

# Aligning Culture & Compensation Design

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**WISE**  
**ACADEMY**

 OREGON WINE  
SYMPOSIUM  
PORTLAND



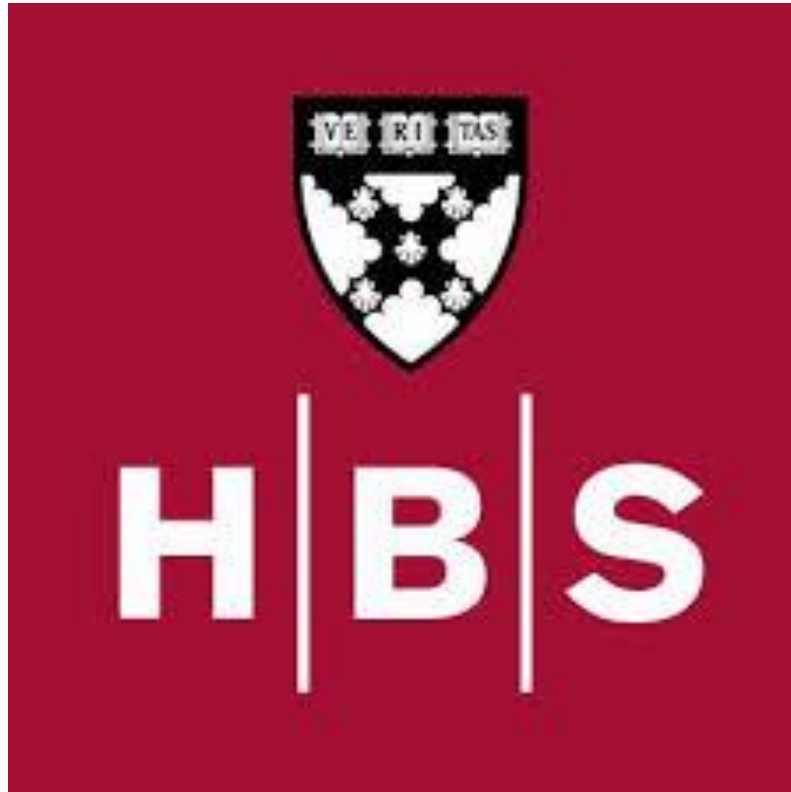
“Customers will never  
love a company until the  
**employees love it first.**”

Simon Sinek





Harvard Business School Research shows that for **Thriving Employees** . . .



**Thriving =**

**Vitality**

**+**

**Learning**

# Thriving Employees . . .

- More Committed
- Higher Job Satisfaction
- Less Burnout
- Healthier
- Dramatically Outperform their Peers

# Thriving Culture: Four Key Components

1. Guided Empowerment
2. Share Information
3. Play Nice
4. Feedback Loop



# 1. Guided Empowerment

Provide Decision  
Making Discretion



*Alaska*  
AIRLINES



## 2. Share Information

Measure and Share  
the Numbers that Matter

**Zingerman's**<sup>®</sup>  
DELICATESSEN

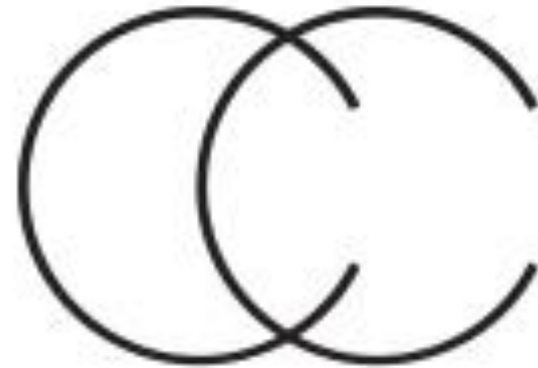
# 3. Play Nice

Do Not Tolerate  
Incivility

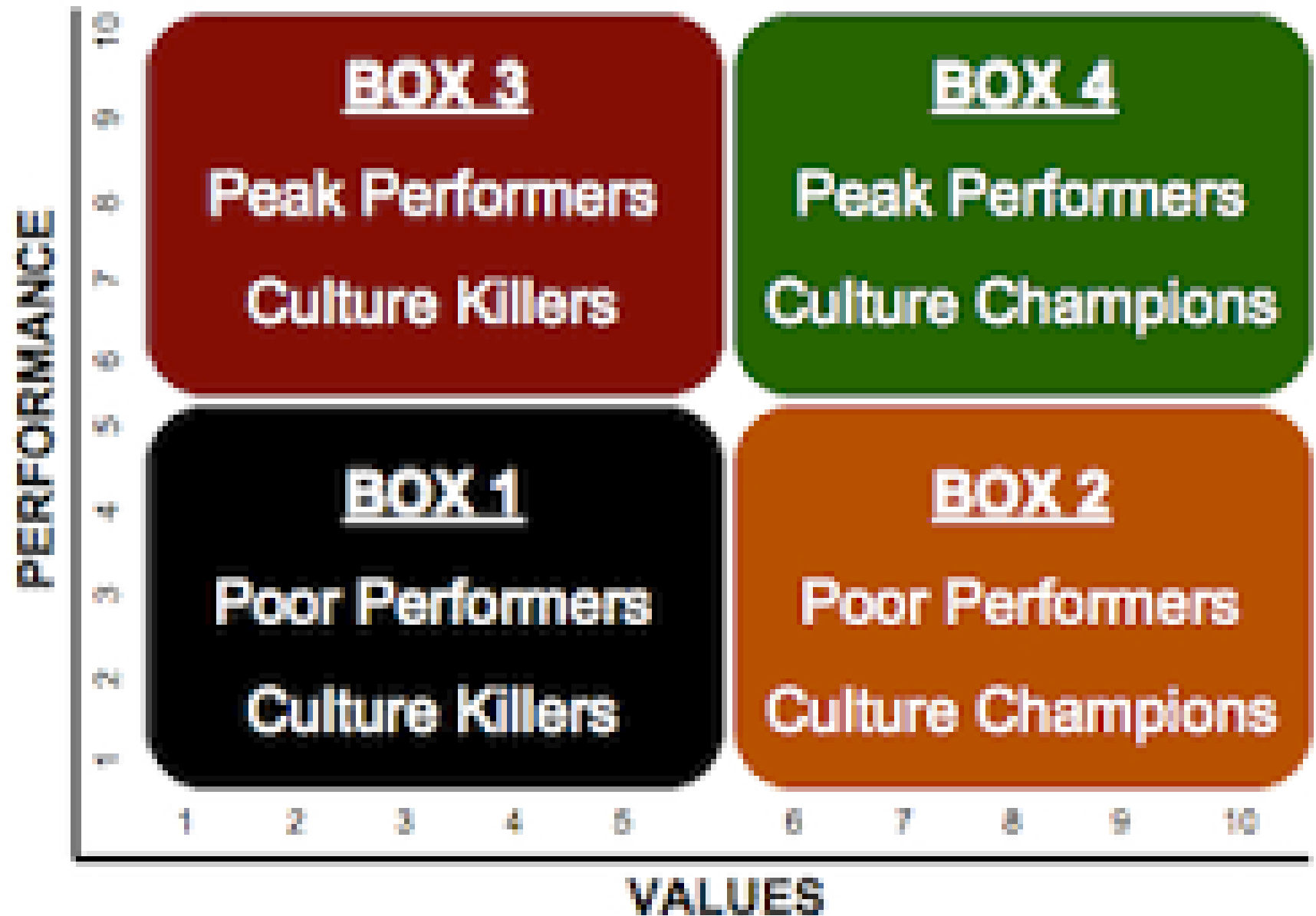


## 4. Feedback Loop

Timely, Honest  
Performance  
Feedback



# PERFORMANCE-VALUES MATRIX



# Your Comp Plan Should Support:

1. Guided Empowerment
2. Share Information
3. Play Nice
4. Feedback Loop

# DTC Incentive Comp Design

- Optimize both DTC sales and profitability
- Reward performance early and often
- Help you motivate your winery DTC team and hold them accountable
- Help focus them on key leverage points and the right goals
- Include the right combination of individual and groups incentives
- Be designed as largely self-financing
- Be based on reasonable budgets they are very motivated to beat
- Be supported be forward looking DTC dashboards & financial forecasting

# Executive Incentive Comp Design

- Get them to act like owners by sharing the upside
- Have the right time horizon
- Balance of scope of accountability with scope of responsibility
- Optimize both sales and profitability
- Goals – based on bottom up budgeting that they are driving / buy in to
- Goals – should be both motivating & stretch
- Again, designed as largely self-financing



# Your Comp Plan Should Support:

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# Q & A

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