



A ROPELLA CHECKLIST

# A BRIDGE TO OFFER ACCEPTANCE

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If the offer acceptance process is getting sticky – it’s just not sliding through as smoothly as you expected – then it’s time to figure out where you can “build a bridge” to span the gap from offer to acceptance.

We understand that many aspects of an offer may not allow for concessions – such as the benefits program. Still, a little offer creativity can go a long way in incentivizing candidates to accept a position with your organization.

Here are some unique potential solutions that are often overlooked:

## **SALARY**

- Guarantee a performance review in 6 months, with high potential for an increase in salary then
- Set milestones (or MBO’s) which, when achieved within a specified timeline, trigger an increase in salary

## **TITLE**

- Offer an improved or creative title
- Consider different internal versus external titles that create more “Resume Credibility”

## **SIGN-ON BONUS**

- In addition to an upfront sign-on bonus, offer additional bonuses in a series based on the candidate’s continued tenure (i.e. \$10K now, \$10K in six months and \$10K in one year), or based on the achievement of specific milestones or MBO’s
- Ensure the sign-on bonus will cover any losses the candidate incurs in a move (i.e. unpaid bonus monies or other incentives lost by leaving the current position)
- Include a built-in clawback provision if it’s needed

## **BONUS / SHORT-TERM INCENTIVES**

- Guarantee a portion of the bonus (1/2 or 1/3) for at least the first year
- Increase the target potential and add MBO’s if needed
- Create an uncapped structure to show more entrepreneurial desire

## **LONG-TERM INCENTIVES**

- Create or upgrade “Golden Handcuffs” (long-term executive packages which endow only once the employee has been with the organization for a given number of years, or which must be repaid if the employee leaves before the agreed upon date)

- Consider an increase on 401K contribution and company matching funds
- Promise additional equity, stock options and/or profit sharing
- Add or upgrade the cash-value life insurance policy
- Consider guaranteed severance packages

## **RELOCATION**

- Offer the option to work from home office, telecommute or create a flexible schedule
- When relocation for the family will be delayed, provide airfare / travel stipend for regular visits

## **CAR ALLOWANCE**

- Increase the amount of the car allowance or upgrade the quality of the company car

## **MISCELLANEOUS IDEAS TO OFFER**

- Cost of living adjustment
- Clear path for career succession
- Additional vacation/PTO time (whether formally within the policy, or informally through supervisors)
- Educational, career and/or personal development opportunities or reimbursement
- Executive coaching/mentoring
- Stipend for housing, meals, child care, pet care, entertainment, etc.
- Availability of company tickets to events, games, concerts, etc.
- Assistance with retirement planning
- Health/wellness programs of their choice
- Reimbursement of student loans and/or buyout
- Executive physicals
- Highlight onsite amenities (i.e. cafeteria, health center, child care, etc.)
- Use of organization private plane, helicopter, plane, etc.