

## COUNTEROFFERS

A COUNTEROFFER is defined as an inducement from your current employer to get you to stay on the job AFTER you have announced your intention to take another job. It is an enticement designed to lure you back into the nest after you have decided it is time to fly away.

It is human nature that the gut reaction of your current employer is to do whatever it takes to keep you from leaving...until they are ready to replace you. Your current employer knows they can usually keep you around by pressing the right buttons — while they position themselves to replace you. Once you have said goodbye, you are as good as gone.

A recent survey of 39 executives who received counteroffers from their current employers found that 27 of the 39 elected to accept the counteroffer. Within 18 months, 25 of the 27 had either been terminated or voluntarily resigned. The remaining 2, while still on the job, were again looking for a new job.

Before you succumb to a tempting counteroffer, consider these universal truths:

- ANY SITUATION IN WHICH AN EMPLOYEE IS FORCED TO GET AN OUTSIDE OFFER BEFORE THE PRESENT EMPLOYER WILL SUGGEST A RAISE, A PROMOTION OR BETTER WORKING CONDITIONS IS SUSPECT.
- NO MATTER WHAT THE COMPANY SAYS WHEN MAKING ITS COUNTEROFFER, YOU WILL ALWAYS BE CONSIDERED A FIDELITY RISK. HAVING ONCE DEMONSTRATED YOUR LACK OF LOYALTY, YOU WILL LOSE YOUR STATUS AS A "TEAM PLAYER."
- COUNTEROFFERS ARE USUALLY NOTHING MORE THAN STALL DEVICES TO GIVE YOUR EMPLOYER TIME TO REPLACE YOU.
- YOUR REASONS FOR WANTING TO LEAVE STILL EXIST. CONDITIONS ARE JUST MADE A BIT MORE TOLERABLE, IN THE SHORT TERM, BECAUSE OF THE RAISE, PROMOTION OR PROMISES MADE TO KEEP YOU.
- COUNTEROFFERS ARE ONLY MADE IN RESPONSE TO A THREAT TO QUIT. WILL YOU HAVE TO SOLICIT AN OFFER AND THREATEN TO QUIT EVERY TIME YOU DESERVE BETTER WORKING CONDITIONS?
- DECENT AND WELL-MANAGED COMPANIES DO NOT MAKE COUNTEROFFERS...EVER! THEIR POLICIES ARE FAIR AND EQUITABLE. THEY WILL NOT BE SUBJECT TO "COUNTEROFFER COERCION" OR WHAT THEY PERCEIVE AS BLACKMAIL.