



Neo Batho

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The dangers of accepting a counter offer

Ok, so now you have resigned and had all the good intentions of starting your new position afresh. But then your current employer makes you a counter offer to stay at the company. Counter offers can come in many forms – higher salary, a promotion, a transfer to a new department, added benefits, flexible working hours...

What to do now?

Considering accepting a counter offer can be a difficult decision. But why?

- You feel that the company appreciates you enough to offer you this counter now that they know you want to leave.
- Let's face it; leaving a position for something new is scary. It is easier to stay in the same comfort zone to avoid any unnecessary changes that you might not be prepared for yet.

However, how flattering it might be, you need to ask yourself the following:

- Why are they only NOW realising your true potential? If they value you that much, they should've made you the same offer when you mentioned the first time you might have been unhappy.
- Will this counter offer actually realize? Or is it just their way of buying time to keep you there until they find someone else in your place?
- What happens if it doesn't realize? Will the new position still be available for you to fall back on?
- Will things really change?



Here are some reasons why companies do make counter offers:

- They really value who you are and your talents and did not realize how unhappy you were until you have resigned. That is why it is always important to go speak to your manager before looking for a new position about what is bothering you. This way, they will know how you feel and they can do something about it! If after you have spoken to them and they still don't do something, beware of the next point.
- Companies often make counter offers because they realize that it might be difficult to find someone in your place before you leave the company. This will leave them in a sticky situation, since they'll have no one to carry on with your duties. Be aware however, that more often than not, they continue to search for someone else if you have accepted the counter offer. Because they know that your commitment is not with the company anymore and they need to replace you. This buys them some time in finding a suitable applicant, and when they do, they'll most likely try to get that person in your position.

What happens after you have accepted a counter offer:

- You are most likely going to be last in line when it comes to promotion time (they know your commitment and loyalty is not where it should be, and, after all, you just received what you wanted)
- You are also most likely going to stand last in row when it comes to increases and bonuses
- If you have discussed your issues with your manager before they made you a counter offer, you need to ask yourself if things will really change.
- You might still feel the same way you felt 3 months after accepting the counter, as you did prior to looking for a new opportunity.

Finally, when making your decision, look at your current job and the new position as if you were unemployed. Which opportunity holds the most real potential (instead of empty promises)? Probably the new one, or you wouldn't have accepted it in the first place.

Something to think about.....

