

## Pay Strategies to Achieve Your Business Goals and Keep an Eye on Governance



If money talks, what's your compensation program saying? Gaining competitive advantage, allocating compensation budgets, and managing costs go hand-in-hand with understanding the value of a fully-engaged workforce to help an organization grow and succeed. As a result, employers see the need to align their compensation and talent management strategies to attract, retain, deploy, and motivate their workforce.

### **Are you coming up short?**

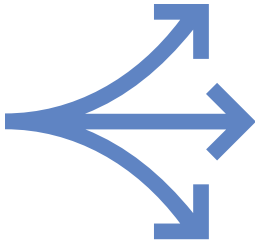
Organizations often seek specialized compensation guidance when they need to:

- Differentiate their competitive pay offerings while managing overall costs
- Develop incentive strategies that engage, attract, retain, and motivate critical talent
- Distribute rewards fairly among top performers — getting the right money to the right people
- Enhance corporate governance and risk assessment surrounding executive compensation in the face of shareholder, regulatory, and public scrutiny
- Align compensation and talent management structures

### **What We Can Do for You**

Your pay program needs to motivate and reward all your people in a way that fits your business, gains acceptance from regulators and stakeholders, and sends the right message to your workforce. We can help you develop, manage, and measure the success of your pay and rewards programs.

- **Discover and analyze:** We start by understanding your organization's situation and analyzing stakeholder concerns along with regulatory and business risks. We identify gaps in your current compensation model and help you maximize your pay program and ensure it reflects your culture and business needs.
- **Design a plan:** We design a strategic compensation and reward plan to motivate your team. From evaluation to implementation, we work with you to evaluate the competitive compensation market, align the plan with your goals, implement the plan with tailored communications, and put systems in place to measure your success.
- **Manage your risk:** Our Enterprise Risk Management (ERM) specialists can provide you with an ERM framework that allows you to recruit and retain top talent, deliver competitive incentives, generate shareholder value, protect against market volatility, and ultimately achieve all of your goals.
- **Advise on governance:** We make recommendations for compensation committee structure and governance, executive and board compensation programs, and succession planning, ensuring the interests of all stakeholders.



#### Learn More

To find out more contact our Career Practice consulting team at 1 866.355.6647 or [hrservices@conduent.com](mailto:hrservices@conduent.com).  
[www.conduent.com/hrservices](http://www.conduent.com/hrservices)

- **Communicate effectively:** Our strategic communication campaigns support the implementation of your plan design and train managers to deliver critical messages to your workforce, clearly showing your employees the total compensation package that you offer.

#### Why Choose Us

Our experienced consultants combine industry knowledge with awareness of emerging practices in compensation and rewards, challenging conventional wisdom and keeping you at your competitive best.

- Compensation is one of your largest business expenses and your most powerful communication vehicle to your workforce. We can help you find and maintain the right balance between compensating employees fairly and managing the cost of your pay program.
- We are at ease working with your Board of Directors and Compensation Committee, C-suite executives, HR leaders, and compensation professionals from a variety of business sectors. We help articulate your organization's rewards challenges at any level and develop the right solution.
- We specialize in applying theoretical concepts such as behavioral economics and hedging strategies to execute and deliver results for your compensation programs.
- We understand finance and know how to integrate investment vehicles into your compensation program. We can examine a range of creative financing strategies and investment options to compensate and retain your employees, while giving you the flexibility to provide competitive rewards.
- Our compensation surveys give you defensible data to support your decisions. We're experts in interpreting and understanding even the most complex data, allowing you to focus on applying it to make informed decisions that help your organization succeed.
- We handle the technical work. Our methodologies and tools for the valuation and expensing of equity-based incentive compensation vehicles are one of a kind. Our technical capabilities also include turn-key solutions and proxy development, as well as tax, regulatory, and compliance support.

A specialty retailer required our assistance after an acquisition. We evaluated both business environments and incorporated the best elements of each company's pay practices to establish an effective organization-wide pay strategy.

The result was a consistent pay strategy that reinforced performance imperatives, effectively utilized performance tracking capabilities, and provided a foundation for one-off arrangements to facilitate effective introduction of the program.

Creating a clear strategy for how your talent supports business goals is a fundamental necessity for any successful organization. That "people strategy" makes HR policies, employee benefit programs, compensation and rewards programs, and employee messaging more consistent, efficient, engaging, and cost-effective. The strategy also helps guide inevitable business challenges such as change management, service delivery, salesforce effectiveness, organizational development and strategic planning.

