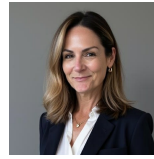


RESEARCH REPORT | JUL 2025

Quick Poll: Annual Incentive Plan Communication Amid Uncertainty



Sharon Podstupka

MANAGING DIRECTOR

Boards and executive teams invest significant effort designing short-term incentive (STI) plans to drive focus, reward success, and ensure performance-aligned outcomes. But are those plans being communicated in ways that influence employee behavior and deliver return on investment?

Pearl Meyer conducted a quick poll to assess how companies are approaching STI communication in a time of business uncertainty. The goal: understand what information is shared with plan participants, how effectively it's delivered, and what, if any, governance concerns may be holding companies back.

The bottom line is that with clearer, more consistent communication, companies can work to enhance the impact of their STI plans, improving alignment, focus, and employee engagement without increasing risk.

About the Author

Sharon Podstupka is a managing director at Pearl Meyer. She is a trusted advisor to boards and executive management teams in the areas of executive and broad-based employee compensation communication and change management. With over 25 years of consulting experience, she is one of the original pioneers of executive compensation disclosure best practices and has proven success in creating effective strategies and delivering content in challenging business environments and under intense scrutiny from investors and proxy advisory firms. Sharon has extensive experience in a broad range of industries, including financial services, manufacturing, oil and energy, retail, biopharma/biotech, and healthcare.

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.
