



NAVIGATING YOUR WAY THROUGH

COUNTER OFFERS





INTRODUCTION

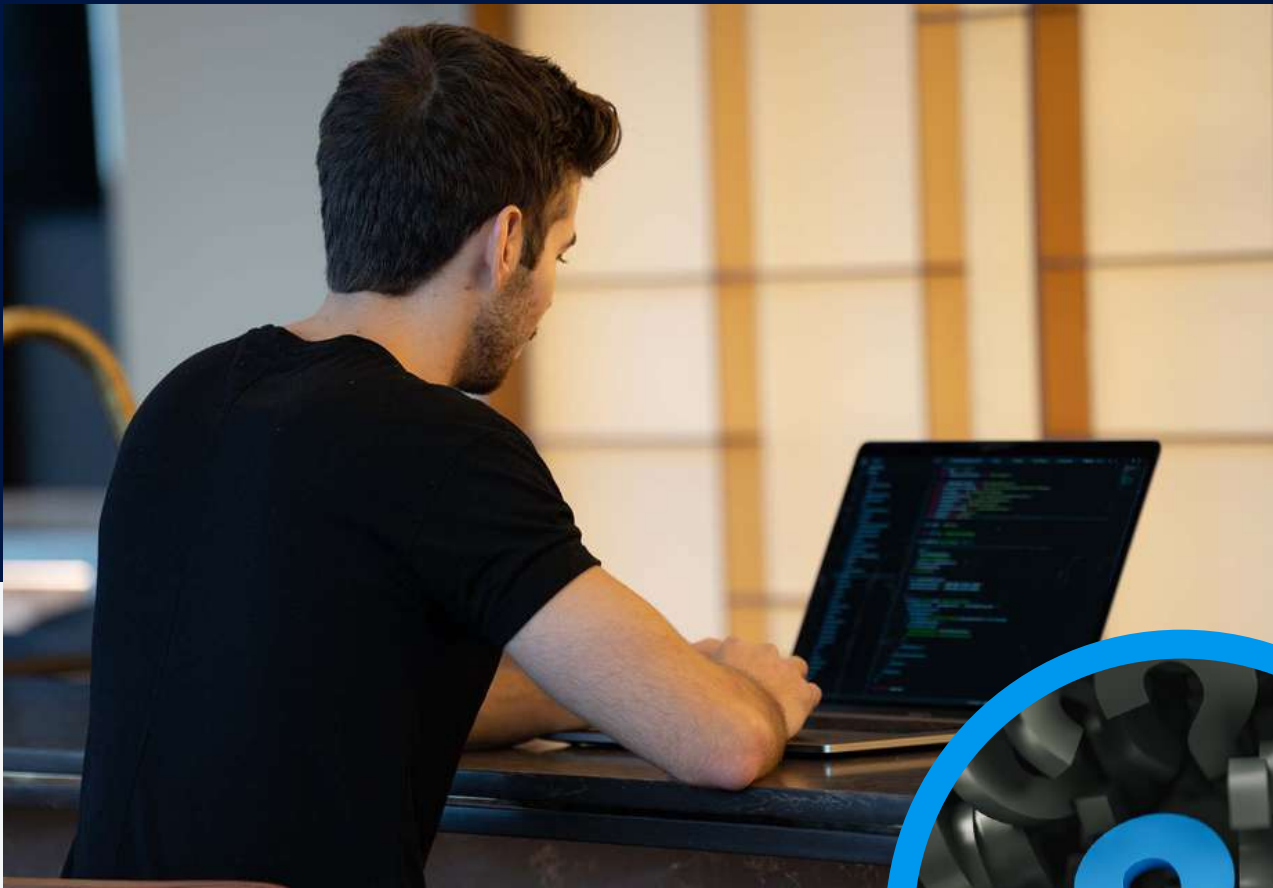
SHOULD YOU ACCEPT A COUNTER OFFER?

A question that comes up time and time again in recruitment; should you accept a counter offer?

There are plenty of facts and arguments to back up the fact that counter offers in general are not a good idea for any party involved, but in order to make the decision that is right for you when faced with a counter offer, it is important to understand:

- Why we get counter offers
- Why people accept counter offers
- The pros and cons of accepting counter offers
- Some key facts and statistics

This guide aims to provide an impartial breakdown of the phenomena of counter offers in order to assist you in making the right decision for yourself. Ultimately, you will be the one accepting or rejecting your counter offer!



WHY DO WE GET COUNTER OFFERS?

It's easy for employers to assume that all their employees are happy. It's easy for them to become complacent and not have the conversation with you about a pay rise/career structure/benefits/anything else that might be bothering their staff, unless you bring it up.

However, business is business and retaining staff should be something that employers actively focus on. The statistics are clear: it costs a lot more to hire someone new than it does to retain existing staff on a higher salary. To replace a senior executive can cost as much as double the annual salary! Not to mention the time lost in doing handovers and throughout the new recruitment process – a huge loss of productivity for the business, especially for employees that have wider impacts on the business.

In addition to that, the market is extremely candidate-led due to a limited talent pool, which makes it harder still to hire the right someone with the relevant experience and skill set.



WHY DO PEOPLE ACCEPT THEM?

The long and short of it is that it's just easier. You don't have to go through the effort of moving and settling in at a new company. You don't have to socialise with your new work colleagues to make new friends, and, above all, by staying you would be doing the same job you have always done at your company but getting paid more for the privilege.

Humans are creatures of habit and change can look daunting when it's staring you in the face. If we can stick to something we know, without having to go through the possible [or inevitable] stress of moving to a new company, then why wouldn't we?

Comfort zones are dangerous places to make your home though, it is vital at this point to ask yourself why were you looking for a new job in the first place? What were the reasons you picked up the phone to your recruiter at all? Why did you even entertain moving if you are happy at your current employer? Is your commute a pain in the neck? Are you bored? Have you hit your ceiling in terms of progression? Do you get on with your manager and/or team? Do you, in fact, need a new challenge? You get the idea. Keep these questions well in mind when weighing up a counter offer.

Money really isn't everything - your happiness and your long-term wellbeing, is!

THE PROS



Job familiarity



Increased salary



Career advancement

Pro's of accepting a counter offer

- You don't have to go through being the 'newbie'.
- You don't have to make new friends.
- You don't have to go through the stress of moving companies.
- Your pay goes up so, if you handed your notice in just to get a pay rise, then, yes, you are winning.

90%

of candidates who accept a counter offer leave their current employer within the 12 month mark.

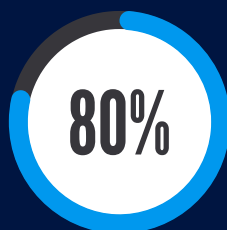
50%

of candidates that resign will be counter offered by their current employer.



CONS

- There was a reason (or multiple) that you were open to discuss a new job, or actively sought one out, in the first place
- 80% of people leave within 6 months of accepting a counter offer
- The trust with your current employer will be broken and your previously untarnished loyalty will be questioned.
- Most employers promise great things if you accept the counter offer, but rarely are they fulfilled. Also, why are they all of a sudden promising you this now instead of months ago? Your trust in your employer will be shaken. Do you really want to have to threaten to leave every time you want to get a pay rise?
- More money will not miraculously make you happier in your job.
- You could halt your career because there's a question mark next to your commitment.
- It's not usually a sign that you're actually valued – more often it's used simply as a staff retention tool.



of candidates who accept a counter offer from their current employer end up leaving within **6 months**.



STILL UNSURE?

CONTACT YOUR RECRUITER

Get in touch with your recruiter at Cloud People if you are unsure on the decision you need to make.

SPEAK TO FRIENDS AND FAMILY

Finding out the views from your family and friends will give a useful insight into which decision is right for you.



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