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# How To Motivate and Incentivize Your Employees

PRESENTED BY

Brian J. Burt

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# How To Motivate and Incentivize Your Employees

May 18, 2021

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[www.swlaw.com](http://www.swlaw.com) | [www.swlaw.com/blog/emerging-business/](http://www.swlaw.com/blog/emerging-business/)

Snell & Wilmer

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@EmergingBusiness

# 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
- ❑ **A true full-service firm** – all of the legal services required to help you start, grow and sell your business
  - ❑ 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](http://www.swlaw.com), [www.swlaw.com/blog/emerging-business/](http://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
- 3) 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 18<sup>th</sup> | 5-6:30 pm

## **How To Structure Supply/Manufacturing Agreements**

May 26<sup>th</sup> | 3-4:30 pm

## **How To Raise Capital...Legally**

June 1<sup>st</sup> | 8-9:30 am

## **How To Structure Joint Ventures and Strategic Alliances**

June 9<sup>th</sup> | 3-4:30 pm

## **How To Structure Consulting Relationships**

June 15<sup>th</sup> | 5-6:30 pm

## **How To Raise Capital...Legally**

June 23<sup>rd</sup> | 3-4:30 pm

**Continually Updated List of All Seminars:** [www.brianjburt.com/events](http://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 2<sup>nd</sup>**
- **No program in July**

**Continually Updated List of All Seminars:**

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