### **Hcc Industries**

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Group 13 Niamh Cusack Chloë Halpenny Clara Maloney Jason Murphy

#### Stretch Performance Targets

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Dissatisfaction with Stretch Budgeting

New Philosophy

people on whether they are hitting a minimum mance standard first. Only then can they earn extra Fudaets with targets that are realistic and achievable



#### Minimum Performance Standards

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#### The Company

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# Stretch Performance Targets

- Not unreachable, just tough.
- Budget targets directly affected bonuses paid to those included in the bonus plan.
- Bonuses paid based half on profit before tax and half on the 7 performance areas as detailed below.
- Bonuses were paid based on annual performance, but payments were made quarterly at 80%.

### DISSAUSIACUOII WILII SU ELLII DUUKEU

A large consulting firm had designed the old budgeting system and the incentive compensation plan, but they didn't understand companies smaller than Fortune 500.

The stretch performance philosophy hasn't worked. - Causing corporation not to achieve its plans.

For stretch targets you have to think optimistically.

HCC don't understand the markets well enough and aren't in a position to influence it.

The corporation has never achieved its targets.

People haven't earned any bonuses.

Since everyone knew that the stretch targets were too optimistic it became ok to miss budget.

Problem: at 60% of budget the managers were still in bonus territory, so they didn't have to worry much about meeting bonuses.

Most division personnel never knew their bonus potential not the bases on which the bonus were made-feared info would be leaked to competitors, too complex to explain.