

Asking for a pay rise case studies



Meet Naomi



Naomi works in the marketing department at a large fashion brand. At the start of the year, she was involved in a big project that led to a £200,000 increase in the company's profit. But she hasn't had a pay rise since she started working there three years ago.

Furthermore, two members of the team left and were not replaced, so Naomi has picked up their work too, working over her contracted hours at least a couple of days per week.

Meet Nic



Nic works as a shop manager at a big sports brand. He has been working at the company for five years and is well liked by both his shop assistants and customers. He always seems to resolve problems and has increased clothes sales for the company by 12% over the past year. Yet, he received only a small pay rise when he was promoted to shop manager. He's been offered a job at a competitor sports brand for a higher salary, but is keen to stay as he enjoys the people he works with and has a good work/life balance.

At the same time, over the past year inflation has risen by 9%, meaning a lot of his costs have increased and the things he buys have become much more expensive. He's noticed the cost of petrol, his weekly food shop and heating bill rise a lot! In order to be convinced to stay in his current role, Nic is looking for a pay rise.