be interested in your thoughts and personal experiences around pay for the various positions you've held. \*Then offer up your salary to start the convo..
  - What did you ask for versus what they initially offered?
  - What's the pay range for a position like that?
  - What does a "x" position at "y" make on average?
  - -Ex what does a director position at adidas make on average?
  - -often easier to ask about the position the person had previous to the one they have now.
-

# Professional Cont.

- Mentor (inside or outside the company): My/Our company does yearly merit increases and pay raises/promotions on a certain timeline but I know that I should be earning more for the work I do, even without a title change. What is your advice for how to get this conversation started?
- Other industry person: I know every company is different but I'm looking to make sure I'm being fairly compensated for my work. Can you share about your company's compensation plan and promotion process?
  - Co-Worker: I'm looking to have a conversation in the near future about my role and compensation here. Do you mind if we have a candid conversation about your experience with that within our org?
- Manager: I have completed the necessary requirements/process to put me on track for a promotion. Can we set up a time to discuss next steps?

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- “A lot of times we are angry at other people for not doing what we should have done for ourselves.” – Rupi Kaur

# How much do I ask for?

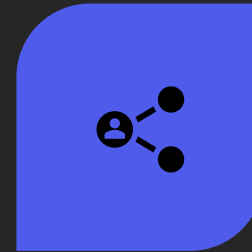
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WHAT'S THE  
SITUATION? NEW  
JOB, ADVANCEMENT,  
PROMOTION,



DO YOUR RESEARCH



WHAT DO YOU  
WANT?



WHAT ELSE ARE YOU  
GETTING FROM THE  
OPPORTUNITY?



# Worthiness & the ASK

- What if you don't get what you want?
- What if you do?
- What does it mean?



# TAKEAWAYS

- Start the conversations
- Research, get help from your support systems & trust that you are the best advocate for yourself
- Use comparison strategically
- Practice Practice Practice
- EVERY dollar/increase counts



“

*If they don't  
give you a seat  
at the table,  
bring a folding  
chair.*

SHIRLEY CHISHOLM,  
1ST BLACK  
AMERICAN  
CONGRESSWOMAN

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THANK YOU

Want to continue the  
conversation?

Connect with me on LinkedIn  
& share your feedback!

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[https://www.linkedin.com/in/  
/kimho1/](https://www.linkedin.com/in/kimho1/)