

Beyond the Paycheck: Using Cost Benefit Analysis to Make Smart Career Choices

JETSET 2025

Welcome!

Motivation and Background

- ◆ How did this start?
- ◆ Why?
- ◆ The goal is a toolkit
 - ◆ ROI and education choice
 - ◆ Ultimate goal
 - ◆ First job matters

**Take 90 seconds to discuss what
your ideal job looks like. Be
specific!**



Choosing a Job– “This or That?”

**High Salary with longer hours
or lower salary with better
work-life balance**

**Large Company with Growth
Potential or Small Company with
flexibility**

**Remote work with less
interaction or in-office work
with team collaboration**

Job with high stability but low growth or riskier job with high growth potential

**More benefits or
higher base salary
with fewer benefits**

**Job you're passionate about but
pays less or a job that pays well but
isn't your passion**

**A role with lots of
decision-making power or
a role with strong
mentorship and guidance**

**Work in a high-cost city with lots
of career opportunities or work in
a lower-cost city with fewer
career prospects**

**Frequent travel for
work or a job that
keeps you in one
location**

**A prestigious job with a
demanding boss or a lower-profile
job with a supportive team**

A \$1000 pay raise or health insurance included in your current salary?

What do you think are the Key Components of a Job Offer

Compensation & Benefits

- ◆ Base Salary and Hourly
- ◆ Bonuses
- ◆ Retirement Plans
 - ◆ 401(k), pension, employer match, etc.
- ◆ Health Insurance
 - ◆ Medical, dental, Vision, HSA
- ◆ Paid Time Off
- ◆ Other Benefits
 - ◆ Life Insurance, Tuition Reimbursement, Child Care assistance

Job Role & Responsibilities

- ◆ Position Title and Duties
- ◆ Growth Potential
- ◆ Workload and Performance Expectations
- ◆ Management Style
- ◆ Company reputation
- ◆ Company stability
- ◆ Full-time, part-time, contract work
- ◆ Probation Period

Work-Life Balance

- ◆ Work Hours
 - ◆ Standard, overtime, flexibility
- ◆ Remote/Hybrid Work options
- ◆ Company culture
 - ◆ Work environment, values, employee perks
- ◆ Professional Development
- ◆ Wellness Programs
- ◆ Travel Requirements

Location & Commute

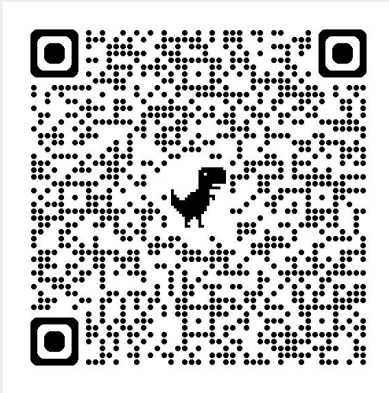
- ◆ Job location
- ◆ Commute Time
- ◆ Relocation Assistance

**Now, you're going to
evaluate a public and
private sector job.**

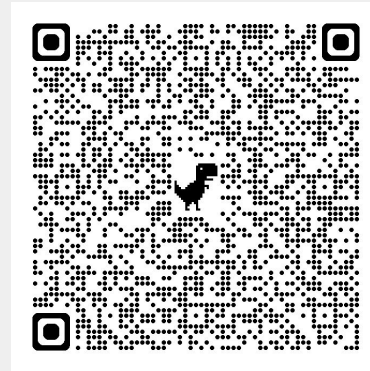
Jobs to Evaluate

5:00

Job A: State Job



Job B: Private Sector Job



What Mattered the Most?

**Which Job Should a
recent MBA Graduate You
Choose? Why?**

What are your Top 3 your students should use when evaluating a job offer?

What other topics could
you use to apply the
CBA process?

Comparing Job Offers Using “Choosing Between Job Offers” Worksheet or CBA Template

Highlight-NC Reality Check

Canva has
templates too!

Questions???

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