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**Guest,**

**Welcome to:**

**Attracting, Motivating and Retaining Top Performers**

Presented by  
Lighthouse Consulting Services, LLC



**Featured Guest:**

*Larry Comp*  
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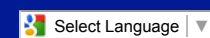
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### What Keeps Executives Up at Night?

- . Worry about losing their top performers
  - Market has shifted dramatically
  - Skills gap has become a reality
- . Top performers ARE our biggest investment

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### Tip #1: Demonstrate that our best people are our greatest asset

- Top performers often outperform others by as much as 2-10X
  - Need to engage/ stimulate them
  - Make them feel integral to the mission

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### Tip #2: Pay for Performance

- . CEOs cited PFP as #1 initiative in terms of Return on Investment (Bain Study)
- . Follow-up study yielded same results

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### Tip #3A: Don't Bank on the Bell Curve

- The bell-shaped curve fails to accurately reflect human performance
  - It massively under-predicts the exceptional contribution of a relatively small number of people
  - Under-values/ under-rewards our best people
- Bottom Line: **Don't give top performers a reason to leave!**

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### Tip #3B: Pay Unfairly!

- . Paying for performance is challenging!
  - Merit increase percentages continue to shrink
  - Bonus payouts have fallen
  - Stock options have declined in prevalence

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### What Do We Mean by Fair & Unfair Pay?

- People think paying fairly means paying everyone, in the same role, approximately the same \$\$\$
- Forward-thinking companies pay people for the contribution they make!

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### Tip #4: Get the Biggest Bang for Our Buck

- Consider Goalsharing (a winning incentive plan formula)
  - Corning introduced in 1989
- Create a 'company of business people'
  - Springfield Manufacturing modeled this concept
- Move from an activity to a goals orientation
  - Kravitz, Inc. engineering this transition

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### Tip #5: Help Your Employees Meet Their Financial Needs

- Most employees worry about their finances
- How might we quell those fears?
  - Group financial counseling/retirement planning
  - 401k/Cash Balance Plans
  - Long Term Compensation, where appropriate
  - Executive Deferral Plans

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### Tip #6: (Help Your Team) Grow or Die!

- This principle applies to our employees, as well as our companies!
- Millennials will make up 50% of our workforce by 2020 - they will 'work for knowledge!'
- We need a fresh approach to performance & career development

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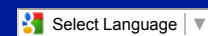
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### Tip #7: Over-Communicate

- . Most employees don't understand the value of their 'Comp' programs
- . We need to help them to 'connect the dots'
- . Communicate, communicate, and communicate!

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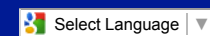
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### Summing It Up

- We can't afford to lose our top talent!
- 7 tips for attracting and keeping the our super stars
  - Demonstrate that top performers are our greatest asset
  - Don't Bank on the Bell Curve
  - Pay Unfairly
  - Get the Biggest Bang for Our Buck
  - Help Our Employees Meet Their Financial Needs
  - (Help our Team) Grow or Die!
  - Over-communicate!

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