

A counter offer can protect a business in the short term.
Make sure your decision protects your long-term career.

Counter offers can sound attractive, particularly when they increase your salary and recognise your value. Before making a final decision, it is worth stepping back and considering the bigger picture.

Why Were You Looking?

Most people do not start job hunting over one bad week. It is usually something that has been building. Be honest about what prompted you to explore other opportunities and whether those issues have genuinely changed.

What Has Actually Changed?

Counter offers often focus on salary, sometimes alongside a general conversation about future progression. Consider whether there has been a genuine structural change to your role, or whether the offer simply makes staying more comfortable in the short term.

Is It Confirmed?

If you are considering staying, make sure any revised salary, promotion or responsibility is clearly agreed and documented. Verbal assurances can feel convincing in the moment, but your career deserves certainty.

The 12-Month View

Picture yourself in the same role in twelve months' time. If nothing else changes beyond the salary increase, will you feel satisfied with your decision?