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## More Than Simply Moving the Incentive Goal Posts: Make Sure the Relationship Between Rigor and Opportunity is Right



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When the environment and/or your objectives change, the incentive plans need to evolve as well. Key to any effective update is knowing what (and how) you will measure, ensuring the proper range of payout opportunities and setting the right level of rigor for each of your plan's goals.

In this presentation for Bank Director's Bank Compensation and Talent Conference, we offer the Xs and Os of incentive plan goal calibration, and how to ensure your executive compensation design is a winner.

### About the Authors

Greg Swanson is a managing director at Pearl Meyer and a member of the firm's national banking practice. He has more than 20 years' experience consulting with public and private companies on all aspects of executive and board compensation, including governance, education, compliance, communication, philosophy, design, implementation, monitoring, modeling, benchmarking, succession planning, employment agreements, and more. The majority of his work in recent years has been focused on executive and director compensation issues affecting community and regional banks. Greg is a frequent speaker at banking association conferences and is a regular author on board and executive pay topics.

Dan Wetzel is a managing director at Pearl Meyer. With over 30 years of experience in the field of compensation and benefits, Dan assists clients in the areas of executive and non-employee director compensation and employee pay, focusing on the development of annual and long-term incentive compensation programs to meet clients' strategic objectives. He also provides consultation in the areas of employment contracts and change of control provisions, mergers and acquisitions, expert testimony, reasonableness of compensation, salary administration, performance management, and employee and executive benefits. His client engagements cover a variety of industries and company organizational and developmental stages, including startup/pre-IPO, privately-held, public, subsidiary, foreign-owned, and non-profit organizations.

### About Pearl Meyer

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