

FEI Canada Conference

Workforce Segmentation and Rewards Optimization

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The Challenge

Attracting, Retaining
and Engaging Talent...

...in the Midst of
Cutbacks

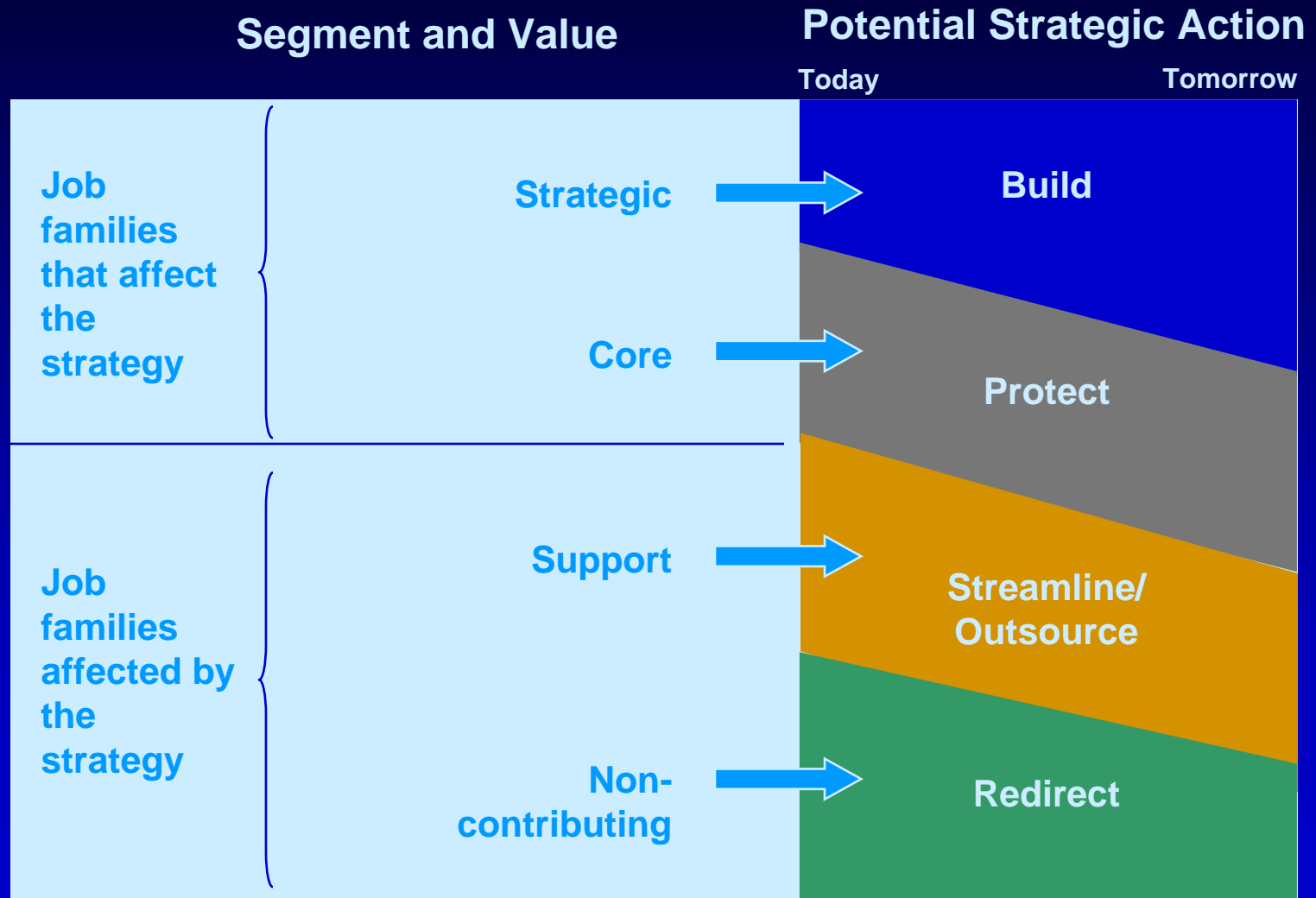
The Only Way That Makes Sense

Workforce
Segmentation

&

Rewards
Optimization

Workforce Segmentation



Source: The Conference Board, *Strategic Workforce Planning*, 2006.

Rewards Optimization

- Optimal rewards vary by organization and by workforce segment
- Customization a must
- Recurring themes:
 - Rewards not differentiated enough for:
 - Strategic workforce segments
 - Individual performance levels
 - Over spending in benefits
 - Under spending in relational rewards

Rewards Optimization

Portfolio Theory Applied to Rewards

