



## Linking Your Business and Reward Strategies

### WHAT WE DO

- We are a professional consulting firm that provides market insight and deep technical knowledge to help our clients use compensation programs to raise their level of business achievement.
- We gather relevant information and analyze it to help you make important pay-related decisions.
- We guide you through the design, development and implementation of your compensation programs to effectively support your business objectives.

### REWARDING THROUGH BASE PAY

The top performing professionals in every field are always employed. To attract this caliber of talent, organizations must develop strategies to compete in the marketplace. A key factor in the ability to acquire talent is the design and management of base pay programs which provide a competitive level of pay while achieving the organization's goals. Steps we take to help our clients develop an effective base pay program include:

1. Conduct market analysis of pay levels
2. Develop grade structures to group similarly paid jobs to common grades
3. Establish guidelines and processes for managing the new pay program
4. Analyze affordability and assist with ongoing maintenance of new programs
5. Provide program-implementation training to managers and employees

### REWARDING EMPLOYEES FOR SHORT AND LONG-TERM CONTRIBUTIONS

To keep qualified talent engaged, organizations must clearly communicate business goals and help their employees understand how their work contributes to organization's success. Here is how we guide our clients through the process of developing their variable pay programs:

1. Develop understanding of the business objectives for the organization
2. Determine eligibility for various incentives
3. Identify suitable performance goals and metrics to drive business outcomes
4. Determine incremental rewards based on degree of incremental achievement
5. Select vehicles for delivering incentives
6. Train eligible employees and managers
7. Evaluate program effectiveness

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# Compensating Your Employees for Doing The Right Thing

## REWARDING TOP LEADERS

Maintaining alignment of top management goals with stakeholders' goals requires executives to be rewarded for creating value. We provide consultation by:

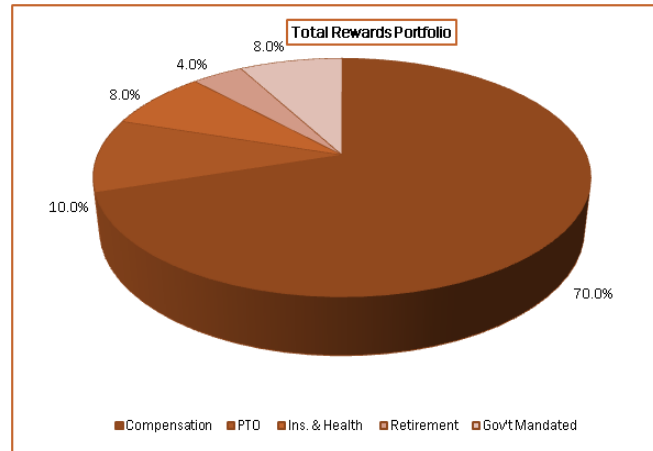
1. Developing executive compensation strategy consistent with business goals
2. Conducting competitive market studies for various types of rewards components
3. Recommending appropriate mix of variable and fixed compensation to encourage prudent risk-taking and rewards
4. Assisting with obtaining approval for new plan design from board of directors

## REWARDING BOARD OF DIRECTORS

The increasing responsibilities of boards for governance is creating heavier workloads, greater time commitment, and more liability for board members. Attracting competent directors and rewarding them adequately for their efforts, significantly contributes to the future health of your organization. Our approach for developing board compensation programs includes these steps:

1. Define a competitive total value of all forms of director compensation
2. Recommend the proper mix of cash and equity compensation based on each organization's situation
3. Establish differentials for committee remuneration based on responsibility
4. Ensure directors' compensation is aligned with shareholders' interest

*We approach the design of all your compensation programs from the perspective of total rewards in order to address both the value proposition to your employees and your investment in these programs.*



## WHY KEYSTONE?

- **Exceptional responsiveness** in meeting our commitments to clients and business partners
- **Long-term relationships** with our clients
- **Extensive professional experience** as consultants as well as corporate managers
- **Business acumen** developed through education and work experience
- **Proven track record** of contributing to our clients' success

## OUR PRINCIPALS

Our principals and founding partners, Saado Abboud and Linda Herman, each have over 20 years of extensive experience in all phases of compensation program development, strategy, design, and implementation. Saado and Linda have both managed compensation functions in Fortune 100 companies. Having experience in corporate and consulting environments gives them a perspective that is grounded in theory as well as in practice. Both have developed *trusted advisor* status with clients at the executive and board levels.

**Saado Y. Abboud, Ph.D.** Saado holds Master's and Doctorate degrees from the University of Minnesota in Quantitative Analysis. He also earned an MBA in Corporate Finance from the University of St. Thomas in Minnesota. Saado has published several articles on compensation topics and has been quoted in several newspaper articles.

**Linda Herman.** Linda holds an MBA in Human Resources Management from the University of St. Thomas in Minnesota. She has spoken to several local and national audiences about topics related to compensation trends and competitive strategies for attracting talent.



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