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COURSE BROCHURE

Advanced Total Rewards Strategy and Incentive Design Training Course

26 April – 7 May 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Total Rewards Strategy and Incentive Design Training Course

Ref: 351_12185 **Date:** 26 April – 7 May 2027 **Location:** Casablanca **Fees:** 6800 GBP

Total Rewards Strategy and Incentive Design is a 2-week training course for reward directors, HR directors and finance partners who set how an organisation pays for performance, and each participant drafts a total rewards strategy paper ready for remuneration committee debate. Shareholders, governance codes and scarce talent now scrutinise every bonus and long-term award. Jupiter Prime Training runs this course on Total Rewards Strategy and Incentive Design.

Why Total Rewards Strategy and Incentive Design Matters Now

Three audiences are reshaping reward decisions at the top: remuneration committees and investors demanding a visible link between incentives and long-term value, finance leaders seeking to flex variable pay with business cycles, and mobile senior talent comparing whole packages rather than base salary. Organisations that design rewards strategically attract and keep leaders whose goals match shareholders' interests; those that do not overpay for weak results, reward short-term behaviour and lose credibility with investors. The course draws on total rewards frameworks covering pay, benefits, wellbeing, development and recognition, on incentive design and target-setting practice, and on remuneration committee governance.

Who Gains Most from Total Rewards Strategy and Incentive Design

- Directors who set reward philosophy and present proposals to the remuneration committee
- HR leaders who balance pay competitiveness with culture and talent strategy
- Finance partners who model incentive cost, accruals and dilution
- Reward specialists preparing to move into strategic reward leadership
- Company secretaries and governance advisers who support reward disclosures

A reward, HR and finance trio from one organisation gains most when attending together, because incentive design succeeds only when all three agree the measures and the money.

Total Rewards Strategy and Incentive Design Capabilities

Participants leave able to argue how each element of reward drives the behaviours and results the strategy needs.

- Specify a reward philosophy and market positioning stance — remuneration committee
- Design short-term incentive plans with gateways, weightings and payout curves — executive team
- Build long-term incentive structures with vesting, performance conditions and holding periods — shareholders
- Calculate incentive cost and sensitivity under business scenarios — finance director
- Weigh benefits and non-cash rewards within the total package — employees and talent leaders
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Communicate reward decisions with transparent rationale — staff, investors and directors

Key Total Rewards Strategy and Incentive Design Terms

- Total rewards — everything of value an employee receives, including pay, benefits, wellbeing, development and recognition.
- Reward philosophy — the organisation's stated principles on how and why it rewards people and where it positions pay.
- Short-term incentive — an annual bonus linked to performance against agreed financial and non-financial measures.
- Long-term incentive — awards, often shares or deferred cash, that vest over several years subject to performance conditions.
- Payout curve — the schedule linking performance achieved to the share of target incentive paid.
- Malus and clawback — provisions allowing unvested awards to be reduced or paid awards to be recovered after misconduct or misstatement.

Total Rewards Strategy and Incentive Design Day by Day

Day 1: Reward in the Strategic Context

- Total Rewards Framework — Pay, Benefits, Wellbeing, Development and Recognition
- Business Strategy to Reward Link — Behaviours the Strategy Requires
- Talent Market Pressures — Package Expectations of Scarce Leaders
- Investor and Stakeholder Expectations — Scrutiny of Senior Reward
- Reward Strategy Diagnostic — Current Gaps Against Strategic Intent

Day 2: Reward Philosophy and Positioning

- Reward Principles Drafting — Fairness, Performance and Affordability Choices
- Market Positioning Stance — Lead, Match or Lag by Segment
- Peer Group Construction — Comparator Organisations for Senior Roles
- Fixed to Variable Mix — Risk Sharing Across Levels
- Internal Equity Versus Market Pressure — Resolving Conflicts

Day 3: Short-Term Incentive Design

- Plan Eligibility and Participation Tiers — Who Shares in Results
- Performance Measure Selection — Financial, Customer and Operational Indicators
- Weighting and Gateway Design — Thresholds Before Any Payout
- Target Setting Methods — Stretch Without Demotivation
- Payout Curve Construction — Threshold, Target and Maximum Points

Day 4: Sales and Team Incentives

- Sales Commission Plan Design — Quota, Rate and Accelerators
- Team and Gainsharing Plans — Shared Rewards for Productivity
- Project Completion Bonuses — Retaining Staff Through Delivery
- Spot Awards and Recognition Budgets — Immediate Reinforcement
- Sector Case Comparison — Telecoms and Manufacturing Incentive Practice

Day 5: Long-Term Incentives

- Performance Share Plans — Vesting Against Multi-Year Measures
- Restricted Share and Deferred Cash Options — Retention Value
- Relative Shareholder Return Measures — Comparing With Peer Performance
- Vesting, Holding and Leaver Rules — Alignment Over Time
- Dilution and Cost Modelling — Impact on Shareholders and Accounts

Day 6: Executive Reward

- Executive Package Benchmarking — Base, Bonus and Long-Term Awards
- Pay-Performance Alignment Testing — Outcomes Against Shareholder Experience
- Malus and Clawback Provisions — Protection After Misconduct
- Shareholding Requirements — Executives Holding Equity Over Time
- Service Contract Terms — Notice, Severance and Change of Control

Day 7: Benefits and Wellbeing Strategy

- Benefits Strategy Review — Purpose, Cost and Perceived Value
- Retirement and Savings Plan Choices — Long-Term Financial Security
- Wellbeing and Flexibility Offers — Hybrid Work and Health Support
- Career Development as Reward — Growth Opportunities in the Package
- Total Reward Statements — Showing Employees Full Package Value

Day 8: Reward Governance

- Remuneration Committee Charter — Duties, Calendar and Independence
- Discretion and Adjustment Policy — When Committees Override Formulae
- Reward Disclosure Practice — Clear Reporting to Investors
- Workforce Pay Context — Comparing Executive and Employee Outcomes
- Reward Risk Review — Incentives That Encourage Unwanted Behaviour

Day 9: Affordability and Communication

- Incentive Pool Funding Models — Profit-Linked and Budget-Based Pools
- Scenario Costing of Reward Plans — Cost Under Downturn and Growth
- Change Impact on Employees — Winners, Losers and Transition Rules
- Reward Communication Plan — Messages for Leaders and Staff
- Manager Toolkits for Pay Conversations — Explaining Outcomes Fairly

Day 10: Practising the Total Rewards Strategy Paper

- Reward Philosophy Applied — Positioning Statement for the Paper
- Incentive Designs Applied — Short-Term and Long-Term Plan Proposals
- Governance Rules Applied — Malus, Clawback and Discretion Clauses
- Mock Remuneration Committee — Challenge on Cost and Alignment
- Total Rewards Strategy Paper — Final Version for Committee Approval

Applying Total Rewards Strategy and Incentive Design After the Course

- Run a pay-performance alignment test on the last three years of executive incentive outcomes and present the findings to the remuneration committee chair.
- Redraft the annual incentive payout curve and gateway for one business unit, costing it under downturn and growth scenarios with finance.

Total Rewards Strategy and Incentive Design Questions FAQ

What is Total Rewards Strategy and Incentive Design and why does it matter now?

Total Rewards Strategy and Incentive Design is the discipline of shaping pay, incentives and benefits so they drive the results a strategy needs. It matters now because investors and committees scrutinise senior reward closely and scarce talent compares whole packages.

Which roles gain most from Total Rewards Strategy and Incentive Design training?

Reward directors, HR directors and finance partners gain most. You benefit if you set reward philosophy, design bonus or long-term incentive plans, or prepare proposals for a remuneration committee.

How does Total Rewards Strategy and Incentive Design differ from a compensation and benefits operations course?

It works at strategy and governance level rather than day-to-day pay administration. An operations course covers job evaluation, salary ranges and benefits administration; this one designs incentives, long-term awards, executive packages and committee governance.

What do you bring back from Total Rewards Strategy and Incentive Design training?

You bring back a total rewards strategy paper with a reward philosophy, incentive proposals and governance clauses ready for committee debate. You also return with payout curve, long-term incentive and costing methods for your next reward cycle.

Total Rewards Strategy and Incentive Design: The Way Forward

The total rewards strategy paper is the work product participants take home. Its first use is to frame the next incentive plan decision put to the remuneration committee, alongside the chief executive and finance director. After the first performance year, the paper is worth revisiting with actual payouts and shareholder outcomes to test whether incentives truly rewarded the right results.