

## OK at Work: Phantom Equity

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This week on OK at Work, [Sarah Sawyer](#) and [Russell Berger](#) discuss the use of a phantom equity plan to incentivize employees. Phantom equity, as the name implies, is not actually equity in the business but rather a form of incentive compensation that mirrors what it would look like if the employee had some equity interest. Phantom equity works well as an incentive to help drive towards a transaction but, especially in today's climate, may also be a useful tool to increase employee retention. Listen to learn more.