

## **DON'T ACCEPT A COUNTER OFFER**

Don't accept a counter offer because it's not always the best career move says recruitment specialists the Professional Assignments Group (PAG), a leader in the recruitment fields of financial, technical and management talent.

"If you have resolved to resign and have given your notice, you have now made management aware of your unhappiness. If you accept a counter offer and stay on, you will always be treated with suspicion and be considered a flight risk. In short, your loyalty to the company will always be doubted," says PAG.

PAG says counter offers are reactive, temporary measures that employers use to buy time while they make arrangements to replace you, and they are never made with the employee's best interests at heart. Research also shows that counter offers seldom work, with four out of five people who accept counter offers resigning within a year.

There may be many other reasons, other than poor pay, why a person wants to leave a job and these other reasons won't be addressed through a counter offer. "Matters such as unhappiness at work, long hours, or problems with colleagues won't go away with an increased pay package. It is very unlikely that a company will change its entire culture and work ethic just to address the concerns of one employee," says PAG.

"And if you've already accepted another job offer, it's very unfair to the other company if you take the counter offer," says PAG. "The other company would have expended a lot of time and energy finding you, meeting with you, interviewing you and accepting you - a process they will now have to repeat to fill the vacancy you've now declined."

Truth be told, a company that places a premium on its employees should not have to worry about retaining them. If an employee wishes to leave a company for reasons other than personal ones, then a company should rather ask: "What has our company and our management team done to encourage loyalty, motivation and continuous learning? Are our salaries competitive or even market-related?" Firms that address these questions effectively will seldom find themselves in a position where they have to respond to a counter-offer in order to retain a staff member.