

# DIANNE AULD'S INCENTIVE DESIGN WORKSHOP



**Date:** Check web site for next class.

**Location:** Your PC via zoom.

**Duration:** Three days, 9am to 1pm (UK).

**Format:** Virtual classroom course.

**Fees:** £695 + VAT per delegate.



## A course delivered by Dianne Auld, a world recognised compensation and benefits expert.

A rushed and ill-thought through incentive design process can be disastrous for the organisation. Many of the banking scandals of recent years can be linked to poorly designed incentive plans driving inappropriate behaviours.

A good incentive plan needs to be carefully thought through and aligned to the business strategy. It needs to include the right people, measure the right things, motivate employees but still be affordable for the business.

Incentive design is one of the greatest challenges in compensation and unfortunately rarely understood at a hands-on level. All too many reward professionals understand incentives at a theoretical level but do not have the practical skills to apply the theory to practice, to introduce new incentives or to improve/change incentives that are not working effectively.

This highly-practical workshop will cover the essential skills required to design the right incentive plan for your organisation – crucially balancing out employer and employee needs and driving behaviours aligned to business goals.

The workshop includes a detailed and realistic team-based case study, completed in build-up sections. This enables you to immediately apply the learnings in each section to a real world scenario.

At the end of the course, an incentive design builder template will be provided for your use with future incentive design work. This is the same template that Dianne uses in her incentive design consulting work.

You will finish the workshop with the ability and confidence to design an incentive plan for your organisation. One that is aligned to the business strategy, drives the right behaviours, and rewards the right people with the right amount at the right time.

## YOUR COURSE INSTRUCTOR



Dianne is the founding member of Auld Compensation Consulting, operating out of Cape Town, South Africa. Her consulting work around the world covers all areas of total rewards, including reward strategy, base pay management, job evaluation, pay structuring, incentive design and sales compensation. Dianne has worked with over 40 organisations across multiple industries and countries to design new or re-design existing incentive plans. She has developed and taught Excel and rewards courses in Africa, the Middle East, Asia, Europe, and the United States.

As a WorldatWork faculty member, Dianne teaches the GRP reward qualification courses in Southern Africa. She is the author of *Dianne Auld's Excel Tips*, 3rd edition. She is an honorary life member of the South African Reward Association (SARA) and an accredited Master Reward Specialist.

## WHO SHOULD ATTEND?

- ▶ Newer practitioners in the reward field.
- ▶ Seasoned reward specialists requiring a skills update or 'refresher training' on the principles and practice of incentive design.

# SCHEDULE

Each of the three days of this workshop start at 9am and close at 1pm (UK) and there will be a five-minute break at both 10am and 12 noon, with a 20-minute break at around 11am.

## DAY 1

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- ▶ Introductions
  - ▶ Overview of incentives
- 20-minute break
- ▶ Incentive alignment – Internal and external
  - ▶ Incentive design – Pre-design issues
  - ▶ Case study – Pre-design team exercise

## DAY 2

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- ▶ Incentive design 1 – Eligibility: basis for inclusion / exclusion / selection
  - ▶ Case study – Team exercise 1: eligibility
  - ▶ Incentive design 2 – Measures: appropriate measures, linking of measures, using measures to create incentive funding pool, level and frequency of measurement
- 20-minute break
- ▶ Case study – Team exercise 2: measures
  - ▶ Incentive design 3 – Financial controls: methods of funding, thresholds and caps, motivation
  - ▶ Case study – Team exercise 3: financial controls

## DAY 3

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- ▶ Incentive design 4 – Gain / payout relationship: stepped, continuous gain, payout ramps
  - ▶ Case Study – Team exercise 4: gain / payout
  - ▶ Incentive design 5 – Distribution: types, frequency, variable pay transition, retention
- 20-minute break
- ▶ Distribution discussion
  - ▶ Communication and implementation
  - ▶ Communication of incentive plan discussion
  - ▶ Take-aways and learnings from workshop

## WHAT DELEGATES SAID ABOUT THE 2021 VIRTUAL CLASS

*‘A fantastic course – thoroughly researched theory, practical knowledge and actual practice were combined, providing all the tools provided to take the learning into real-world situations.’*

*‘Often, we struggle balancing the time away from work to work on professional development seminars such as these. The three half-day duration is a very strong point in its minimal disruption to a busy workload.’*

*Excellent! Great pace and facilitator – Dianne strikes a great balance between keeping us on topic and summarising/addressing the relevant questions posed.*

*Combination of Excel, comp application, consultative/historical knowledge makes Dianne that “unicorn” that I am such a fan of. She shows she continually adds by adapting to her global audience, adding the EU-specific, US-specific practices.’*

*‘Totally worth the class cost. I’d sign up for future offerings. Thanks again, Dianne!’*