Pearl Meyer

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Goal-Setting: The Fundamentals Haven't Changed, But Judgment Matters



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Setting performance goals for incentive compensation is always a challenge and never more so in the COVID economy, with workforce and supply chain disruptions, as well as the broadening definitions of performance that increasingly include environmental, social, and governance issues.

It is still important to understand the "orthodox" inputs to financial goal-setting (long-range plans, the cost of capital, historical and expected performance, peer performance, etc.). But they are no longer enough.

Our new business environment requires at least some qualitative evaluation and the exercise of judgment. It also prompts us to ensure plan design does not exacerbate goal-setting difficulties. In this webcast with Pearl Meyer and the NACD, we discuss how to balance an ever-evolving goal-setting and performance assessment landscape and do so while remaining firmly rooted in the fundamentals of good business management.

About the Authors

Matt is Pearl Meyer's Interim Chief Executive Officer. He previously served as president of executive compensation and led the executive and broad-based compensation consulting practices at the firm.

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About Pearl Meyer

Pearl Meyer is the leading advisor to boards and senior management helping organizations build, develop, and reward great leadership teams that drive long-term success. Our strategy-driven compensation and leadership consulting services act as powerful catalysts for value creation and competitive advantage by addressing the critical links between people and outcomes. Our clients stand at the forefront of their industries and range from emerging high-growth, not-for-profit, and private organizations to the Fortune 500.