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EVA: The Good, the Bad, and the Complex



Matt Turner

PRESIDENT, EXECUTIVE
COMPENSATION CONSULTING



Brett A. Herand

MANAGING DIRECTOR

While EVA (or Economic Value Added) is not new, it has been one of the more obscure financial performance metrics for incentive compensation. However, thanks to ISS, it is now center stage. Beginning this year, EVA will be included for “informational purposes” in some ISS research reports. Further, ISS has indicated that they may include EVA in the Financial Performance Assessment (FPA) screens in the future.

What do you need to know about this enigmatic performance metric and how does it apply to compensation plans with a pay-for-performance orientation? This webinar will provide a starting point for understanding EVA and how to evaluate its relevance to your industry, company, and incentive programs.

The Agenda:

- **What is EVA?**
- **Why are we talking about it?**
- **What are its benefits and challenges?**
- **What must boards do?**

About the Authors

Matt leads the firm’s executive and broad-based compensation practices, advising boards on pay strategy, incentives, and shareholder-focused performance objectives, including support through ownership changes and business transformations.

Brett advises boards and management on executive compensation, including performance measurement, incentive design, and technical matters spanning tax, accounting, and SEC requirements.

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.