

Dealing with Counter Offers

[By Seleena Juma](#)

With a stronger job market, employees are making more moves. After years of sitting tight on salaries during cost cuts, downsizing times and low turnover, employers are facing threats to their employee retention and are doing what is necessary to keep staff from moving on. Counter offers are becoming apparent now after the last tough few years.

What does a counter offer really offer?

If you find yourself in this situation there are two core dilemmas to consider: Trust and Value.

The Trust Dilemma

If you get to a point where you offer your letter of resignation and your employer comes back with a counter offer you are stuck with a trust dilemma. The mutual trust is now broken. If you decide to accept, your employer will view you as flight risk. You may be viewed as having a lack of faith in the company and its ability to meet your needs. You are also faced with the predicament of not being able to trust your counter offer and your longevity with your current employer.

The Value Dilemma

Why is it taking the threat of leaving for your employer to show you that you matter? If you accept the counter offer and decide to stay, you might be questioning your value within the company as a result. What is your contributions worth as an employee? Being able to determine your worth will not only help you leverage monetary compensation but also provide you with better self-awareness about your role within your company.

Questions you should ask yourself if you are thinking of leaving?

Consider whether your new job opportunity provides answers to the following:

- What do you want in 1 year, what do you want in 5 years?
- Are these goals achievable – can you get to where you are?
- Or is this other company going to get you where you want to be faster?
- Is it the right cultural fit for you?
- Does it fit your personality?

If you receive a counter offer the best practice is never to accept it.

Assuming you have decided to accept the new offer, you will always be viewed as a flight risk at your existing company. The company you are currently with, who is now presenting you with a counter offer, may just be buying time until they find someone

they can trust to stay with the company. Therefore, they may give you an offer, but let you go in a few months when they are able to replace you. This way they will have you leave on their terms, not yours. If you accept, it shows the other company that you are unsure of what you want or wanted in the first place. As a result you will have burned both bridges. Accepting a counter offer will breakdown established relationships that most likely took a long to time to develop. You will never have the same rapport with the either company and will risk being viewed as indecisive and untrustworthy.

Being made an attractive counter offer is instantly good for your ego, but you must take a number of things into consideration.

The job search process requires a thought out process on what is better for you on all levels and what feels right. Determining what is that right fit for you and what will ultimately make you the happiest and most successful in your career should be what matters most to your success moving forward. Make sure you are going to be provided growth and leadership opportunities with fair and equitable compensation. If you have gone so far as to take all the necessary steps required to be offered a role at another company, you have put a great deal of time and effort and therefore must be ready and willing to make a career change. Make sure it's the right one, and go for it!

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