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IT'S NOT ABOUT MONEY

You've done the legwork and now you have a job offer, the first step to building a career. Can't decide? Here's how to do it right.

You have aced the interview and now a potential employer has put an offer on the table. You have to make a decision to accept or reject the offer.

The thing is, you have offers from more than one company. How do you evaluate each one? Should you accept the one that pays more money? Ask yourself the following questions:

The Right Company?

- How has this company been performing over the last five years in terms of revenue and profitability?
- What is its financial stability? Who owns it? Is it likely to be the target of a takeover?
- If listed, how have its shares been performing? What is its core business?
- Is it diversifying or consolidating its business? What is its staff strength and turnover?
- What is the average age in the organization? Does it have a good mix?
- What is the company culture? What do people who have worked for it say? What

are your potential colleagues like?

The Right Team?

- Who comprises the senior management team? What are their backgrounds?
- Have you had a chance for an interview with the key players? How did you relate to them?
- Who will you be working closely with? What are their management styles?
- Are they "hire and fire" managers or people developers?
- Do they believe in training and development? Do they groom people? Do they usually promote from within?
- What is the company structure - lean and mean or highly matrix? What are the company values? Does the management "walk the talk"?

What's Your Role?

- How comfortable are you with the role? Is it sufficiently challenging?
- Will it allow you to broaden your scope and sharpen your skills?
- What are your immediate challenges? Can you handle them? Will you be managing people or an individual contributor? Which do you prefer?
- If you're managing a team, what are the team members like?
- How will your performance be measured?

What Do You Really Want To Do?

- Have you done any soul searching? What have you done in the past? What did you enjoy or dislike most?
- When did you get the most job satisfaction? What did you learn from times when you were not satisfied?
- What do you really want out of your career in the short, medium and long term?
- If you're changing jobs, why did you look at opportunities outside your organisation in the first place? Are you likely to face the same problems?

Aren't all the above issues more important than just the money?

Smart candidates will tell you that when you work for the right company, in a capacity or role that is right for you, the financial rewards will follow.

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