

## THE COUNTER OFFER

Be cautious of any attempt to stop you leaving by an offer of improved circumstances from your employer. This might sound counterintuitive but accepting a counter offer is statistically a mistake, as 72% of people who accept one leave within a year anyway, and not always on their terms (see below).

Whilst a counter offer doesn't always include a pay rise, this is often the easy option available to an employer. If money was your main reason for resigning then perhaps you will be happy after an increase, but still consider why it took your resignation for them to recognise you; and why you didn't feel comfortable approaching them before getting a job offer elsewhere.

Whatever your employer is offering, take time to revisit your initial reasons for wanting to leave as often these are overlooked when a suddenly attentive employer is offering promises of a brighter future. More money may paper over the cracks for a short time but the deeper issues soon resurface once you've absorbed the extra pay into your daily living, and found that their other inducements have not materialised the way you had hoped.

### 10 reasons to decline a counter offer:

1. When you resign, your employer knows that you took time out to look elsewhere and they also know that (statistically) you'll do it again. How will you feel about your loyalty being in doubt, and being considered a flight risk?
2. When promotions and salary increases are due, employers remember who was loyal and who was not
3. Similarly, when making cut-backs your employer may consider those who used a resignation to improve their terms, over those they deem 'more loyal'
4. Once the shine has worn off, recognising that you've simply been bought back at the last minute can be a dent to your personal pride
5. Where was the extra money for the counter offer during your last performance review? Most companies have salary bands and may simply be giving you your next raise, or buying time to recruit someone in your place
6. The reasons that are causing you to consider leaving will almost certainly reoccur within the next 6 to 12 months regardless of what your employer does now
7. Statistically, the likelihood of you voluntarily leaving or being let go increases following a counter offer
8. It's likely that some of the Directors, and your colleagues, will disapprove of your using a resignation for advancement. Once the word gets out you may notice a change in some of your relationships.
9. Wouldn't you rather join a company that is offering you what they feel you are worth - than stay, where you have to threaten to leave before being recognised?
10. Declining an offer once you have confirmed your acceptance is wrong for many reasons and should be avoided at all costs. What would have been your new employer feels let down and likely to decline you in the future, your current employer feels they have had to pander to you and everyone is questioning your integrity.

## The Emotional Counter Offer

Keep in mind that a Counter Offer creates a temporary illusion that things are going to be better.

This rose-tinted veil lasts just long enough to rob you of the opportunity you were offered and to burn numerous bridges – all before you have to start the search again.

Listen out for the Emotional Counter Offer with something like:

- ✓ “How can you leave us after all we have done to help your career?”
- ✓ “We are a family and are such good friends”
- ✓ “You’re going to be leaving us in a mess, this is really not a good time, let’s work something out”

Head over to the Toolkit on our website for a suite of free resources <https://www.ftscareers.com/toolkit.asp> and call us on 01202 201225 to discuss the counter offer or other recruitment matters.