

# How to make an ESOP plan

*Below is a snippet of a project I worked on for [Sketchnote.co](https://sketchnote.co) in 2021, creating 20+ fun lessons for entrepreneurs. The project has since ended and the content is no longer online, and is showcased here for archival and portfolio purposes.*

## Card 1: Recruiting talent



Hi! I'm Lucy Lee. Once my startup started to grow, I realized how hard it was to recruit top talent – especially if you can't afford to pay top dollar.

Some people are attracted by the excitement of working at a startup, or are passionate about the mission of the startup itself. And that's awesome!

## Card 2: Lost opportunities

(Lucy Lee on the phone with someone, she's upset and saying, "What? You have a better offer?")

However after losing out on a couple of opportunities to work with some intelligent, creative, and motivated people, I've learned that to recruit and retain the best employees for top positions, you should offer them a stake in your startup.

## Card 3: Stock options can help attract and motivate top employees

(Lucy giving one of her employees a high five)

By giving employees a stake in your company through stock options, you're not only going to have an easier time attracting and retaining talent, but they'll be even more motivated to make the company successful - then the value of their stock options go up, too! It's win-win.