

Questions to ask when deciding between offers

Having to choose between two job offers is an enviable position to be in. It may be tempting to go with the role offering the best salary package or responsibilities, however long term this may not be what's best for you or your future career. Three questions can help lay the groundwork for a clear decision.

1. What is your career strategy?

Every position you take should help you further along your career journey, however each role will ultimately lead you on a different path. If you're not clear on your career path, consider what you would like your resume to look like in five or ten years' time. What core skills and achievements will you have? What brands or organisations will you have experience with? What title will you have?

Thinking about a role long term, is an effective way to decide which role to go with or direction to go in.

2. What impact will the role have on your personal (as well as professional) life?

It's important to consider what stage of your career you're at alongside how the company culture will impact your personal life. Compare the day to day realities of each role, identifying the pros and cons of each position and how each will affect your personal life both now and in the future. Consider the daily commute, business travel and maternity/paternity leave policy (even if not immediately relevant). We all make sacrifices when it comes to work-life balance, however a lucrative package that comes with an expectation of long hours and extended business travel may not suit you at your current stage in life.

3. Are you aligned with the company culture?

Company culture is one of the most important aspects to consider when comparing two companies. Assess the company values, vision, work practices, structure, diversity and overall work environment. Unlike your salary package, company culture is not negotiable, so being aligned on purpose and values will be key to a happy work life.

After weighing up the key factors influencing your decision, and you're still unclear as to which role is the best option on paper, listen to what your gut is telling you. Trust your instincts. If the role feels right, pay attention to that feeling. Similarly, if it feels wrong, this should factor into your decision making.

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