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WHITE PAPER

A Bridge to Offer Acceptance

If the offer acceptance process isn't sliding through as smoothly as you expected, then it's time to find out where you can "build a bridge" to span the gap.

You've finally found the perfect fit, but the offer acceptance isn't going smoothly. When your top candidate shows hesitation, it's time to bridge the gap from uncertainty to 'Yes Please!'

We understand that many aspects of an offer may not allow for concessions – such as a benefits program. Still, a little offer of 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 6-month performance review with a high potential for salary increase
- Set milestones or Manage by Objectives (MBO) which, when achieved within a specified timeline, trigger a salary increase

Title

- Offer an improved (or creative) title and consider different internal vs external titles
- Give titles that boost "Resume Credibility"

Sign-On Bonus

- Offer an upfront sign-on bonus or additional bonuses in a series based on the candidate's continued tenure (i.e., \$10K now, \$10K in 6-months and \$10K in 1-year) or based on the achievement of specific milestones or MBO's
- Ensure the sign-on bonus covers any losses the candidate incurs in a move (i.e., unpaid bonus or other incentives lost by leaving the current position)
- Include a built-in clawback provision if-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 showcase unlimited potential

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 work-from-home, telecommute, or flexible schedule options
- Provide travel stipend (airfare, fuel, etc.) for regular visits when family relocation is delayed

Car Allowance

- Increase car allowance or upgrade company car quality

Additional Expenses

- Offer expense report reimbursement for items not listed in a relocation package, signing bonus, or car program (i.e., security deposit for vehicle lease)

Miscellaneous Ideas to Offer

- Create a transparent career succession path
- Additional vacation/PTO time (whether in writing or through supervisors)
- Educational, career, and/or personal development opportunities or reimbursement
- Executive coaching/mentoring
- Stipend for housing, meals, childcare, pet care, entertainment, etc.
- Availability of company tickets to events, games, concerts, etc.
- Retirement planning assistance
- Health/wellness programs
- Reimbursement of student loans and/or buyout
- Executive physicals
- Highlight onsite amenities (i.e., cafeteria, health center, childcare, etc.)
- Use of organization private plane, helicopter, plane, etc.



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