



Center for
Effective
Organizations

**Optimizing Incentive Plan Design:
A Case Study**

**CEO Publication
T 11-10 (598)**

Alec Levenson
*Center for Effective Organizations
Marshall School of Business, USC*

Cindy Zoghi
Bureau of Labor Statistics

Michael Gibbs
*University of Chicago Booth School of
Business & IZA*

George Benson
*College of Business Administration
University of Texas at Arlington*

September 2011