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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 Turner is a managing director and consulting team leader at Pearl Meyer. In his management role, he oversees a team of senior compensation consultants in the execution of the firm’s growth strategy and in the development of consultants at various stages in their careers. He specializes in advising company boards and senior management on executive compensation strategy, incentive plan design, tailoring of performance measures, and the setting of shareholder-focused performance objectives.

Brett Herand is a principal at Pearl Meyer. Specializing in executive compensation, he works with boards and management on issues related to performance measurement and value creation,

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incentive plan design, and technical advisory work with respect to tax, accounting, and SEC regulatory issues. Brett works with public and private companies across many industries, including financial and diversified services, technology, and manufacturing. He has been quoted in various publications, including Workspan and Directorship magazines, Agenda, and Bloomberg.

## 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.