

A woman, her wallet, and the stories they tell

May 1, 2025: Successful women share a secret: they know how to negotiate

I used to believe that if I worked hard and gave my best, recognition would naturally follow. However, over time, I realized that it was not that simple. Whether it is about negotiating a salary, setting my rates, or balancing responsibilities at home, I understood that the value of my work does not depend solely on my skills. It also depends on my ability to discuss about it and to defend my rightful place.

Let us consider the issue of wage gaps as an example. Did you know that, even in 2022, women in Canada still earned an average of 12% less than men ([statcan.gc.ca](https://www.statcan.gc.ca))? This gap is even wider for immigrant and Indigenous women. It is quite shocking, is it not? However, it does not have to be inevitable. What I have discovered is that a well-prepared negotiation can make all the difference. Arriving with solid facts, market comparisons, and, most importantly, a confident stance can change everything. The truth is that this does not come naturally to most of us. Many of us grew up believing that if we remained dedicated and modest, we would eventually be rewarded. In reality, the ability to ask with confidence and strategy is a skill that must be developed. The good news is that it is a skill that can be learned.

It is quite similar when working for yourself. I remember my early days as an entrepreneur, when I charged far less than what my work was truly worth. The reason was that I was afraid of losing clients, afraid of being seen as too demanding. Gradually, I realized that I was not just selling a service. I was offering expertise and value. Perhaps you find yourself in a similar situation, hesitating before quoting a price, justifying your rates, or offering discounts even when no one asks for them. However, learning to value your work is essential. Setting a fair price is also about self-respect and making others understand that your expertise deserves recognition. The more confidently we assert our rates, the more we help shift perceptions and establish fairer standards. Believe me, the right clients, the ones who truly respect your work, are willing to pay what it is worth.

As for negotiations in our personal lives, we all know how challenging it can be to balance responsibilities in a relationship. For those who are seeking practical advice on dividing tasks, managing the mental load, or handling finances as a couple, we encourage you to consult our latest articles on these topics.

However, why is it so difficult for us to

negotiate? It is partly because we have sometimes internalized the belief that asking is excessive. It is also due to our fear of making mistakes, conflict, and being seen in a negative light. Nevertheless, the truth is that negotiating is not about begging. It is about asserting your value, expressing your needs, and finding a fairer balance.

If you can relate to any of this, I strongly encourage you to download the guide

I available at the bottom of the page. It is filled with tips and practical exercises to help you structure your arguments, build confidence, and approach your next negotiation with ease. You will see that with the right preparation, anything is possible. After all, recognition does not fall from the sky. It is built, one conversation at a time.

So why not finally learn to claim the place that is rightfully ours?

A woman who chose to stand up for herself