

## Executive Compensation Communication Advisory Services—Executive Stakeholders

### The Environment

Good communication is as critical as good design in the success of pay-for-performance programs. With multiple constituencies today demanding more transparency around executive compensation, boards and human resource executives need to ensure they also deliver key messages to plan participants around their specific role in driving business strategies and how programs are linked to competitive pay opportunities.

In particular, executives should recognize there are direct connections between their own accountabilities, the metrics on which their performance is measured, and the milestones that will be tied to different levels of reward. This is particularly critical for companies that are making changes in the design of programs, or face a perception among executives that their incentive plans offer limited value.

### Our Approach

We recognize that executive pay communication is different from other types of HR communication. We work with clients to define their short- and long-term communication goals with the perspectives of executives in mind—to help improve the understanding and perceived value of the programs in which they participate. We have dedicated strategists and writers who are experts in all aspects of developing and delivering executive pay communication.

### Our Services

Pearl Meyer helps boards and human resource professionals create successful internal compensation communication programs through the following capabilities:

#### Communication Strategy Development:

- Guiding principles
- Key messages
- Audience segmentation
- Delivery approaches
- Rollout timing

#### Content Development:

- Presentations
- Leadership communication
- Frequently asked questions
- Talking points
- Overview “brochures”

### Tailored Solutions

We believe that there is no such thing as one-size-fits-all compensation design. We partner with you to understand what makes your organization unique and through our proven methodology, we create tailored solutions that align your executive pay programs with your business strategy and goals.

## Our Commitment

Our commitment begins with our first meeting with you. Each assignment is staffed by senior professionals who bring a wealth of knowledge and expertise. Pearl Meyer is dedicated to providing the best compensation advice in the industry.

**For more information and to find out how Pearl Meyer can help you align business and leadership strategy to your pay programs and create communication strategies that ensure success, contact the Pearl Meyer office nearest you or visit us at [pearlmeyer.com](http://pearlmeyer.com).**

## About Pearl Meyer

Pearl Meyer is the leading advisor to boards and senior management on the alignment of executive compensation with business and leadership strategy, making pay programs a powerful catalyst for value creation and competitive advantage. Pearl Meyer's global clients stand at the forefront of their industries and range from emerging high-growth, not-for-profit, and private companies to the Fortune 500 and FTSE 350. The firm has offices in New York, Atlanta, Boston, Charlotte, Chicago, Houston, London, and Los Angeles.

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