



# ***Getting Rewards Right: What They Are, What They Do, and How to Manage Them***

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***Principal & CEO - Talent Alignment, LLC***



# Agenda

- *About Talent Alignment, LLC*
  - *Rewards Research*
- *Rewards, Strategy, & Competitive Advantage*
  - *“Tales from the Trenches”*

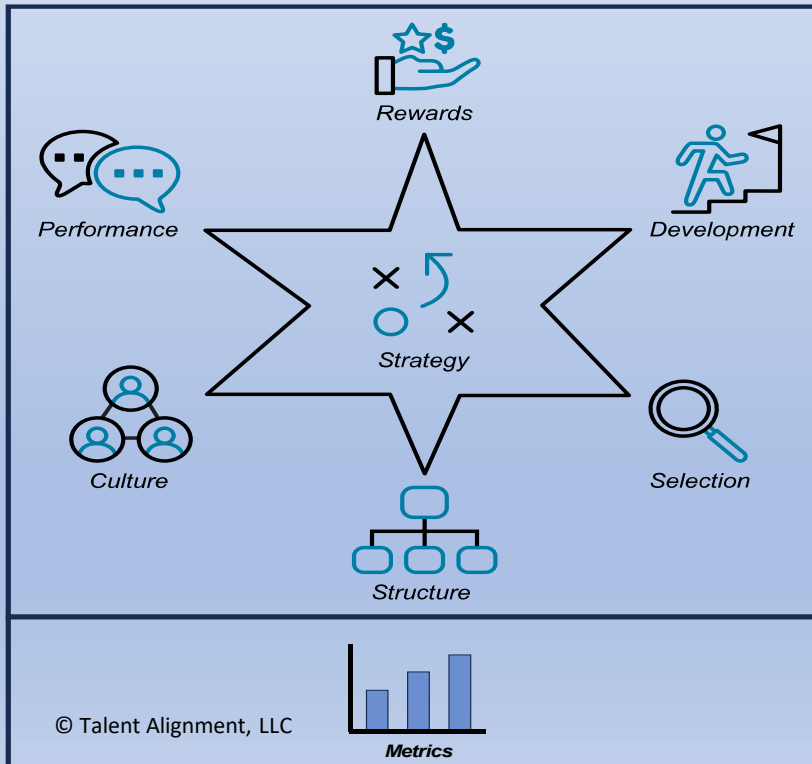
# About Talent Alignment, LLC

## What We Do

- Publishing
- Assessment
- Organizational Effectiveness
- Human Resources Consulting

## Why We're Different

- Tailored Solutions
- Research-Based
- Ease of Use



Alan Mead



Tiffany Watson










Eric Paul





# About Rick...

Industry	"Business Partner" Title	"Specialist" Title
Manufacturing		
Technology		
Non-Profit	<b>1.5 Year Consulting</b>	
Engineering		N/A
Consulting		



# *Our Time Today...*

- *Number of Rewards Solutions = 140*
- *Number of Seconds to Review (40 mins \* 60 secs) = 2400*
- *Number of Rewards Reviewed/Second = **17.14***

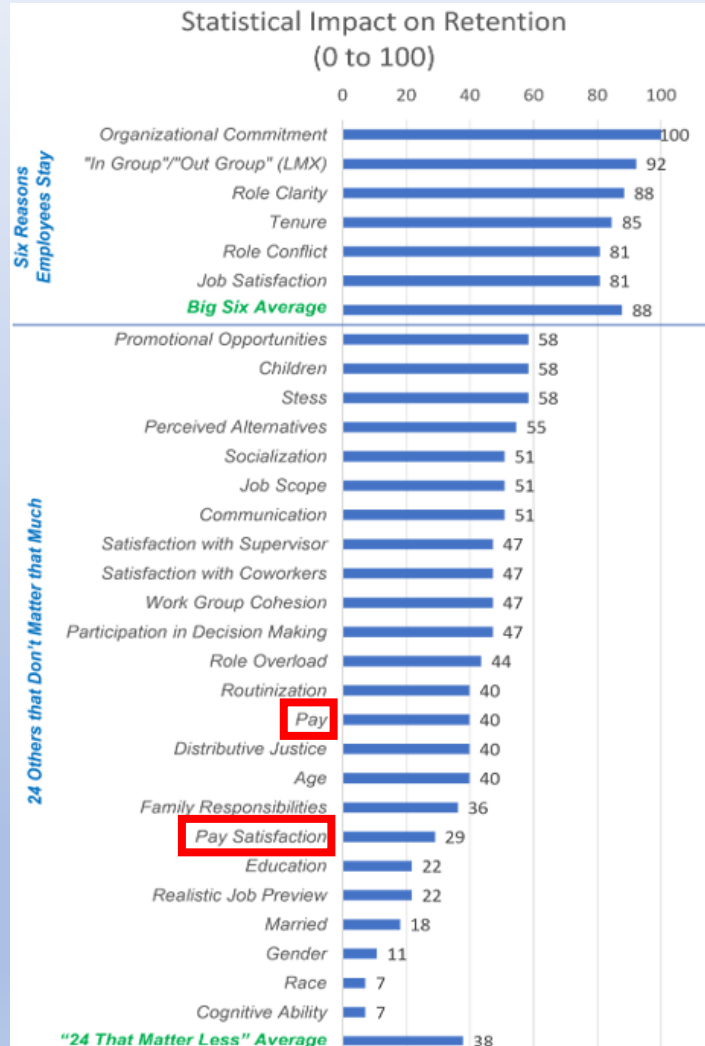


# *Chat Question*

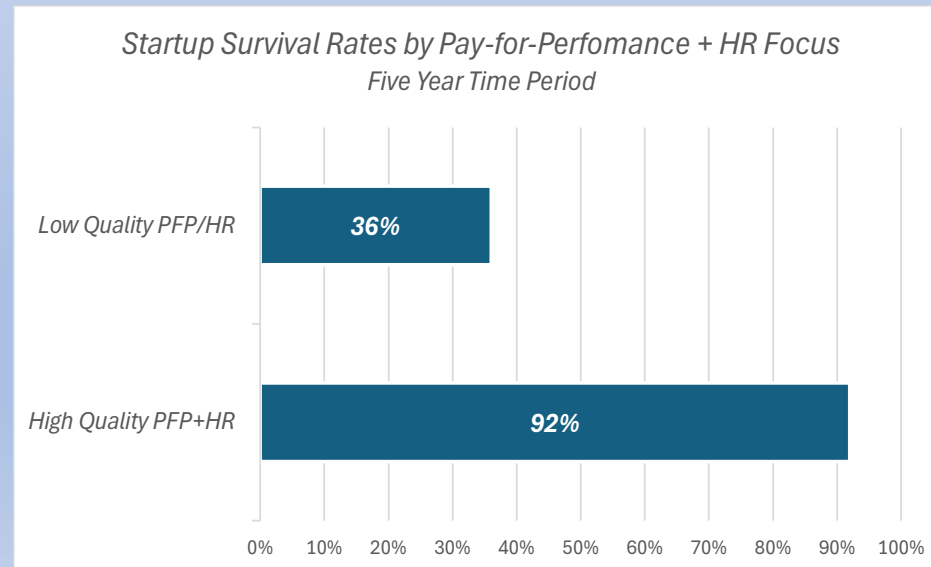
*What do you want to learn?*



# Some Research



- [1. Strategic Rewards Article](#)
- [2. Marketing Manager](#)
- [3. Solutions Architect](#)



# The Rewards Value Chain



# Organizational Strategy

- *Differentiate in the Future:*
  - *Same Offering at a Lower Cost*
  - *Similar Offering with Better Quality*
  - *Unique Offerings for Specific Customers*
- *Blue Ocean – Undiscovered Markets*

## ***Business Environment***

- *Region*
- *Competitors*
- *Suppliers*
- *Regulators*
- *Economy*
- *Customers*

**Strategy is a guess as to what will  
yield long-term success.**

# Competitive Advantage

- *Your Business v. Competitors*
  - *Unique*
  - *Valuable to Customers*
  - *Hard to Copy*



# *What Does Your Company Believe About the Impact of Rewards?*

## *Rewards Philosophy Considerations*

- *Strategy and targeted customer market(s)*
- *Retention assumptions*
- *Benefits:*
  - *Financial*
  - *Health/Wellness*
  - *Perks*
- *Individual/Organizational performance*
- *Business critical issues:*
  - *Vital professions?*
  - *Key markets?*
  - *Geography?*
- *Equity and risk tolerance*

# Starbucks Strategy & Total Rewards Philosophy

Starbucks competes primarily through **differentiation**, not low prices or a different market. Its strategy focuses on providing:

- **A premium product quality** — curated coffee beans, beverage innovation, and **attention to detail in preparation**.
- **A distinctive customer experience** — **comfortable store environments and friendly service** that make Starbucks a “third place” between home and work.
- **Brand loyalty and global recognition** supporting customer preference over lower-cost competitors.

“We believe our Total Rewards practices motivate our executives to build long-term shareholder value and **reward the partners who take care of our customers.**”

- **Competitive pay for both full- and part-time employees, with efforts to raise wages and improve career training.**
- **Comprehensive health, retirement, and insurance benefits for eligible partners** (20 hrs/week average; 2-month waiting).
- **Broad-based equity program (“Bean Stock”)** allowing many partners — including hourly workers — to earn company stock. (RSUs at 1 Year)
- **Tuition assistance** (e.g., full coverage for a first bachelor’s degree through a university partnership).
- **Local market-competitive benefits internationally.**

# *Chat Question*

*What does your company's performance review look like?*

- *Content*
- *Timing*



- “WHAT” Employees Do
  - Goals Still Work!
  - SMART**S(trategic)**
  - <Who?> is going to do <What?> by <When?> and <Why?>
  - <Metrics?>
- “HOW” Employees Accomplish Goals
  - Competencies

Leadership	Business	Global	Customer	Strategic	Advancing	Delivering
	Acumen	Collaboration	Focus	Thinking	Change	Results

**“It’s about the dialogue!”**

**GOAL**

*Reduce scrap rate on Machine 7 by 5%*

Little to No Progress Made  
  Some Progress Made  
  Met  
  Exceeded  
  Greatly Exceeded

Observations:

**ACCOUNTABILITIES**

*Blueprint Design and Maintenance – Is a role model when gathering product requirements, preparing drafts, engaging customers, avoiding errors , etc*

Strongly Disagree  
  Disagree  
  Neither Agree or Disagree  
  Agree  
  Strongly Agree

Observations:

**OKR**

**OBJECTIVE - Lead the Industry in Customer Support**

**KEY RESULTS:**

- Reduce initial hold time by 5%
- Reduce escalations by 4%
- Improve customer survey scores by 10%
- Reduce customer input required by our phone tree by three elements.

Little to No Progress Made  
  Some Progress Made  
  Met  
  Exceeded  
  Greatly Exceeded

Observations:

**SKILL**

*Business Acumen – clearly understands the company's operations and its impact on profitability and other important performance metrics.*

Strongly Disagree  
  Disagree  
  Neither Agree or Disagree  
  Agree  
  Strongly Agree

Observations:

# *“Tales from the Trenches”*

*What type of rewards do you want to discuss?*

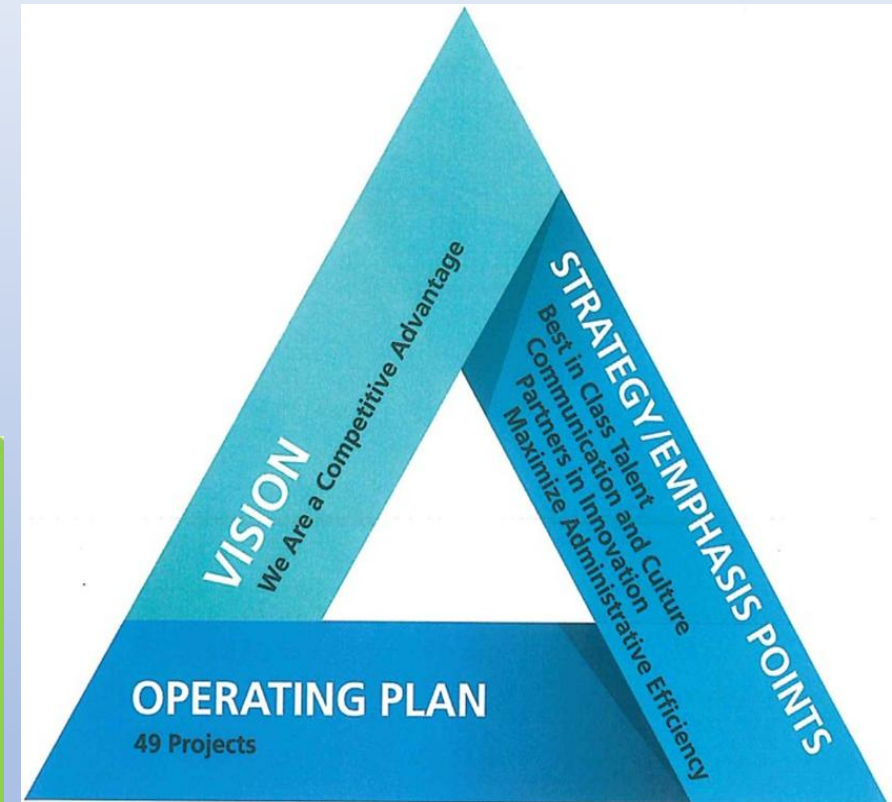
1. *Base Comp*
2. *Variable*
3. *Long Term/Equity*
4. *Insurance/Financial*
5. *PTO*
6. *Work/Life Balance*
7. *Learning/Career Development*
8. *Mobility & Travel Support*
9. *Recognition & Culture*
10. *Perks and Discounts*
11. *Family & Caregiver Support*
12. *Wellness/Mental Health*
13. *Non-Financial Recognition/Status*
14. *Optional and Emerging*



**List of Rewards**

# “Tales from the Trenches”

- *Wellness Incentives*
- *Level-Based Premiums*
- *Attendance Bonus*
- *Lower Benefits Costs!*
- *Strategic Alignment*
- *Gainsharing*
- *“Why Are Benefits so Expensive!!!”*
- *The 401(k) Dilemma*
- *Sales Incentives*
- *Financial Wellness*
- *Equity (RSUs/ESPP)*





**TALENT ALIGNMENT**

CUTTING-EDGE SOLUTIONS  
FOR THE CONTEMPORARY WORKPLACE

# WHEN WORK WORKS



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