

# Effective Employee Engagement



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# Effective Employee Engagement

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1. Vfdnet Introduction
2. SME Challenge
3. Profit Share & Shared Ownership
4. Case Study
5. Warnings
6. Summary



# What is vfdnet?

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- Established 2004
- Virtual Finance Directors (VFDs) x 12  
(high bar)
- Virtual Financial Controllers (VFCs) x 8
- Portfolios of clients (Av 3 – 6)
- Part time Exec.
- Easy in / Easy out

# What do we do?

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## ❑ Part Time: Virtual Finance Directors (VFD)

- Function
- Accounts & Commentary
- Fundraising / Modelling / Exit Plans
- Profit Share / Share Options

## ❑ Part time: Virtual Financial Controllers(VFC)

- Key Performance Indicators KPIs
- Produce Accounts
- Cash flow forecasts
- Auto interface

# SME Challenge

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# Employee Motivation?

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# Bonus, Profit Share, Shares or Phantom Shares?

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## 1. Owners Goals



Vfdnet Briefing

## 2. Design



Vfdnet Guidance

## 3. Outcome Visualised



Impact scaled

## 4. Implementation

## Background:

- Founded 2001
- Radiation Protection Advice
- Right Team – Owners
- Collaborative Leadership
- 20 Employees
- Non- Corporate



# Case Study



Growth & Share rewards

1. Owners Goals

Vfdnet Briefing



Bonus quarterly

2. Design

Vfdnet Guidance



Phantom Shares

3. Outcome Visualised

Impact scaled



'What If' modelled

4. Implementation

Legal / Valuation



## Results for **Owners** over 6 years:

- Sales growth – up 100%
- Growth in Value – risen 260%



## Results for **Employees**

- Employee rewards
- Employee Retention 100%



# Which scheme best for your business?

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## 1. Owners Goals

**What scheme is best for you and your Business?**



**Bonus**

## 2. Design

**Profit Share**



**Shares**

## 3. Outcome Visualised

**Phantom Shares**



## 4. Implementation

# Warnings

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## Thank you

- Copy of Slides
- Retaining key Managers paper
- Meeting with your MD / CEO

Kick-start your **Employee Engagement:**

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