

# MERCER PUBLIC WORKSHOP

## 美世公开研讨会

### 高管薪酬与长期激励

#### 美世股权激励方案设计经典案例解读与实操步骤讲解，助攻企业人才保留与激励

高管作为企业的核心管理团队，对其的激励，包括业绩的衡量、付薪、长期激励等问题越来越得到董事会、监管层及利益相关方的关注，同时，高管薪酬是公司治理体系当中的重要手段。而长期激励作为总薪酬包的一个有效组成部分，自 20 世纪 80 年代起在西方国家被广泛运用至今，已成为人才激励和保留的重要手段。与西方国家不同，对于中国企业而言，长期激励的设计和实施的有着自己特殊的环境，其中包括：多样化的上市地点，独特的监管体系，差异化的股东种类和股权结构，以及广泛的人才市场。环境的独特性导致很难采用单一方式解决所有的问题。如何有效地结合企业和市场的特点，设计符合企业自身发展的长期激励机制，成为了众多企业关注的重点，而许多企业也通过自身多年的摸索，形成了具有各自特点的激励机制，比如独角兽中常见的股权激励，以及差异化的“合伙人制”。

美世为期 1 天的研讨会旨在通过市场前沿的实战案例，结合丰富的项目经验，全面介绍高管薪酬的概念和策略、高管薪酬结构设计的方法、长期激励机制的理念和工具、股权激励方案设计。在学习形式上，将采用美世复合式教学模式，线下线上学习相结合，以有效地强化巩固学习效果。

### 课程概述

#### 高管薪酬概述与设计方法

- 高管薪酬策略
- 市场对标原则
- 高管薪酬的绩效衡量
- 高管短期激励设计

### 研讨会信息

时间地点：

北京

6 月 17 日

11 月 11 日

上海

5 月 28 日

8 月 11 日

深圳

9 月 9 日

广州

12 月 8 日

费用：

RMB 6,800(含 6%增值税)

### 联络

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learning.china@mercer.com

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## 美世公开研讨会

### 长期激励整体思维方法与方案设计

- 长期激励工具介绍
- 美世长期激励体系设计的七个要素
  - 计划目的
  - 激励工具
  - 激励范围
  - 激励额度
  - 授予条件
  - 归属安排
  - 退出条款
- 长期激励的设计原则
- 长期激励的政策法规介绍
- 不同市场的股权激励趋势
- 不同阶段企业股权激励设计要点

### 长期激励实践与案例分享

- A 股整体股权激励实践
- S&P1500 公司的长期激励实践
- 上市前及上市后股权激励设计案例
- 合伙人制

### 学员收获

- 高管薪酬和长期激励的设计理念
- 不同激励工具的特点
- 长期激励设计的核心要点
- 股权激励的实施方法和沟通技巧
- 最新的股权激励市场案例

### 目标学员

人力资源总监、经理，薪酬经理，公司股东、高管

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## EXECUTIVE REMUNERATION AND LONG-TERM INCENTIVES

Executives form the core group of any enterprise, and executives' incentives, including the measurement of performance, pay, long-term incentive, etc., has attracted increasing attention from boards and stakeholders in recent times. Executive remuneration has become an important issue, distinct from reward strategy for the general staff. Long-term incentives which is both an effective component of total compensation packages and an important way to retain and motivate talents has been common practice in Western countries since the 1980s. However, distinct with many western countries, the design and implementation of long-term incentive in Chinese has special environment for many Chinese companies. The differences include diversified listing locations, unique regulatory system, different types of shareholders and volatile talent market. Thus, the unique economic environment makes it difficult to solve all problems in a single way. Many Chinese enterprises start to rethink their executive long-term incentive mechanism which could be tailored for themselves. Besides, many enterprises have established their incentive mechanisms with their own characteristics through many years of exploration. For example, the common equity incentive in unicorns and the differentiated "partnership system".

Mercer's 1-day workshop will introduce executive remuneration strategy and the method of executive remuneration design, Mercer's long-term incentive mechanism design and tools, equity incentive plan design by introducing China's private enterprise executive incentive experiences and the characteristics of typical cases. We will take the method of Mercer blended learning, which will strengthen and consolidate learning effect through combining online module with off line workshop.

## TOPICS COVERED

### Executive Remuneration Overview and Design

- Executive remuneration strategy

## WORKSHOP INFORMATION

Time and Place:

Beijing  
Jun 17  
Nov 11

Shanghai  
May 28  
Aug 11

Shenzhen  
Sep 9

Guangzhou  
Dec 8

Price:

RMB 6,800(including 6% added-value tax)

## CONTACT

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# MERCER PUBLIC WORKSHOP

- Market symmetry principle
- Executive performance measurement
- Short-term executive incentive design

## Long-term Incentives Design Idea and Plan Design

- The introduction of long-term incentive tools
- Mercer's 7 elements for designing long-term incentives
  - Why have to
  - What to share (incentive tools)
  - How long to share (grant frequency)
  - How many to share (incentive amount and award criteria)
  - When to share
  - Who manage
  - How to quit
- Long-term incentives design principles
- Long-term incentives policies and regulations
- Equity incentive trend in different markets
- Equity incentive design's key points in different stages

## Long-term Incentives Practices and Case Sharing

- A-share's overall equity incentive practices
- S&P 1500 enterprises' long-term incentives practices
- Cases of equity incentive design before and after listing
- Partnership system

## BENEFITS TO PARTICIPANTS

- Executive remuneration and long-term incentive design ideas
- Characteristics of different incentive tools
- Core points of long-term incentive design
- Equity incentive's implementation methods and communication skills
- Latest equity incentive cases

## TARGET PARTICIPANTS

HRDs/HRMs/C&B Managers, Corporate leaders, Corporate shareholders, Corporate executives.

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