

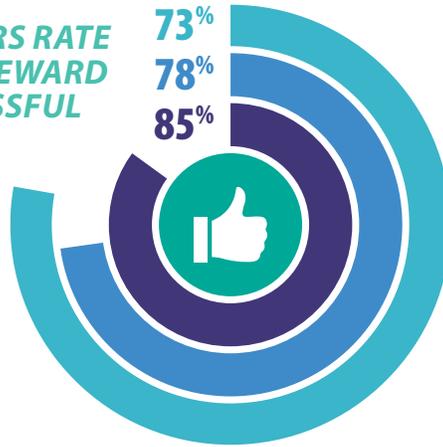
The Metrics of Success

In times of economic downturn, companies are increasingly pushing for higher accountability for their incentive programs.

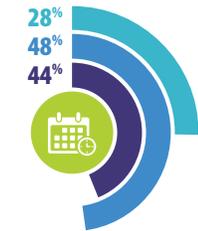
Your incentive program is an important tool to motivate your workforce and keep them engaged, particularly as the hard work of rebuilding business begins. Taking steps to position your program as a driver of performance and revenue with a strong combination of hard and soft metrics can help solidify your program's place within your organization.

MOST PROGRAM OWNERS RATE THEIR INCENTIVE AND REWARD INITIATIVES AS SUCCESSFUL

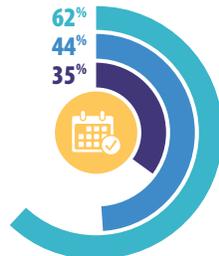
ANNUAL COMPANY REVENUE
■ \$1 Million to \$99.9 Million
■ \$100 Million to \$999 Million
■ \$1 Billion or More



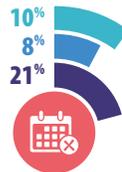
COMPANY SIZE INFLUENCES FREQUENCY OF PROGRAM REVIEW



Scheduled, Formal



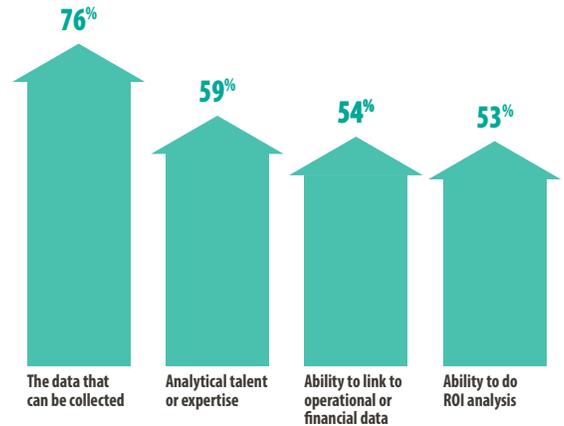
Occasional, as requested or time allows



Infrequent, if an issue or question comes up

ANNUAL COMPANY REVENUE
■ \$1 Million to \$99.9 Million
■ \$100 Million to \$999 Million
■ \$1 Billion or More

TOP AREAS FOR IMPROVEMENT



HOW NON-CASH REWARD PROGRAM BUDGETS WOULD BE REDUCED DUE TO AN ECONOMIC DOWNTURN*



- **43%** Reduce proportionately to company-wide budget reductions
- **27%** Discontinue until business improves
- **15%** Reduce by more than the company average
- **15%** No reductions

*Data Collected Summer 2019

MAIN CHALLENGES TO MEASURING SUCCESS

