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WEBINARS

Thursday, November 2nd at 9am EDT

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SIRVA®
Worldwide
Relocation & Moving

Aligning Mobility to Support Business and Talent Objectives

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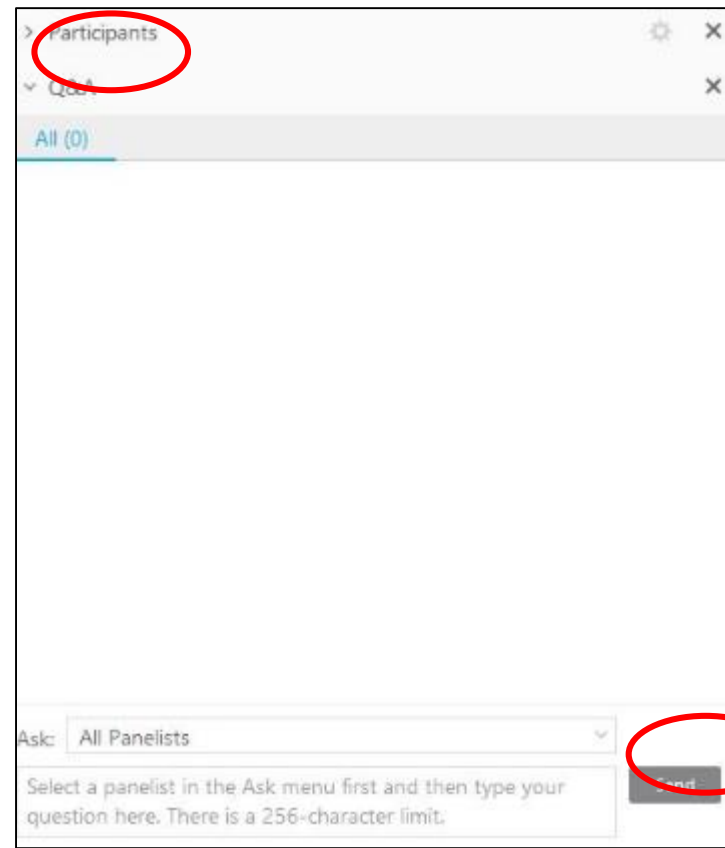## To return to meeting room window:

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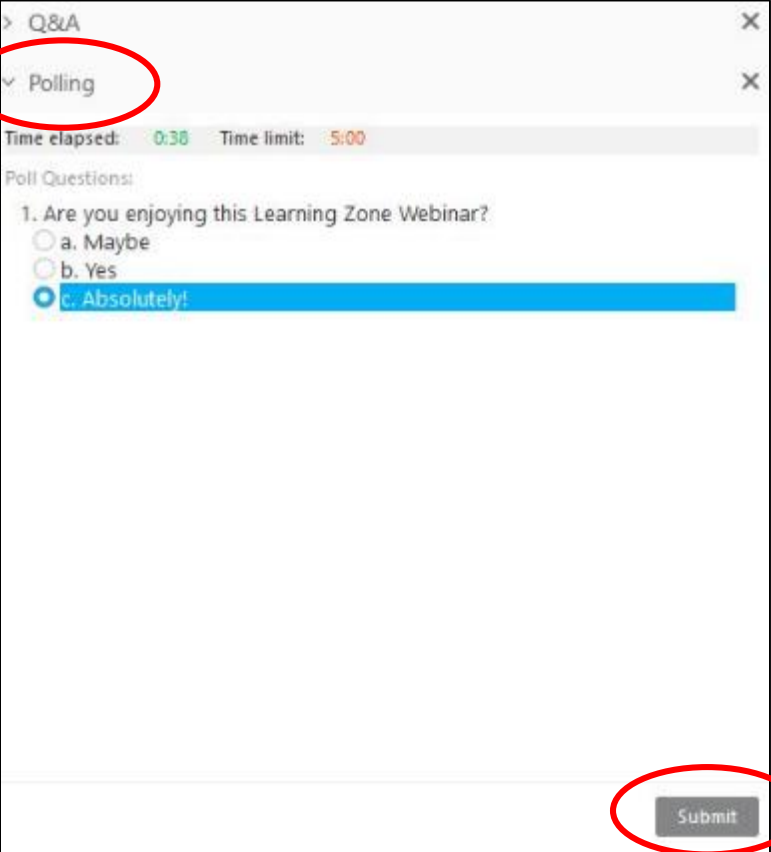- You may submit your question at any time

Participants

Q&A

All (0)

Ask: All Panelists

Select a panelist in the Ask menu first and then type your question here. There is a 256-character limit.

Polling Instructions

Polling Box:

- The Polling Box appears below Q&A Box

- Question will appear on slide and in the Poll Box

- Submit answer quickly

- Results will display in the same location

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Today's Presenters

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Agenda

- The Evolution of Mobility
- Mobility Strategy
- Mobility and Talent Integration
- Enhancing the Value of Mobility

SIRVA® Worldwide Relocation & Moving

The Evolution of Mobility

Mobility Landscape
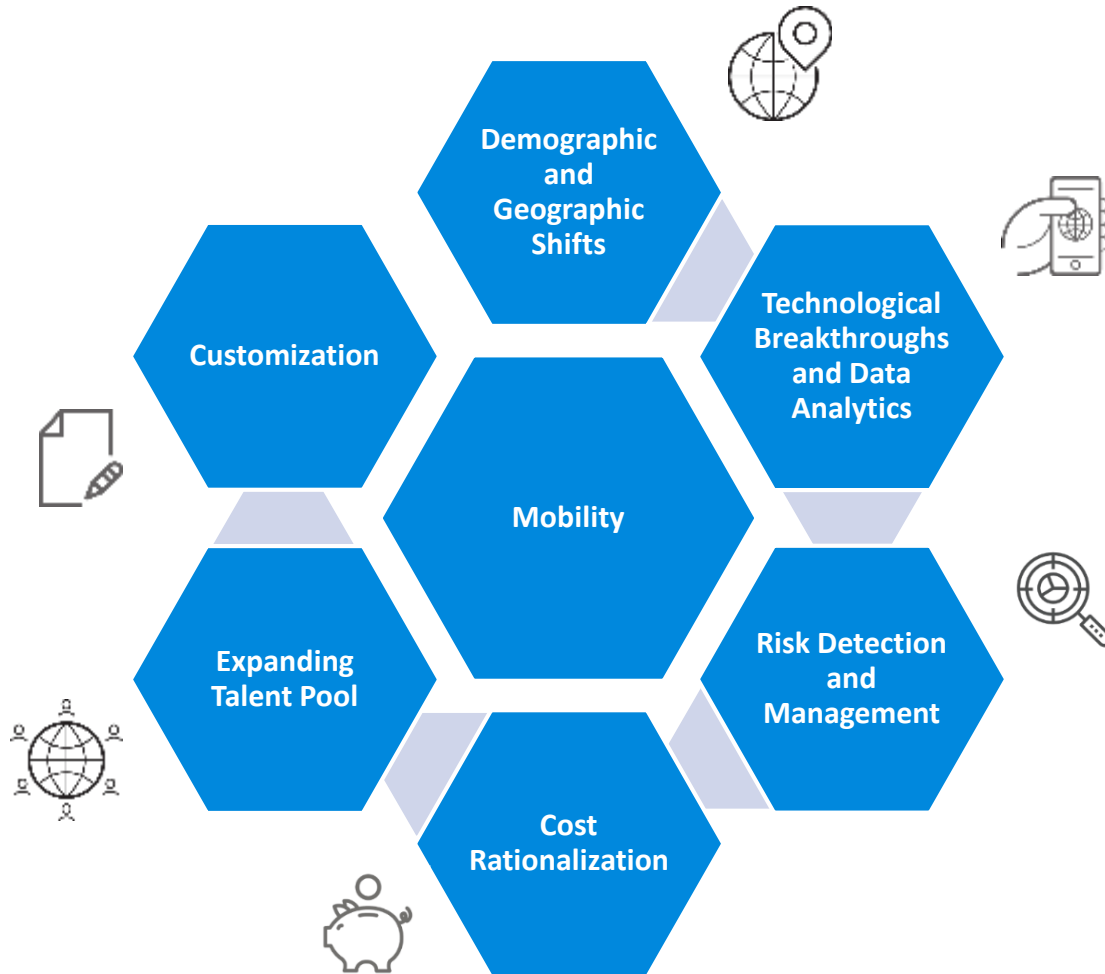
Mobility is Significant

Mobility is increasingly **more frequent, more thoughtful and more complicated**.
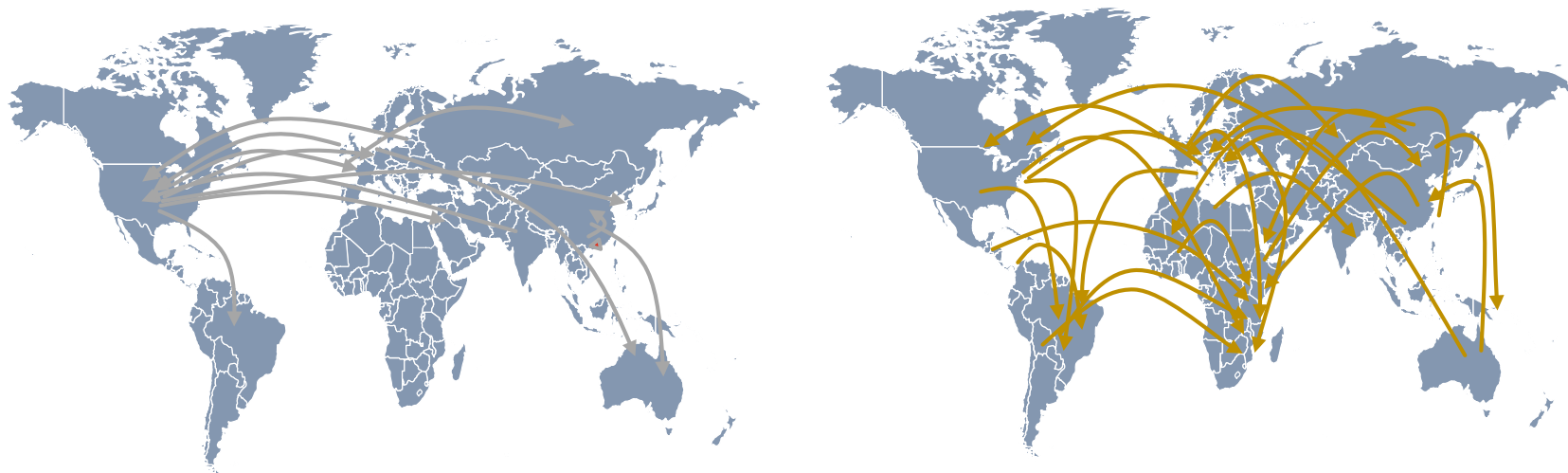
- Assignee levels have increased by 25% over the past decade.
- For all relocation types, populations are expected to remain the same or increase over the next one to three years, with the highest likelihood of increase for International Short Term (49%) and Extended Business Travelers (41%).

SOURCE: PwC; 2017 SIRVA Annual Mobility Report

Polling Question #1

Have you had discussions to understand the business and/or talent priorities of your organization?

1. Yes
2. No
3. Not Applicable

Link to Talent Management

Organizations are looking to define talent needs on a global, enterprise wide basis, not solely based on local business unit needs.

Organizational growth (38%) and **talent development** (22%) are ranked as the highest priority of the organization's overall culture, and **talent development/employee relocation** is rated "very important" to the organization's overall success of business and talent strategy.

SOURCE: 2017 SIRVA Annual Mobility Report

Program Maturity

Compliance Risk Minimization

- Global tax compliance support and process
- Global immigration support and process
- Compliance and risk monitoring and controls
- Data security

Consistent Service Delivery and Efficiencies

- Service Delivery Model – defined processes, tools, templates, scope of services
- Technology
- Performance management for internal teams and vendors

Supporting Organizational Growth and Business Needs (Policy)

- Defined policies aligned to organizational growth and business needs
- Policy exception tracking
- Cost reporting

Integration of Talent and Mobility Strategies

- Partnership between talent and mobility functions
- Global talent pool identification and tracking
- Focus on ROI and post-assignment retention

PLATEAU

Refresh and Transformation Opportunities

Only 50% of organizations rate their mobility program support model as "somewhat" or "completely" mature.

2017 SIRVA Annual Mobility Report

Polling Question #2

How would you rate the maturity of your mobility program?

1. Compliance Risk Minimization

2. Consistent Service delivery and Efficiencies

3. Supporting Organizational Growth and Business Needs (Policy)

4. Integration of Talent and Mobility Strategies

Talent Management Strategy

Do we require our future leaders to have had international experiences?

What do our business units need in terms of human capital in order to succeed? Can we share talent and/or experiences across business units?

How will we measure ROI?

Do our mobility program demographics align with our talent management demographics?

Is our mobility value proposition a talent management value proposition?

What is our program performance related to retention, engagement and promotion statistics?

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Mobility and Talent Alignment

Mobility strategy to enable the organizational talent strategy

Formal Mobility Strategy

Mobility

Facilitate talent-based deployment for leadership or employee development

Talent Integration

Operational Excellence

Efficient operational model to facilitate resource deployment to fill resource gaps
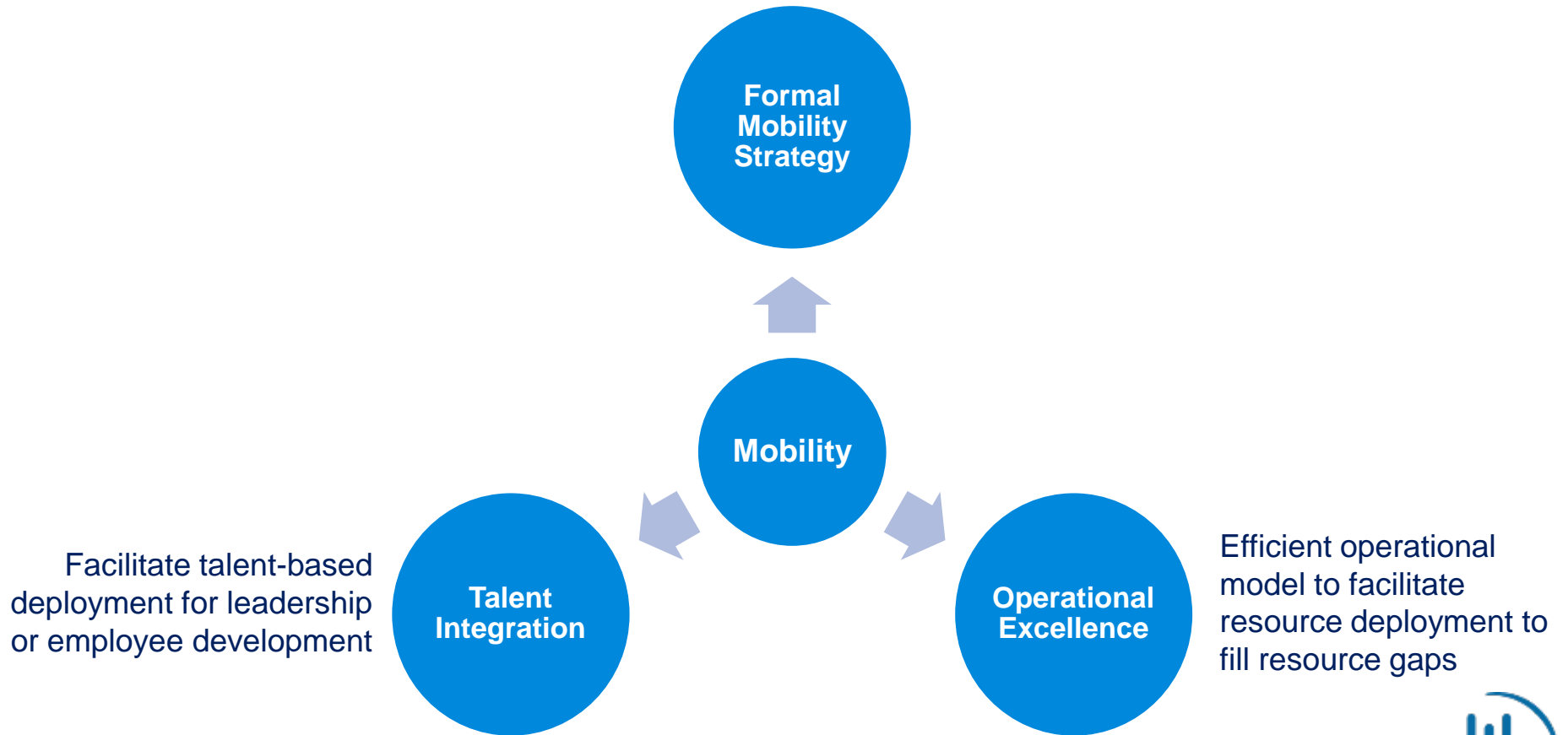
How Do I Engage in Strategy Discussions?

- Get invited to the table
  - Articulate and demonstrate the value of mobility as a way to facilitate and recognize organizational priorities and needs

- Challenge the Status Quo
  - Does your program only offer one-size-fits-all policies based on assignment length? Is your program exception-heavy? Offer suggestions to align mobility support with mobility drivers

- Build a business case for change

Over 46% of organizational representatives characterize the alignment of their mobility delivery model to organizational business and talent objectives as "misaligned" or "aligned".
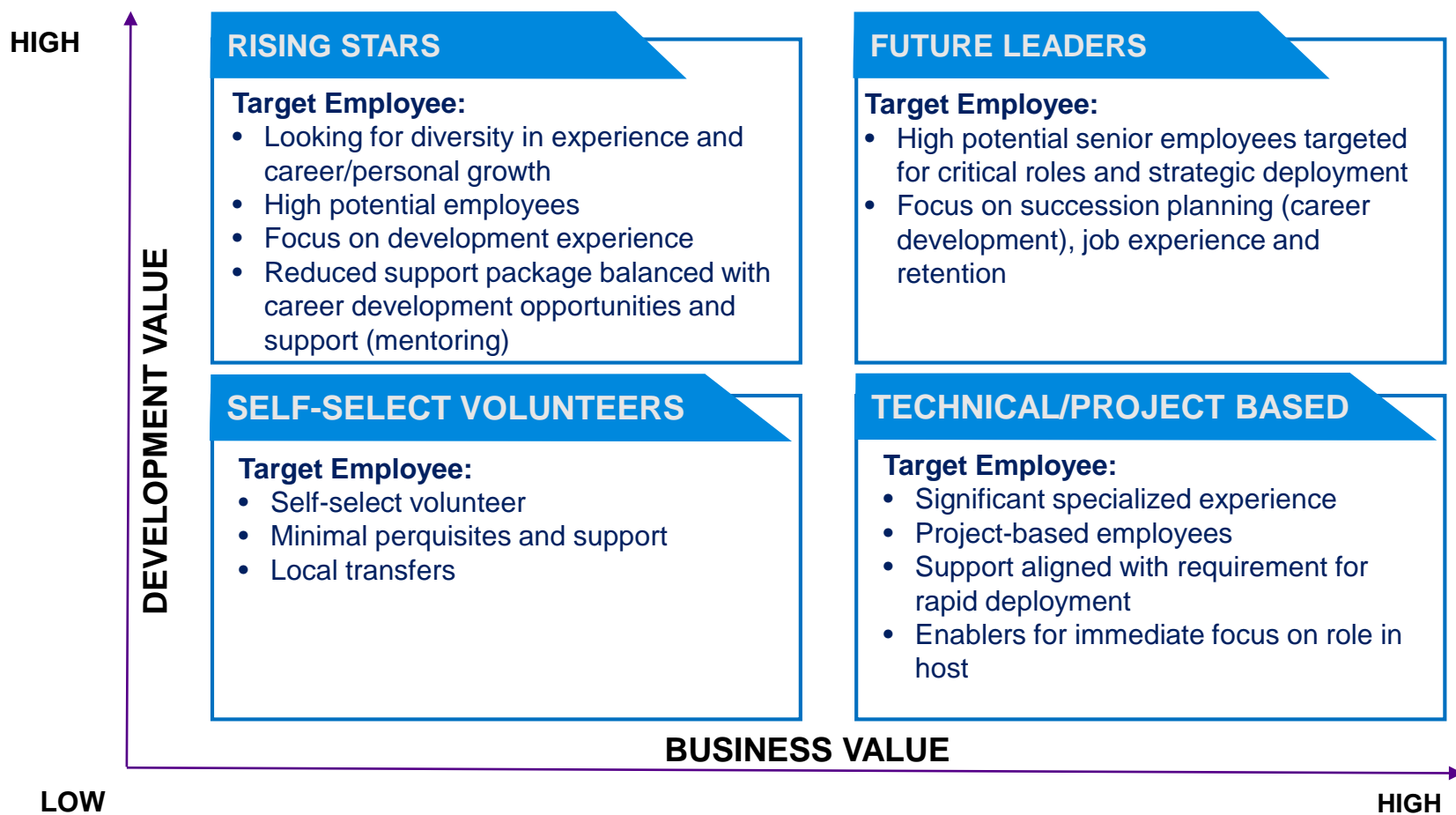
SOURCE: 2017 SIRVA Annual Mobility Report

Mobility and Talent Integration

Talent Driven Mobility

DEVELOPMENT VALUE (vertical axis, LOW to HIGH)

BUSINESS VALUE (horizontal axis, LOW to HIGH)

RISING STARS

Target Employee:
- Looking for diversity in experience and career/personal growth
- High potential employees
- Focus on development experience
- Reduced support package balanced with career development opportunities and support (mentoring)

FUTURE LEADERS

Target Employee:
- High potential senior employees targeted for critical roles and strategic deployment
- Focus on succession planning (career development), job experience and retention

SELF-SELECT VOLUNTEERS

Target Employee:
- Self-select volunteer
- Minimal perquisites and support
- Local transfers

TECHNICAL/PROJECT BASED

Target Employee:
- Significant specialized experience
- Project-based employees
- Support aligned with requirement for rapid deployment
- Enablers for immediate focus on role in host

Mobility Planning

The ability to pair the right person with the right opportunity and the right support package is critical to the success of talent alignment mobility.

Mobility program infrastructure also be positioned to support the program in line with stated objectives and priorities.

| Identify Need | Select Candidate | Define Objectives | Define Value Proposition | Identify Mobility Package | Manage Progress Against Objectives | Measure Success | Monitor Career Progression |

Polling Question #3

Do you know how your organization defines Return on Investment (ROI)?

1. Yes
2. No

Return on Investment

- Define
  - By role
  - Retention
  - Revenue
  - Assignment completion
- Measure
  - Data
  - Reporting
  - Communications
- Manage

Mobility Scope of Services

Scope of Services

Planning

- Staffing (need identification)
- Candidate selection
- Assignment planning
- Cost projections
- Employment contracts and agreements
- Initial relocation discussion

Initiation

- Benefits/payroll setup
- Certification of coverage
- Cross-cultural training
- Language training
- Pre-relocation visit
- Destination services
- HHG Shipment
- Home sale

On-Assignment/Transfer

- Employee support
- Payroll processing
- Expense reimbursement
- Cost recharging
- Remuneration updates
- Compensation accumulation and reporting
- Tax return preparation

Program Management

- Policy controls
- Vendor management
- Data management and reporting

Enhancing the Value of Mobility

Modern Mobility

Choice and flexibility
Needed to meet the varying needs of business units and mobility employees

Agility and simplicity as key guiding principles for mobility
Overall speed and ease in all areas of the process

Global mobility to mobility
Intra-country mobility is increasing, with GM teams expected to manage it

Home based approach not the only approach Local plus and destination pay approaches increasingly popular

Empathy and family focus
Focus on the delivery of the mobility experience and the package components

Travel and Commuting
Business requirements, family need and location desirability

'Global nomads'
People having no real 'home' country with their employer

Alignment Strategies

Mobility Scope of Services

Partnerships

Role Profiles

Capabilities Alignment

Technology

Reporting

Return on Investment

Process Documentation

Mobility Transformation – Critical Success Factors

- Stakeholder engagement
- Program monitoring
- Collaborative partnerships
- Cross-functional teaming
- Adaptive
- Ready for change
- Transformation supporters

Thank you for attending!

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