



# The Complete Guide to Executive Compensation

*Bruce Ellig*

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## Strategies for gaining a powerful edge in the executive talent wars

The competition for executive talent is fierce, making it imperative that executive compensation programs become an integral part of every company's strategic business plan. *The Complete Guide to Executive Compensation* provides in-depth coverage of current issues and trends in designing and administering executive compensation packages that are strategically, economically, and culturally sound.

Renowned compensation and benefit expert Bruce Ellig begins by providing guidance for board members and company executives on defining a company's organization, culture, and business strategy, in order to establish a framework for executive compensation. He then discusses the often difficult but essential issues within that framework, including:

- Pay positioning relative to the competitive environment
- Risk profile the mix of salary, incentive compensation, and benefits
- Leverage the relationship between incentive plan payouts and performance
- Timing the mix of short- versus long-term incentive programs
- Incentive plan design objectives, performance measures, and participation

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