

**Company Name**

**Executive Market Analysis**

**Month Year**

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**Note: All items in yellow must be customized.**

**Background**

Total Reward Solutions was engaged to review the compensation for four executive roles at Company Name, herein referred to as abbreviation. The project objectives were to review and validate current market pay for these executive roles and to ensure pay ranges are aligned to market.

The specific deliverables included confirmation of the compensation philosophy, market pricing guidelines, market compensation information on four positions to include base and total cash, establish pay ranges to reflect the current market, analyze current pay for these executives to the market pay information, make recommendations for any needed pay adjustments, and provide a final report to include findings and recommendations.

**Compensation Philosophy**

Compensation philosophy was confirmed to pay on average at the 50th percentile of market for Total Cash Compensation for key executives.

**Methodology**

Two surveys databases were utilized to determine the market value of the executive roles.

*1. CompAnalyst is a database that contains a compilation of 10,000+ jobs with the data available by industry type, employee size, revenue size, and geographic location.*

 *2. Economic Research Institute (ERI) is a database that contains a compilation of 6,600+ jobs with the data available by SIC code, years of experience, revenue and geographic location.*

Scopes used for data included:

1. *CompAnalyst – Nonprofit: Healthcare and Related; 200-500 Employees; Midwest*
2. *CompAnalyst – Nonprofit: Healthcare and Related; $10-50M Revenues; Midwest*
3. *ERI - SIC 8000; NAICS 620000; usSEC 8000; Health Care; $30M Revenues; Midwest*

Data was pulled for the 25th, 50th, and 75th percentiles for both base pay and total cash.

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**Confidentiality/Disclaimer**

This is a confidential document.  The findings of our study should not be used for any other purpose or distributed to any third parties without the express written consent of Total Reward Solutions, LLC.  Possession of this report, or a copy thereof, does not carry with it the right of publication of all or part of it, nor may it be used for any purpose by anyone but Client Name without the previous written consent of Total Reward Solutions, LLC.

**Findings**

The current total cash compensation for the executive roles in this study indicates one position is below the 25th percentile of market, and three positions are between the 25th and 50th percentile of market. The current base pay for the executive roles in this study indicates one position is below the 25th percentile of market, two positions are between the 25th and 50th percentile of market, and one position is between the 50th and 75th percentile of market.

It is recommended that a market review be completed every two years on the executive roles to determine market movement and to compare actual executive compensation to market so as to neither lag behind nor significantly exceed market.

Charts that show base and total cash for each executive to market can be found next as well as market and recommended bonus amounts. Following that, the analysis for each executive will be found. The recommended base pay changes total $33,500. The recommended bonus targets total $50,000.

Key metrics for this study can be found below: Use this if doing several executives and not just one executive.

|  |  |
| --- | --- |
| **Category** | **2019** |
| Number of jobs included in study | 4 |
| Current Executive pay as % of Total 2019-2020 Payroll Budget | 4.8% |
| Recommended Executive pay as % of Total 2019-2020 Payroll Budget  | 5.3% |
| Current Executive Pay as a % of Total 2019-2020 Budgeted Revenue  | 2.2% |
| Recommended Executive Pay as a % of Total 2019-2020 Budgeted Revenue  | 2.4% |













**First Role (This area must be customized based on results).**

The Executive Director’s total cash compensation currently falls just above the 25th percentile of the market. The Executive Director's base pay falls between the 25th and 50th percentile of market. A base pay increase and a bonus target is recommended. The yellow below indicates how the Executive Director compares to market for total cash, the orange indicates how the Executive Director compares to market for base pay, and the green indicates how the Executive Director compares to market for bonus/incentive.





**Next Role**

The Chief Operating Officer’s total cash compensation currently falls between the 25th and 50th percentile of the market. The Chief Operating Officer’s base pay is just under the 50th percentile of market. No base increase has been recommended but a bonus target is recommended. The yellow below indicates how the Chief Operating Officer compares to market for total cash, the orange indicates how the Chief Operating Officer compares to market for base pay, and the green indicates how the Chief Operating Officer compares to market for bonus/incentive.

 



**Next Role**

The Chief Experience Officer’s total cash compensation currently falls below the 25th percentile of the market. The Chief Experience Officer’s base pay is also below the 25th percentile of market. This is a new role and promotion for this employee. A strong base pay increase has been recommended as well as a bonus target. Please note guaranteed bonus for 2019 at bottom of sheet. The yellow below indicates how the Chief Experience Officer compares to market for total cash, the orange indicates how the Chief Experience Officer compares to market for base pay, and the green indicates how the Chief Experience Officer compares to market for bonus/incentive.





**Next Role**

The Chief Clinical Officer’s total cash compensation currently falls between the 25th and 50th percentile of the market. The Chief Clinical Officer’s base pay is slightly above the 50th percentile of market. An average base pay increase has been recommended as well as a bonus target. The yellow below indicates how the Chief Clinical Officer compares to market for total cash, the orange indicates how the Chief Clinical Officer compares to market for base pay, and the green indicates how the Chief Clinical Officer compares to market for bonus/incentive.





**About Total Reward Solutions**

Since 2005, we have been serving clients by designing competitive compensation and total reward programs so that they can attract, retain, and motivate their talent. We are a WBE certified company.

Cassandra Faurote is a respected compensation expert and employee rewards consultant who designs effective and competitive compensation and total reward programs for corporate clients. Author of the book [***Compensation Sense 101: Common Sense Answers to Your Questions about Employee Compensation and Total Rewards***](https://www.amazon.com/Compensation-Sense-101-Questions-Employee/dp/1732663505/ref%3Dsr_1_1?ie=UTF8&qid=1541012183&sr=8-1&keywords=compensation+sense+101), Faurote has more than 25 years of experience in Human Resources and compensation, both as an internal and external consultant. She is the founder, owner and CEO of Total Reward Solutions, a private firm which has provided consulting services to organizations in more than 30 industries.

Faurote earned a bachelor’s degree in Business Management; and holds the designations of CCP (Certified Compensation Professional), SPHR (Senior Professional in Human Resources), and SHRM-SCP (SHRM Senior Certified Professional). She has authored articles in *World at Work* publications, *Inside Indiana Perspectives*, *Louisville Business Journal*, *HR Professional Magazine,* and *Kentucky SHRM*. She is also a sought-after conference speaker and presenter on compensation and total reward topics. Faurote currently serves as the Board Chair for the Greater Lawrence Chamber of Commerce. She is an alumnus of the *Goldman Sachs 10,000 Small Businesses* entrepreneurship training program, an elite invitation-only group of small business owners.

 

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