Job seekers often base their career decisions on a variety of both professional and personal factors. Below is a matrix that may be a helpful tool to you in evaluating different personal and professional factors associated with job offers. In addition, a list of potential benefit and perks is provided which you may find helpful to prioritize and consider in making your decision.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>My Needs</th>
<th>Company &quot;A&quot;</th>
<th>Company &quot;B&quot;</th>
<th>Company &quot;C&quot;</th>
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<tbody>
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<td><strong>Career &amp; Professional Factors</strong></td>
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<td>Accountability/Adequacy of Staff</td>
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<td>Promotion/Personal Growth Potential</td>
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<td>Decision Making Authority</td>
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<td>Type of Work/Use of Talents &amp; Skills</td>
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<td>Other</td>
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<tr>
<td><strong>Company Factors</strong></td>
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<td>Size of Company</td>
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<td>Company/Industry History</td>
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<td>People Who Work There</td>
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<td>Characteristics/Values</td>
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<td><strong>Personal Factors</strong></td>
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<td>Compensation Base</td>
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<td>Bonus/Stock Options</td>
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<td>Benefits (Pension, Insurance, Vacation)</td>
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<td>Perks</td>
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<td>Travel Requirements</td>
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<td>Commuting Requirements</td>
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<td>Special Expenses (Relocation, Commuting)</td>
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<td>Other</td>
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</table>

**Total Scores**
Items to Consider and/or Negotiate

Mark A, B, or C next to relevant items to indicate your negotiating priorities (A = highest, C = lowest)

**Compensation**

___Base Salary
___Bonus
___Incentive Bonus
___Money in lieu of benefits

**Benefits**

___Insurance Programs
  ▪ Medical
  ▪ Dental
  ▪ Vision
  ▪ Life
  ▪ Long-Term Disability

___Financial Programs
  ▪ Stock Options
  ▪ Company Paid Pension
  ▪ Immediate Vesting of Pension
  ▪ Matching Investment/Profit Sharing
  ▪ Long-Term Disability Thrift Plan
  ▪ Other

___Educational Programs
  ▪ Tuition Reimbursement
  ▪ Leadership/Management Development
  ▪ Education/Training Expenses
  ▪ Professional Association Membership
  ▪ Subscriptions

___Personal Days
___Vacation
___Holidays

**Perks**

___Expense Account
___Company Car
___Commuting Allowance
___Parking Reimbursement
___Free Lunches

**Relocation Costs**

___House Hunting Trips
___Apartment/House Location Assistance
___Moving Costs (Direct or Percentage)
___Travel Costs
___Temporary Housing
___Getting Settled Expenses
___Higher Cost of Living Subsidy
___Unusual Expenses (Ex: moving a boat or horse)
___Realty Fees, Legal, Closing Costs
___Higher Mortgage Cost Allowance
___Bridge Loan
___Low-interest Loan
___Job Search Assistance for Spouse

**Employee Services**

___Employee Assistance Program
___Annual Physical Exam
___Legal, Tax, Financial Assistance
___Loans
___Discount on Purchases
___Computer Equipment

**Status & Lifestyle Perks**

___Club Memberships
  ▪ Country Club
  ▪ Health Club
  ▪ Airline VIP/ Frequent Flyer

___Use of Company Apartment
___Premium Hotel Accommodations
  ▲ Executive Dining Room
___Spouse’s Travel Expenses
___Company Tickets to Sporting Events, etc
___Sabbatical, Military, Maternity, etc Leave (paid)
___Larger, Better Office
___Private Secretary
___Reserved Parking