Pearl Meyer

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EVA: The Good, the Bad, and the Complex



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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 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.

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.