

branding

promotions

alternative  
marketing

product  
launches

corporate  
events

franchiseevents.com

fullnelson<sup>a</sup>  
company  
801.225.0055

Those standards depend on the size and type of company, but a general range is five to 15 days.

#### Tick tock

In order to retain top talent, some companies turn to flextime instead of higher wages.

"You have to determine what is important to the employee and what is right for the company," Sisk says.

What's "important" can vary from extra time off to working from home. Just make sure it's a win-win situation.

#### An executive decision

Executive salaries have skyrocketed in recent years, which begs the question: Are they overpaid?

"Absolutely yes," Baird says. "You go to a university, get your MBA and come out thinking you are a god. You have been programmed to believe you can deal with every problem a company could have — and I can speak this way because I am one of those guys."

Baird goes on to explain the rise of the salary — and all that comes with it.

"There is a huge gap between the executives and the folks doing the work," he says. "I'm all for executives being paid a lot of money, but they need to be evaluated on that same skill-based criteria as the employees."

#### Who's the boss?

One salary almost always in the air

is the entrepreneur's. With shoestrings to live on and salaries to pay, what should the founder pay himself?

"Can you ever pay yourself enough?" asks Henderson. "The question is how much can you take and leave the company healthy. Your primary goal should be maintaining a financially stable company."

#### Wage wars

Based upon job descriptions and skill-based criteria, employees will be paid differently. Jealously or dissatisfaction can arise, but the goal is to make the issue a non-issue.

"People will always talk," Sisk says. "You are better off addressing issues as they arise, and then sweeping them under the rug."

Sisk names one exception to the tight-lipped rule: sales. Sales professionals can be motivated by peers' earnings.

#### The big pay off

Amidst compensation frustration, it's important to keep payday in perspective.

"We have a tendency to overemphasize pay," Sisk says. "Pay is important, but so is feedback and development."

To truly evaluate what motivates employees, Sisk suggests looking inward.

"All you need to know about being a boss, you learned as an employee." **Q**

## ATTN: EMPLOYEES

*5 wage tips for your side of the cubicle,  
courtesy The WellSpring Institute's Scott Baird*

1. **Have a clear idea of the boss's expectations — more than what you'll find in a job description.** "Don't meet those expectations — exceed them."
2. **Understand the culture of the organization.** "When you are new, talk to four or five people and ask them how people are successful in the company. Then ask them what happens when you fail."
3. **Be your own press manager.** "Don't brag or brown nose, but communicate your accomplishments to your superior. People communicate way too little in organizations."
4. **Find a mentor.** "Every successful leader has a coach — someone they can talk to and who will be brutally honest with them."
5. **Perform!** "Use FILO — first one in, last one out. And don't be there to kill time. You can get a lot of work done when no one is around."