

Lead the *right* people the *right* way with the *right* rewards.



Laura R. Conover, MBA, CCP
President

With over 20 years of consulting experience, Laura's holistic approach improves the performance of your employees and your company's bottom line. She connects the people, compensation, and profitability pieces together to help you maximize your Return On Investment.

Experienced, Educated, and Certified

Laura has a business pedigree that includes management experience in the real-world and excels at using her knowledge and expertise to deliver effective compensation, leadership, and cultural alignment solutions to a wide variety of industries. Her education includes a B.A. degree in Economics from Grinnell College and an M.B.A from San Diego State University. Laura is also a Certified Compensation Professional (CCP) through World at Work.

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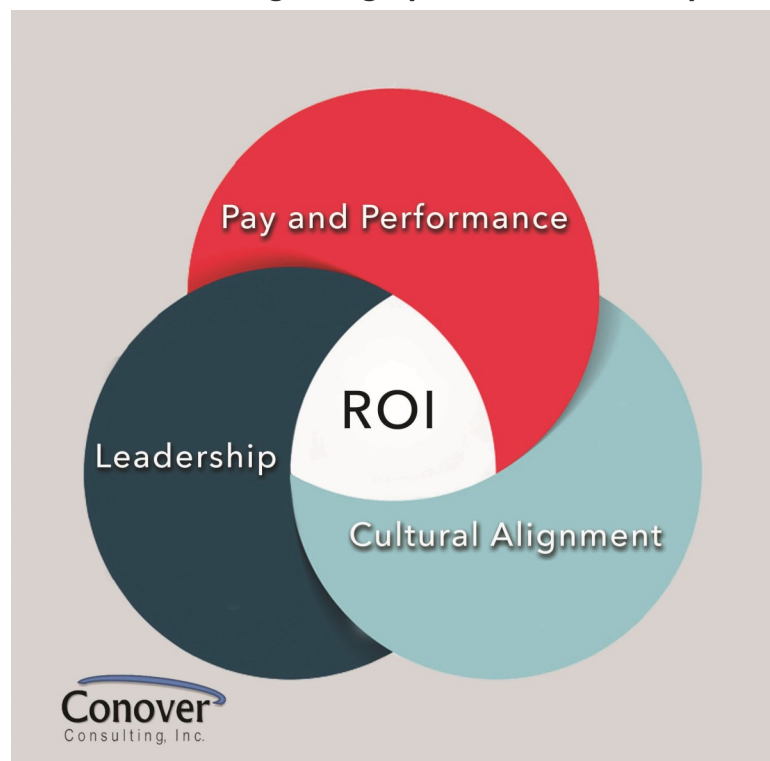
Conover Consulting leverages Townsend Leadership Group methodologies to build leaders and align cultures.



**Maximizing ROI through Leadership Development,
Cultural Alignment, and Compensation**

Conover Consulting, Inc. has built a reputation delivering compensation structures that help clients fine-tune their biggest expense: employee pay. But even with the best built compensation structures, clients may still experience employee turnover and a culture lacking enthusiasm and teamwork. Individual leaders and leadership teams may need help with communication styles, leadership competencies, and other issues that diminish their effectiveness. Organization cultures may not support the mission and values of the organization. Conover Consulting, Inc. helps businesses and non-profit organizations in an integrated manner which includes the "numbers" side of the business through compensation planning, and the "people" side of the business through leadership development and cultural alignment.

Conover Consulting brings you full circle on your ROI.



Conover Consulting Brings Clarity to Leadership and Compensation

... an exceptional resource for matters of compensation, executive team development, and overall team expansion. What makes Laura great is not only her understanding of the details and nuances of many technical matters, but how they relate to the overall change process that leadership is driving through the organization. Her ability to understand what makes the company unique allows her to tailor her advice such that the organization receives what's best for them and not simply best practices. The work Laura and I have done together have made a real and lasting change on my organization.

— **Jeff Manson, CEO**
Western Psychological Services

What We Do

- Pay Structures and Salary Ranges
- Incentive, Bonus and Commission Plans
- Market Pay Rates
- Exemption Classification
- Performance Management
- Leadership Team Effectiveness
- Individual Leader Effectiveness
- Executive Performance Feedback
- Cultural Health Assessment
- Succession Planning

Compensation Design on a National Scale

Laura Conover was instrumental in carrying out a significant compensation project for HealthCare Partners. She quickly assessed the scope of the project and hit the ground running. Her expertise and knowledge were invaluable in leading the project which spanned across multiple states and involved dozens of senior leaders. Within a few months, the project was completed and transitioned to our in house compensation team. Laura was not only a professional, she was delightful and fun to work with!

— **Catherine Crow, Senior Vice President People Services**
HealthCare Partners, LLC

Companies of all sizes and industries have utilized Conover Consulting, Inc. to maximize their ROI, including:

- Banking and Credit Unions
- Healthcare
- Manufacturing
- Construction
- Hospitality
- Entertainment
- Real Estate
- Utilities
- Retail
- Agriculture
- Not-for-Profit
- Family-owned Businesses
- Insurance
- Technology

The logo for Conover Consulting, Inc. features the word "Conover" in a large, bold, black sans-serif font. A blue swoosh underline starts under the "C" and extends to the right, ending under the "r". Below "Conover" is the words "Consulting, Inc." in a smaller, black sans-serif font.

Conover
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