



There's a new app helping women make the case for a pay rise

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By Tim Swanston

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We all know that pay or promotion negotiations can often be really uncomfortable and difficult, but an app using 'nudge' psychology is trying to make those conversations easier, especially for women.

The Pep Talk Her app is the creation of Meggie Palmer, a former journalist, who became fed up with inequality in the workplace.

"I came to realise that my pay and conditions were treated very differently to men who were doing the exact same as role as me," she said.

"I guess I kind of feel like the blinkers were taken off at that point in my career.

"I just couldn't cop it anymore, I just thought this is complete rubbish, like something has to change and I felt like I couldn't sit by and watch it happen anymore."

The Federal Government's Workplace Gender Equality Agency puts Australia's national gender pay gap at 14.1 per cent.

And while she acknowledges that many women are amazing negotiators, there's also plenty of young women who feel nervous, anxious or don't want to rock the boat when it comes to talking to their bosses.

"The women that we're trying to help are those women who don't have the confidence and don't have the skill base where they feel they can have those conversations," she said.

The app encourages women to track their weekly successes, achievements, or wins and feeds all that data back to you come appraisal time.

"We use the nudge theory of psychology of like small incremental changes over a long period of time, adding up to be significant behavioural change.

"So then in six months, nine months, when you've got that conversation with your boss, you press one button, export it and you get an email which has all that data in the one place for you."

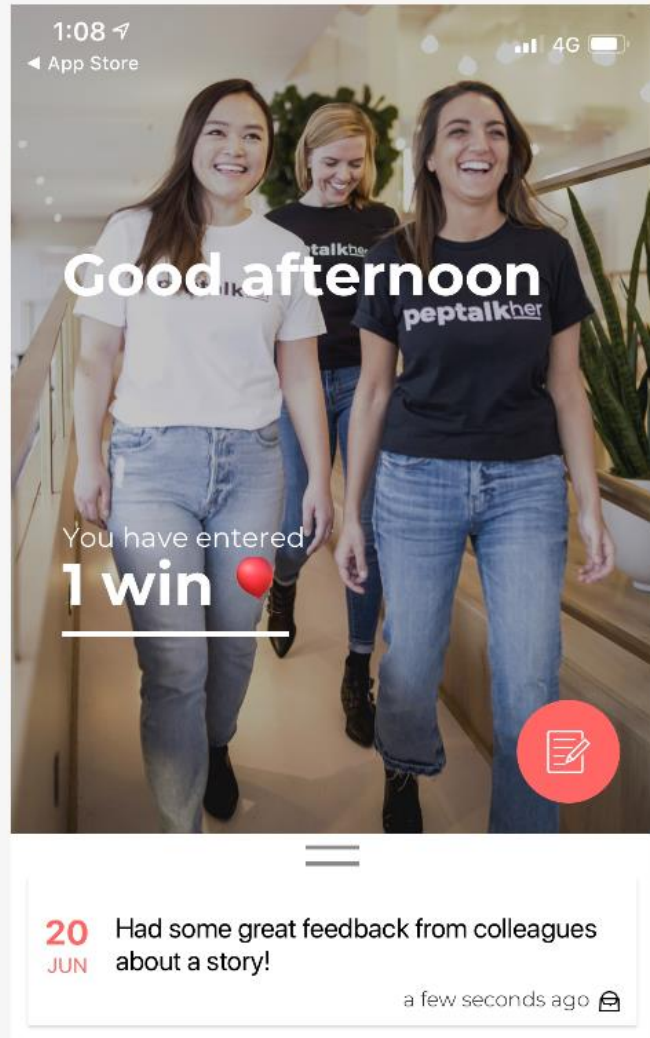
It's easy to dwell on your mistakes, rather than your competencies

Theatre producer Annie Bourke has recently started using the app and says it's helping her curb negative habits.

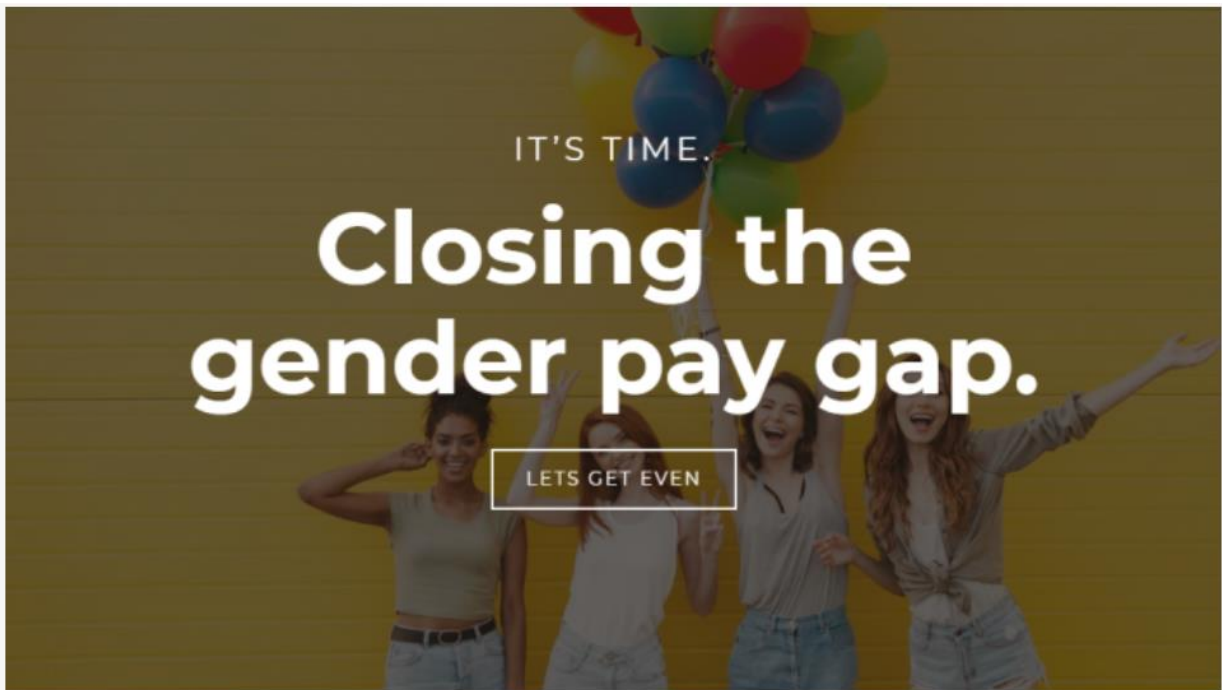
"I certainly find it in the arts, that self talk of 'you're not doing enough, you could be doing more', that kind of negative reinforcement."

"I started using it on a weekly basis, just to check in with myself, and I do find it's had a really positive impact on the way that I think and reflect on my own work.

Instead of thinking that was really crap, I go, 'oh no, I'm actually kicking ass in all these other areas and it's really positively impacted my thought process outside work as well.'



The Pep Talk Her app encourages you to log small wins at work.



The app and community have helped women negotiate some significant pay increases
Supplied: Pep Talk Her

Human Resources Specialist Karen Gately told *Hack* that a person's success in pay negotiations was often, in part, related to the amount of information and confidence they displayed.

"The pay you're able to earn is going to be reflective of the value you're able to bring to the business, and clearly your competencies, your capabilities, the things you are great at are the very things that the employer is likely to value."

"The more you can talk about them, explain, the more you can justify that worth."