



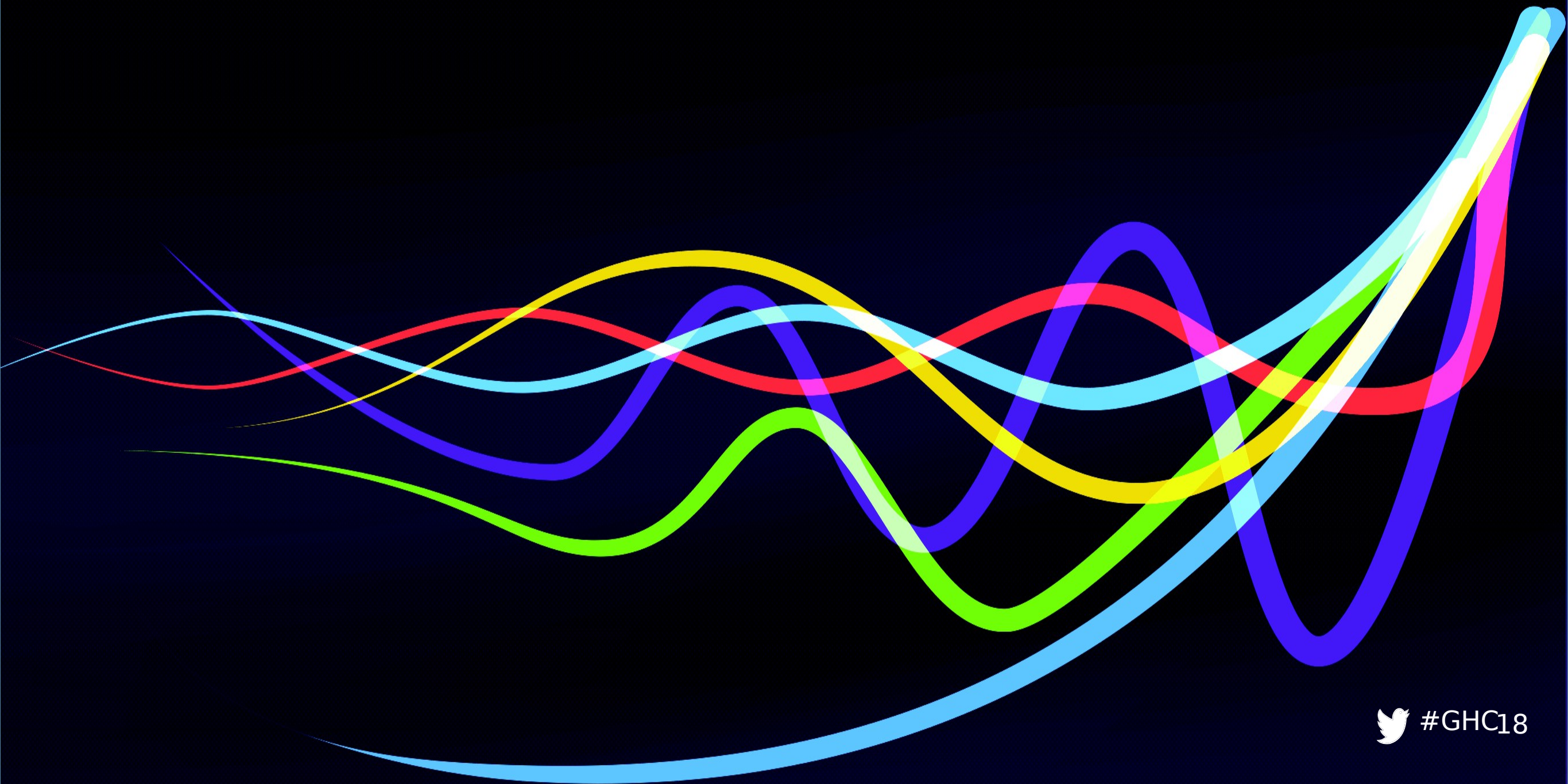
GROW YOUR CAREER—AND YOUR PAY

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 #GHC18

Managing Your Career



MANAGING YOUR CAREER

- Be ambitious
- Find a sponsor
- Say “Yes!”
- Be persistent (not perfect)
- Believe!
- Keep learning



BE AMBITIOUS

Don't be shy.

Let people know you want to be a CEO... ask what it takes to get there.

Ensure your manager, HR, and leadership are aware of your career goals.



FIND A SPONSOR

Not just a mentor, but someone who will promote you when new roles are being decided.

Network to find one both inside and outside of your company.



SAY “YES”!

When offered a new project or job opportunity – take it.

You don't need to have mastered the role before you start.

Figure out how to overcome any obstacles in your way.

Take risks!



BE PERSISTENT (NOT PERFECT)

It's okay to stumble,
especially when you
are new to something.

Just keep at it and ask
for feedback.



BELIEVE!

Be confident...
insecurity makes
other people
uncomfortable.

Your mother was
right – you're
fantastic!

Now act like it.

(Just don't be
arrogant.)



KEEP LEARNING

To stay relevant,
you have to stay
curious.

Learn all the new
technologies and
business models
and you will make
yourself invaluable
indefinitely.



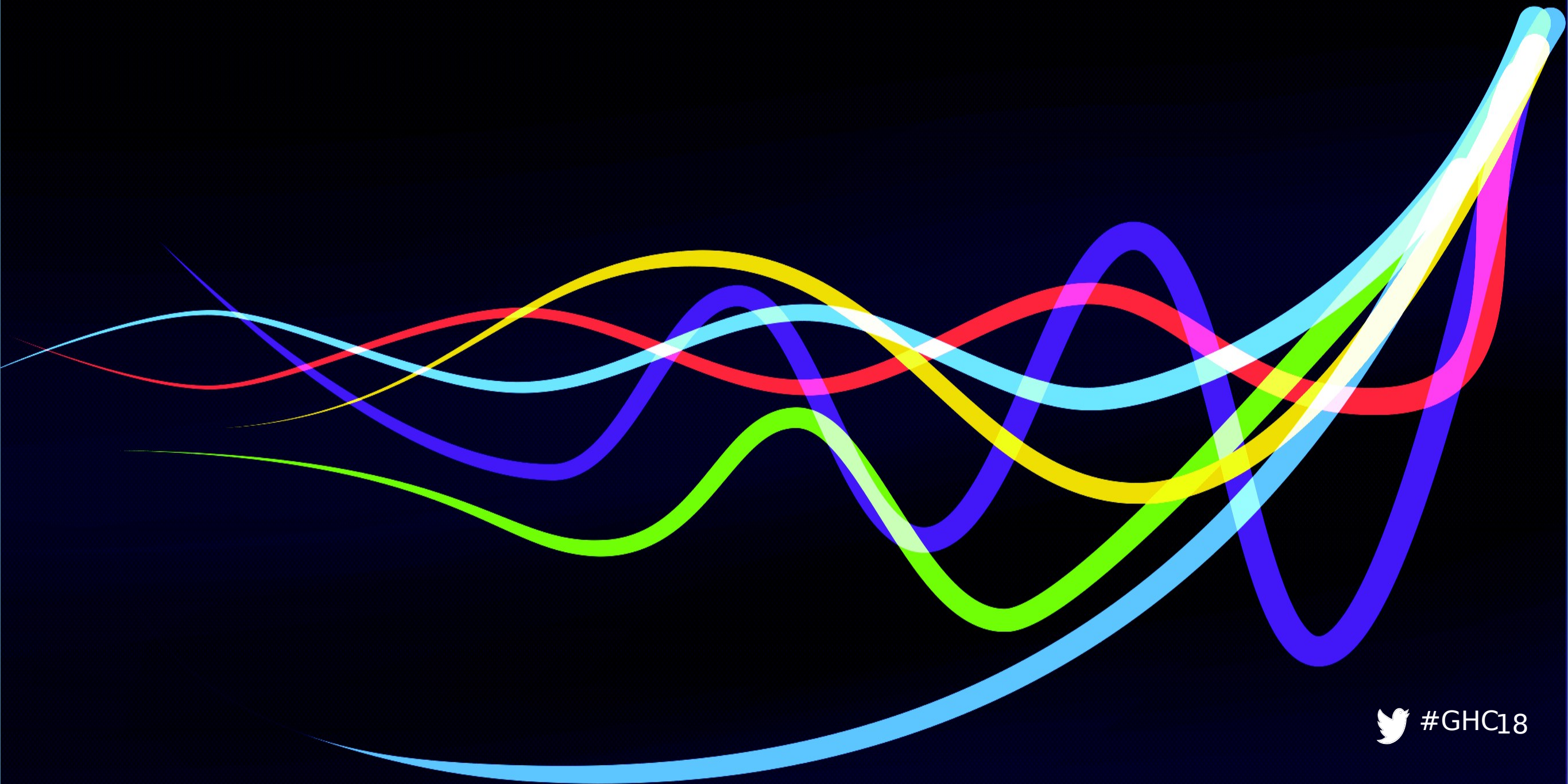
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Group Discussion

1. Which ideas resonate the most with you?
2. What are your career goals?
3. How can you apply these tips to get there?

Negotiating Your Pay



NEGOTIATING YOUR PAY

- Do your homework
- Get a legal review
- Negotiate from Day 1
- Don't negotiate against yourself
- Negotiate hard
- Get it in writing
- Develop a term sheet



DO YOUR HOMEWORK

Determine the right level of compensation.

Talk to colleagues, other people in the field, headhunters, and research salary ranges online.



GET A LEGAL REVIEW

Always have someone review your offer letter or agreement.

If you don't want to negotiate hard, let the lawyer be the bad guy/girl.



NEGOTIATE FROM DAY 1

If you're looking at a new role, lay the groundwork from the first interview from a compensation standpoint...

...but don't discuss compensation too early.



DON'T NEGOTIATE AGAINST YOURSELF

Ask for their offer
before you reveal
your compensation.

Don't take the first
offer!



NEGOTIATE HARD

You don't ask –
you don't get.

Know your
worth.

Practice your
asks.

Don't be greedy,
but decide what
is important to
you.



GET IT IN WRITING

Be sure you get reporting relationships and any agreed upon details in your offer letter.



DEVELOP A TERM SHEET

Create a detailed list of all your job and compensation details, including benefits and perks.

Be ready to have a position on each element of the offer.



HOW TO CREATE A TERM SHEET

SAMPLE TERM SHEET

Area	Current	Expectations	Comments
Title	Vice President	Sr. Vice President	• Report directly into CEO
Base Salary	\$100,000 annually	\$150,000 annually	• Anticipate increase in Dec
Bonus	Target 50% of base = \$50,000 annually 1x	Target 50% of base = \$75,000 annually 1x	• Current bonus plan can payout up to 2x based on company performance
Total Cash Comp	\$300,000	\$375,000	
Sign On		\$150,000	• Buyout of current bonus, relocation, etc. • Paid upon hire; forgiven on monthly, pro rata basis

HOW TO CREATE A TERM SHEET

SAMPLE TERM SHEET			
Area	Current	Expectations	Comments
Long Term Incentives / Equity	50,000 stock options ----- 10,000 options @ \$30 20,000 options @ \$45 20,000 options @ \$35	TBD	<ul style="list-style-type: none"> • Receiving additional grant in December; options should be vested by end of 2018 • What is the vesting time frame and how does it compare to current equity? • What can be expected on an annual basis? • What happens to stock upon retirement or termination?

HOW TO CREATE A TERM SHEET

SAMPLE TERM SHEET			
Area	Current	Expectations	Comments
Pension			<ul style="list-style-type: none"> • Need buyout or salary increase to offset
ESOP / ESPP	15% discount	5% discount	<ul style="list-style-type: none"> • Equates to a value of XX annually
Deferred Comp Program	Can defer part or all of salary and bonus on a tax deferred basis	Can defer part or all of salary and bonus on a tax deferred basis	<ul style="list-style-type: none"> • Is money contributed to deferred comp plan matched by new company?

HOW TO CREATE A TERM SHEET

SAMPLE TERM SHEET			
Area	Current	Expectations	Comments
Change of Control	1.00x	TBD	<ul style="list-style-type: none"> • In the event of a change of control, all options vest immediately • If terminated or resign within 1 year of change of control, receive severance and ongoing healthcare benefits
Service Awards			<ul style="list-style-type: none"> • Receive gift and monetary award every 5 years
Vacation	4 weeks	4 weeks	<ul style="list-style-type: none"> • Need to request an exception if not consistent

HOW TO CREATE A TERM SHEET

SAMPLE TERM SHEET			
Area	Current	Expectations	Comments
401k Match	4% of base salary	Similar	<ul style="list-style-type: none"> • Employer contribution to-date = \$35,000; untaxed total likely \$50,000 • Will lose, as it will not vest for 2 more years
Severance Package	1 year salary, bonus, and benefits for termination	1 year salary, bonus, and benefits for termination	<ul style="list-style-type: none"> • Check if standard or negotiated; put terms in writing in offer; healthcare benefits coverage

HOW TO CREATE A TERM SHEET

SAMPLE TERM SHEET			
Area	Current	Expectations	Comments
Relocation			<ul style="list-style-type: none">• Compare cost of living in new vs. current location; temp housing, moving expenses, etc.
Retiree Program	Terms: 55 years of age and 10 years of service	Terms: 55 years of age and 10 years of service	<ul style="list-style-type: none">• Comprehensive package of medical, dental, insurance, tuition reimbursement, etc.• Confirm access to retiree healthcare upon leaving



THANK YOU

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