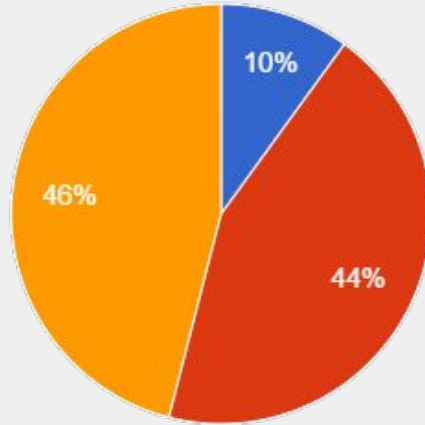


**How can Global Mobility
become more strategic?**

How can Global Mobility become more strategic?

Role of mobility as reported by BRGS Survey

● Strategic
● Advisory
● Operational



- **Globally: 10%**
- **EMEA: 5%**
- **AMERICAS: 15%**

Study by BRGS, 2016
Insights from 163 global companies

**We are 3x behind
our American counterparts!**

CEO's 1# Concern

TALENT

**How can GM better support
recruitment and talent management?**

How can GM better support recruitment and talent management?

ATTRACT

- Expand pool of talent
- 20% of new hires move for work

CONVERT

- Attract A-Players who have up to 10 offers to choose from

RETAIN

- PwC predicts a further 50% growth in, mobile employees by 2020
- 84% of Millennials interested in relocating

An aerial photograph of a city, likely London, showing a dense urban landscape. In the foreground, there are residential buildings with dark roofs. A railway line with multiple tracks runs diagonally across the middle ground. In the background, the London skyline is visible, including the Shard and other skyscrapers. The sky is blue with scattered white clouds.

**“78% of large companies
are not supporting
all relocations”**



Relocations

**Company Initiated
Self-Initiated
New Hires**

A blurred high-speed train, likely a Shinkansen, is shown in motion at a modern train station platform. The train's colors are streaked into horizontal bands of white, blue, and red. The platform has a tiled floor with tactile paving near the edge and overhead fluorescent lights. Several people are standing on the platform, waiting. The overall image has a motion-blur effect, emphasizing speed.

**Up to 50% of moves are not
supported due to budget**

Benivo's Survey, 2017



A nighttime photograph of a city skyline, likely London, with numerous illuminated skyscrapers and buildings. In the foreground, a large, dark park area is visible, with several bright, circular light fixtures scattered across the grass. The overall scene is dimly lit, with the city lights providing the primary illumination.

How do I become more strategic?



**ANY COLOUR
YOU LIKE
AS LONG AS IT'S
BLACK.**

4 Steps

Take a customer development approach

1. Switch from push to pull
2. Collect needs & requirements
3. Uncover gaps
4. Deliver solutions

How wide is your range of policies REALLY?



Budget

Some low-cost strategies to better deliver budget support.

- Turn informal tips & advice to formal.
- Identify a la carte opportunities to serve.
- Create free, official lifestyle product & services recommendations.
- Develop in-house How-To guides for relocation basics.
- Employ technology to reduce cost of delivery.

Thank you!

Take the next
step and find out
where you stand
by filling in our
Global Mobility
Survey.

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