



# Counter Offers

## The Ugly Truth for Employers

A recent survey conducted by Express revealed that 57% of the employers surveyed experienced employees leaving for better opportunities, while another 19% said it was common knowledge that employees were looking for different jobs. This reality could mean trouble for businesses that are already functioning on fewer people and doing more with less. So, it is imperative that employers are prepared for the possibility of key employees leaving and know their game plan when it comes to extending counter offers.

### **A short-term solution.**

While extending a counter offer and stopping your star employee from leaving can seem like a great solution, it probably isn't going to help you in the long run. Unless the employee was a completely passive candidate and was not looking for a new opportunity, they have just spent hours preparing their résumé and portfolio, searching for openings, and interviewing. That usually means they've been disengaged for quite some time and mentally resigned a long time ago.

### **It's not normally about the money.**

Often times, people will say they're leaving their current job because of the money. But, in actuality, it's probably not about the salary. It might be because of a lack of opportunity for growth, conflict with management, or dislike of the company culture. And none of these issues have quick fixes. However, even if it really is about the money and you are able to beat the competitor's offer, consider where that leaves you. You've just admitted that you should have or could have been paying them more.

### **Consider the repercussions.**

When you extend a counter offer, you are offering to fix something that probably should have been fixed a long time ago. That communicates to your other employees that you aren't looking out for them and will only treat them fairly when forced to do so. If they see that threatening to leave is the only way to get a promotion or a raise, then you could have a swarm of resignation letters hitting your desk.

### **Be prepared.**

The best way to combat losing your star employees is to be proactive before they start searching for a new job. Conduct annual performance reviews. Ask for feedback from your employees often. Listen to what's being said around the office. Research your market to ensure you're offering competitive salaries. And, if anyone chooses to leave, treat their decision with respect and move on. You never know, a former employee could turn into a client, competitor, or co-worker.