Compensation Strategy Design

21 – 25 February 2027
Istanbul (Turkey)



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Why This Course

In today's competitive labor market, a well-designed compensation strategy is not just about paying employees — it's about inspiring performance, rewarding value creation, and attracting top talent. Compensation Strategy Design empowers HR and business leaders to build fair, transparent, and strategically aligned compensation systems that support organizational goals and employee engagement.

This program combines financial insight, behavioral motivation, and strategic design principles to help participants develop total reward frameworks that balance competitiveness, equity, and sustainability. It provides the tools to evaluate, design, and implement compensation strategies that reinforce performance and strengthen employer branding.

What You'll Learn and Practice

By joining this program, you will:

- Understand the strategic role of compensation in talent management and business performance.
- Learn how to design a total rewards strategy aligned with organizational goals.
- Apply principles of internal equity and external competitiveness.
- Develop salary structures, incentive plans, and variable pay models.
- Use benchmarking, analytics, and job evaluation to support decision-making.
- Ensure compliance, transparency, and pay fairness in compensation practices.

The Program Flow

Day 1: The Strategic Role of Compensation

- Linking compensation strategy to organizational vision and performance.
- Understanding the total rewards framework: pay, benefits, recognition, and development.
- Motivational theories and their implications for compensation design.
- Case study: how leading organizations use compensation to drive engagement and retention.

Day 2: Job Evaluation and Pay Structure Design

- Conducting job analysis and evaluation for internal equity.
- Establishing pay grades, bands, and salary structures.
- Designing progression systems and pay ranges.
- Workshop: building a sample salary structure for a selected organization



Day 3: External Competitiveness and Market Benchmarking

- Understanding market data, surveys, and compensation benchmarking techniques.
- Evaluating competitiveness and pay positioning.
- Integrating benchmarking results into pay design.
- Practical exercise: analyzing compensation market data and recommendations.

Day 4: Incentive and Variable Pay Design

- Linking rewards to performance through short- and long-term incentive programs.
- Designing sales, team, and individual incentive plans.
- Balancing fixed and variable pay to drive sustainable performance.
- Group project: developing a performance-based incentive plan for a business case.

Day 5: Governance, Communication, and Future Trends

- Legal and ethical considerations in compensation management.
- Pay transparency, equity, and DEI-driven compensation models.
- Communicating compensation effectively across the organization.
- Future trends: AI, automation, and predictive analytics in pay design.
- Action workshop: developing a comprehensive compensation strategy roadmap.

Individual Impact

- Gain the ability to design compensation systems that motivate and retain talent.
- Strengthen analytical and financial acumen in pay structure design.
- Develop confidence in linking compensation decisions to performance outcomes.
- Build expertise in balancing equity, competitiveness, and cost efficiency.

Work Impact

- Align compensation strategy with business objectives and talent goals.
- Improve transparency, fairness, and employee trust in pay practices.
- Enhance talent attraction, motivation, and retention through well-designed rewards.
- Establish governance frameworks that support sustainable compensation management.

Training Methodology

This program integrates strategic analysis, data modeling, and behavioral insight to ensure applied competence and organizational impact. Learning methods include:

- Interactive workshops and compensation modeling sessions.
- Real-world case studies and benchmarking exercises.
- Group projects designing total reward strategies.
- Guided practice using salary and incentive design templates.



• Toolkits and frameworks for ongoing implementation.

Beyond the Course

Upon completion, participants will be ready to design and implement compensation strategies that drive engagement, performance, and organizational success. They will leave equipped to translate business priorities into fair, competitive, and future-ready reward systems — creating workplaces where excellence is recognized and rewarded.

