



RESPOND → PLAN → RETURN STRONGER

How To Motivate and Incentivize Your Employees

PRESENTED BY

Brian J. Burt



How To Motivate and Incentivize Your Employees

May 18, 2021

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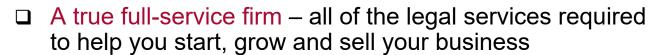
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Twitter Comments Welcome...

@EmergingBusines

Snell & Wilmer L.L.P. A little background

- □ Founded in 1938
- □ Largest law firm in Phoenix and Arizona, and one of largest in the West with over 450 lawyers in 15 offices
- Offices in Phoenix, Tucson, Denver, Los Angeles, Reno, Orange County, Las Vegas, Salt Lake City, Los Cabos, Boise, Albuquerque, Portland, Seattle, San Diego, DC



- □ Business, labor and employment, commercial finance, private equity, real estate, immigration, litigation, intellectual property, franchise, employee benefits, healthcare, tax, estate planning, environmental, mergers and acquisitions
- □ Ranked the best corporate law firm in Phoenix by Corporate Board Member
- □ Ranked #1 law firm in Arizona by Ranking Arizona
- Learn more www.swlaw.com, www.swlaw.com/blog/emerging-business/



Presenter

Brian J. Burt

Partner and Chair of Emerging Business Group

Brian is a business lawyer advising entrepreneurs and emerging growth companies in all stages of development, from formation to liquidity.

He has extensive experience in corporate formation, reorganization and governance; private equity and debt financing; shareholder/owner relations, buyouts and disputes; employment and consulting agreements; employee incentive programs; general contract negotiation; supplier/manufacturing agreements; securities regulation; technology transfer licensing; joint ventures and strategic alliances; fund formation; cloud computing; corporate asset protection and planning; and mergers and acquisitions.



Brian represents clients in a wide variety of industries, including banking and financial services, biotechnology, capital investment, consumer products and services, education, entertainment/media, healthcare, high tech, Internet, manufacturing, marketing/public relations, medical device, nutraceuticals, outdoor, professional services, real estate development, renewable energy, and software and information technology.

Having previously founded, raise capital for, and run his own company, Brian brings a unique "real world" perspective to his practice.

Professional Recognition

- The Best Lawyers In America® Business Organizations (2015-2021)
- 2018 ACG M&A Deal of the Year
- · Arizona's Finest Lawyers
- Southwest Super Lawyers® Rising Stars Edition, Business/Corporate (2012-2013)

Education

- · Harvard Law School (J.D.) Managing Editor, Harvard Journal of Law & Public Policy
- Allegheny College (B.A., Political Science & Philosophy, summa cum laude) Valedictorian, Phi Beta Kappa

Selected Activities

- Better Business Bureau Board of Directors, Past Chair
- Empower / Center for Entrepreneurial Innovation (CEI)
- Valley Leadership, Class 30



How To Motivate and Incentivize Employees?

Announce they can keep their job...for now!

Agenda

- 1) Improving life at the office
- 2) Improving quality of life
- Creating job security with employment agreements
- 4) Use of performance and liquidity bonuses
- 5) Giving employees "ownership" without giving up equity
- 6) Making employees owners stock options, stock grants, and LLC profits interests

Other Upcoming Programs and Events

How To Avoid The Top 10 Legal Mistakes That Will Destroy Your Business

May 18th | 5-6:30 pm

How To Structure Supply/Manufacturing Agreements

May 26th | 3-4:30 pm

How To Raise Capital...Legally

June 1st | 8-9:30 am

How To Structure Joint Ventures and Strategic Alliances

June 9th | 3-4:30 pm

How To Structure Consulting Relationships

June 15th | 5-6:30 pm

How To Raise Capital...Legally

June 23rd | 3-4:30 pm

Continually Updated List of All Seminars: www.brianjburt.com/events

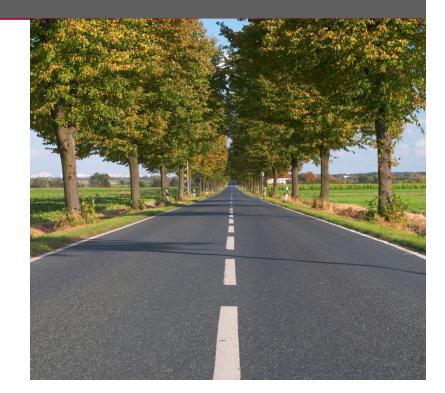
The Emerging Business Seminar Series

First Wednesday of Every Month

8:00 - 9:30 am
Virtual (normally SkySong)

Upcoming Program

- How (and Why) To Prepare
 A Corporation Succession Plan
 June 2nd
- No program in July



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