Your Turn

Sled Dog Software

Software engineers directly effect the success of many start-up companies. Suppose you are facing a clean slate: A group of investor is about to create a new start- up, a specialty software company based in Laramie, Wyoming. These investors have hired you to help them determine the marketing manager’s pay. What would you advise? Consider the information in Exhibits 7.3, Exhibits 7.4, and Exhibit 7.14 in making your recommendation.

1. What policy regarding external competitiveness would you advise? List the options and the pros and cons of each policy option offer the rational for your recommendation.
2. What forms of pay and in what percentages would you recommend? Again, offer your relations.
3. Consider the theories and research presented in this chapter. Which ones did you use to support your recommendation?
4. List three pieces of additional information you would like to have to refine your recommendation. Explain how this information would help you.
5. Finally, would you physically locate all the actual software development in Laramie? What, if any, other options would you consider?

Exhibit 7.14, Dashboard: Total pay Mix Breakdown vs. Competitor\* 50 to 150

Stock Options 79%, Base Salary 95%, Benefits 103%, Bonus113%, Perquisites 122%

Total Compensation 102%

\*100=Chosen market position, e.g., market median.

Exhibit 7.4, Two Companies: Same Total Compensation, Different Mixes.

Company A Total Compensation = $112,349

Benefits16%

Bonus0%

Options0%

Base 84%

Company B Total Compensation = $112,748

Benefits, 17%

Options 13%

Bonus 6%

Base 64%

 Market

Benefits 20%

Options 7%

Bonus 6%

Base 67%

Exhibit 7.3, A single Company Position may Differ Depending on Whether Comparing Base Pay or Total Compensation

 **Base Pay**

 30%

Overall percent of market

25%

20%

15%

10%

 5%

 0%

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 Engineer Engineer Mgr. Marketing Market. Mgr. Office Technician

 -5%

 **Total Compensation**

 15%

Overall percent of market

10%

5%

0% \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

-5%

 -10%

 -15%

 -20%

 -25%

 -30%

 -35%

 Engineer Engineer Mgr. Marketing Market. Mgr. Office Technician

No citation:

The paper requires 2 to 3 pages “ double spaced. Also Cite work please. Thank you