



The Power of Pay:

How to Harness it to
Build your Wealth

We all know that building your wealth takes time, effort, and strategic decisions. However, one of the most powerful yet often overlooked factors in financial growth is your pay. Your employment income is the foundation upon which you build your financial future, and the decisions you make regarding your career development can have a lasting impact on your wealth building potential.

As women, we face unique challenges in the workplace – from the gender pay gap to societal expectations around our roles. But with the right strategies, we can take control of our financial destiny. Whether you're just starting out or looking to maximise your earning potential, understanding how salary affects wealth-building, and taking action to optimise your income, is key to your financial empowerment.

01 Why Salary Matters for Wealth Building

Your regular cash income has a profound effect on your ability to accumulate wealth over time. It's not just about earning more – it's about setting a strong foundation for your future financial security.

1. High Income = More Savings Potential

A higher salary allows for more discretionary income, meaning you can allocate more money toward savings and investments, which are the cornerstone of wealth-building. Over-time, compound returns from smart investments can grow your wealth exponentially.

2. Salary and Retirement Planning

Your salary impacts how much you can contribute to super. The more you earn, the more you can save for the future. A larger salary also gives you the flexibility to diversify your investment, whether in shares, property, or other avenues.

2. Breaking Free of the Pay Gap

The gender pay gap persists, but by actively seeking salary increases and optimising your income, you can begin to close the gap for yourself. Each pay increase and promotion brings you one step closer to equalising what you earn compared to your male counterparts.

02 Build the Path to Higher Earning Potential

To build wealth, you need to continually increase earning potential. That means taking proactive steps to advance your career.

1. Invest in Your Skills and Education

Continuously upgrading your skills is critical. Whether that means going back to university, earning certifications, or attending industry conferences, the more valuable you are to your employer, the more leverage you have when asking for a raise or promotion. Look for skills in high-demand areas within your industry to future-proof your career.

2. Seek Out Leadership Opportunities

Leadership roles often come with higher pay and greater influence over company decisions. Even if you're not in a formal leadership position, look for ways to take initiative - lead projects, mentor others, or propose new strategies. These efforts demonstrate your value and set you up for upward mobility.

3. Network Strategically

Cultivate relationships both within and outside of your organisation. Networking opens doors to new opportunities, including higher-paying roles. Attend industry events, join professional groups, and seek mentorship. The more people you know, the more you increase your chances of finding a better-paying job or receiving a lucrative offer.

4. Know Your Worth

Research the going rate for your position in your industry and geographic area. Having this knowledge will give you confidence when discussing raises or looking for a new position.

5. Find A Mentor

Women often lack the mentorship and sponsorship that men receive. Seek out women who are further along in their careers and build relationships with them. A mentor can provide guidance, help you navigate challenges, and advocate for you when necessary.



03 Step-by-Step Salary Negotiation Tactics

Negotiating your salary can be intimidating, especially when you fear you might be perceived as pushy or demanding. However, negotiating is a skill that will service you well in every stage of your career. Here's how to approach it:

1. Prepare Thoroughly

The most important part of salary negotiation is preparation. Know the average salary range for your role, level of experience, and location. Research company performance and recent raises within your organisation. Be prepared to explain why you deserve the raise or promotion, citing your contributions, successes, and market data.

2. Practice Your Pitch

Confidence is key in negotiations. Practice what you're going to say in front of a mirror or with a trusted friend. Rehearse the key points you want to make: your accomplishments, your market research, and your salary expectations. Practicing can calm your nerves and make you sound more authoritative.

3. Be Ready for Objections

It's common for employers to resist at first, especially when you're asking for a significant raise or promotion. If they respond with a counteroffer, be prepared to discuss other forms of compensation, such as additional leave, flexible hours, or professional development opportunities. Keep the conversation collaborative rather than confrontational.

4. Don't Settle for Less

Often, women are socialised to be more accommodating in negotiations, but it's important to stand firm. If the offer doesn't meet your expectations, politely ask if there's room for improvement. A reasonable counteroffer demonstrates that you value yourself and your work.



04 Choose When You Retire

Hopefully you are in a position to control the timing of your retirement. Delaying it even by a few years can have a powerful impact on your financial future, particularly as these are likely to be your peak earning years. When you work longer, not only can you keep contributing to super, but the delay in drawing from super gives your savings more time to grow. These extra years can also help offset some of the financial challenges women traditionally face, such as longer life expectancy and potential career breaks. While choosing when to retire is a deeply personal decision, delaying it can give you more financial flexibility and security down the line.

05 Take Action Now

Building wealth through strategic career development and harnessing your pay packet is not just a financial decision - it's a life-changing one. By investing in your skills, advocating for your value, and negotiating for what you deserve, you can take control of your financial destiny.

Now is the time to take action. Start by evaluating your career trajectory, research your salary, and place your next steps toward a financial empowered future. Every decision you make today has the potential to shape your financial future tomorrow.



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