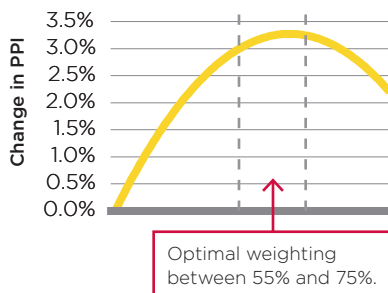


## Driving Behaviors Through Innovative Compensation Plan Design

### Behaviors matter almost as much as results. Few companies know how to pay for them.

Given decreasing or flat incentive budgets, incorporating behavior based criteria in compensation plan design is critical. Companies that do not incorporate these criteria risk losing almost 11% of potential pay perception improvement.

Balance Results and Behavior Based Ratings  
Impact of Performance Weighting on the PPI



### Addressing a Critical Need

- Most organizations focus on results based criteria, leading to disjointed efforts to promote behaviors.
- Leading organizations incorporate behavior based criteria and use rewards and recognition to drive behaviors that are often difficult to measure.
- These organizations are able to positively inflect and support performance, collaboration, and innovation.

### Answers to Your Questions Today

#### How should I design compensation weighting for maximum impact?

*Pay for Performance Best Practices*—Design incentive plans to impact performance and retention through pay for performance principles.

#### How do I ensure managers are implementing compensation plan designs effectively?

*Line Manager Resource Center*—Build a training curriculum for managers on pay basics, differentiation, and communication to improve return on compensation investments.

#### How can I benchmark my changes against trends at other organizations?

*Compensation Watch*—View the latest trends and decisions in merit and incentive budgets with bimonthly benchmarking available by region.

### Future Offerings

#### Driving Behaviors Through Compensation Plan Design

Embed behavior based criteria to drive performance, collaboration, and innovation.

#### Behaviors Criteria Inventory

Adapt behavior based criteria and metrics based on benchmarking from leading organizations.

#### Segment Specific Behaviors Analysis

Define behavior based criteria for critical segments, including regional divisions, executives, and sales segments.

### Contact the Member Support Center for Assistance

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Not a member? Click [here](#) to request information and contact a representative.