



How to avoid a counter offer situation

At the point of issuing your new hires' contract, even perhaps after they have signed it, it is still too early to celebrate your new acquisition. In candidate short markets, competition is fierce, counter-offers are common and employers are pulling out all of the stops to keep their star players.

This might include a promotion, salary increases or more flexible working arrangements. We have put together some points to help you mitigate the risk of a counter-offer and succeed in hiring the best talent in the market:

Discuss counter-offers at interview

Clarify the reasons your candidate wants to leave and ask them what they would do if approached with a counter-offer. If they site irreconcilable differences, there's a very strong chance they won't stay. If their reasoning is weak, challenge them.

Know the candidate's reason for leaving

People rarely change jobs for money but it isn't unheard of that a candidate will explore the market with the sole purpose of bidding their salary up with their current employer. If your candidate does not have a sound reason for looking to move on, trust your instinct and park their application.

Keep talking

When the buzz and excitement of the interview process fades, you need to keep up the excitement levels by staying in contact. We suggest arranging to make contact at least every couple of weeks. A simple phone call or email letting them know how excited you are about them joining will go a long way. Remind the candidate of the reasons they chose to explore the market in the first place and reassure them that the opportunities exist in your organisation.

De-risk the move

Changing jobs comes with risk and no matter how great a job looks, some candidates will find the pressure too much and buckle during the counter-offer meeting. The best way to overcome this is to map out a detailed career pathway, talk openly about the challenges they may face and talk about how they may be overcome.

Get the offer out quickly

It is amazing how quickly a candidate can become unsettled when the formal offer is delayed without reasonable explanation. Take time to personally ensure that the offer approval stage has momentum and gets done within a few days. Don't over promise on timelines that may be out of your control.