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# Generational Trends and Forecast in U.S. Domestic Relocation

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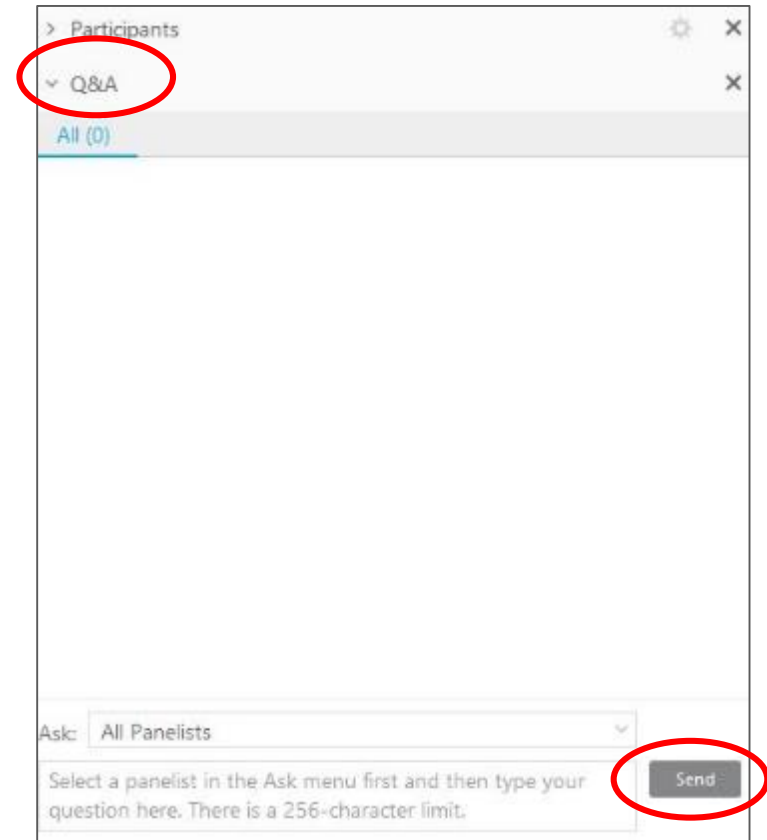
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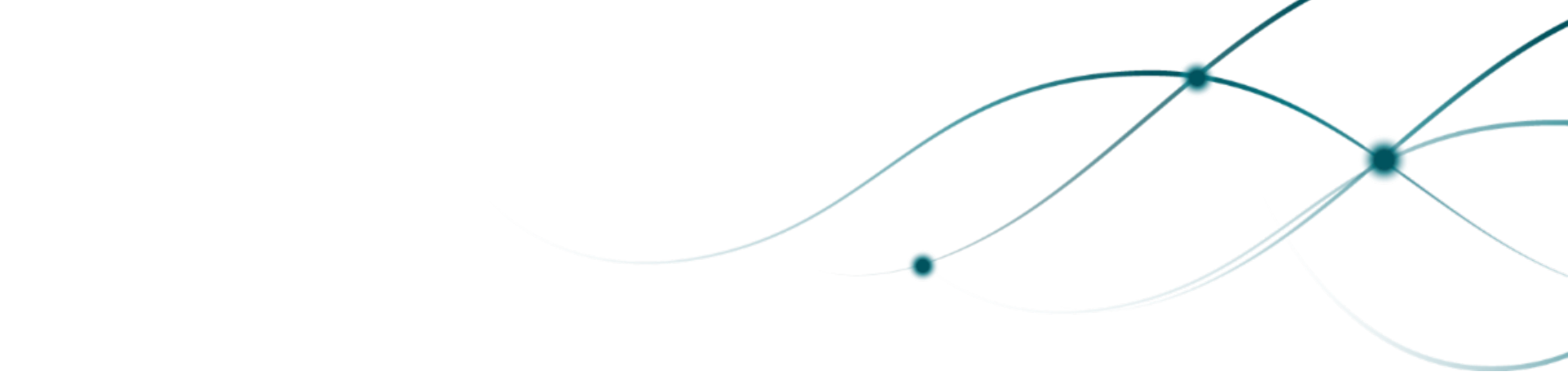
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# Generational Trends and Forecast in U.S. Domestic Relocation

September 14, 2017

*How the world works better*



# Welcome

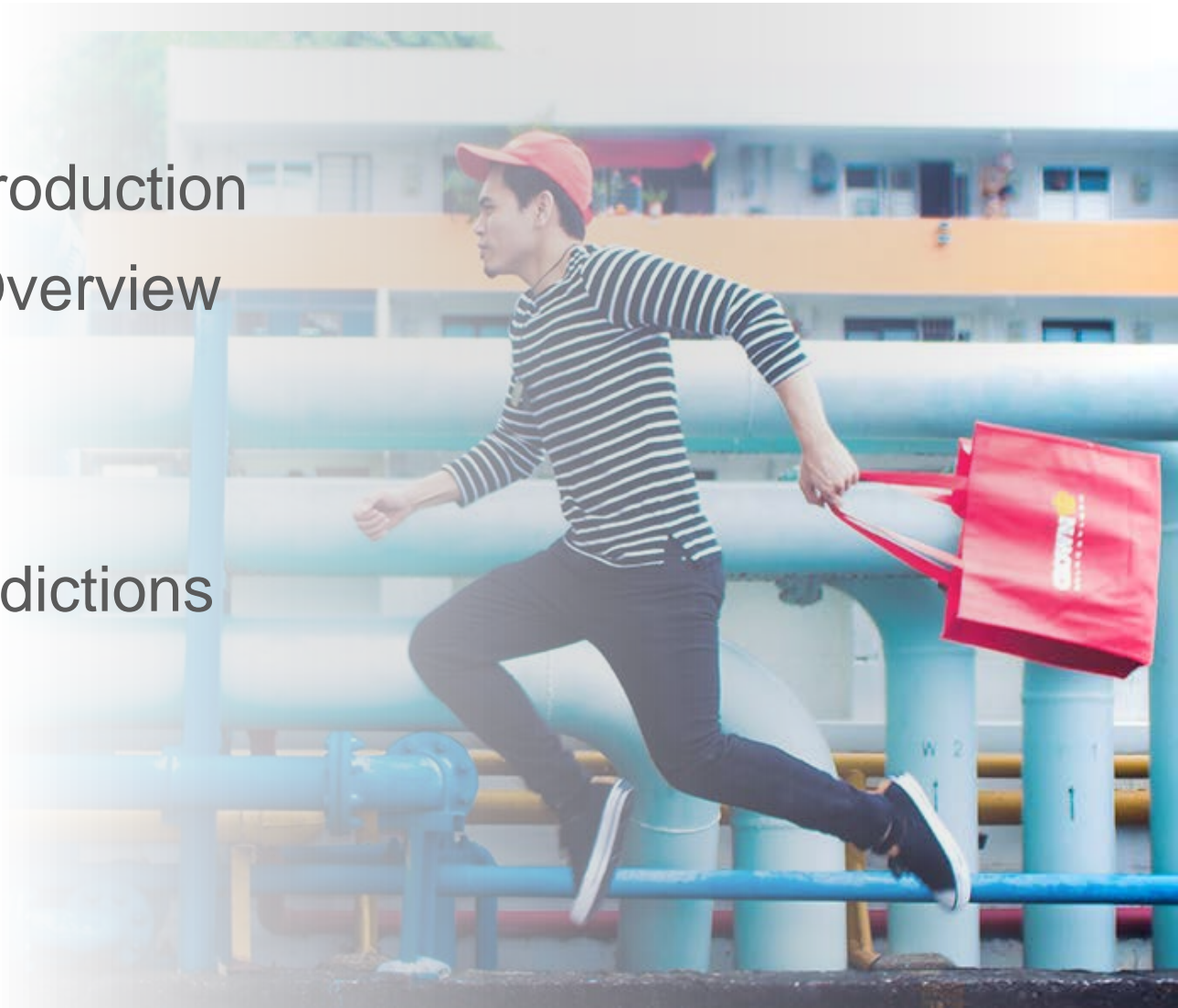


Lisa Mendelsohn  
Regional Director NAM, Crown World Mobility



# Agenda

- Welcome & Introduction
- Generational Overview
- Characteristics
- Trends
- Forecast & Predictions
- Questions





# Generational Overview

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# Generational Overview

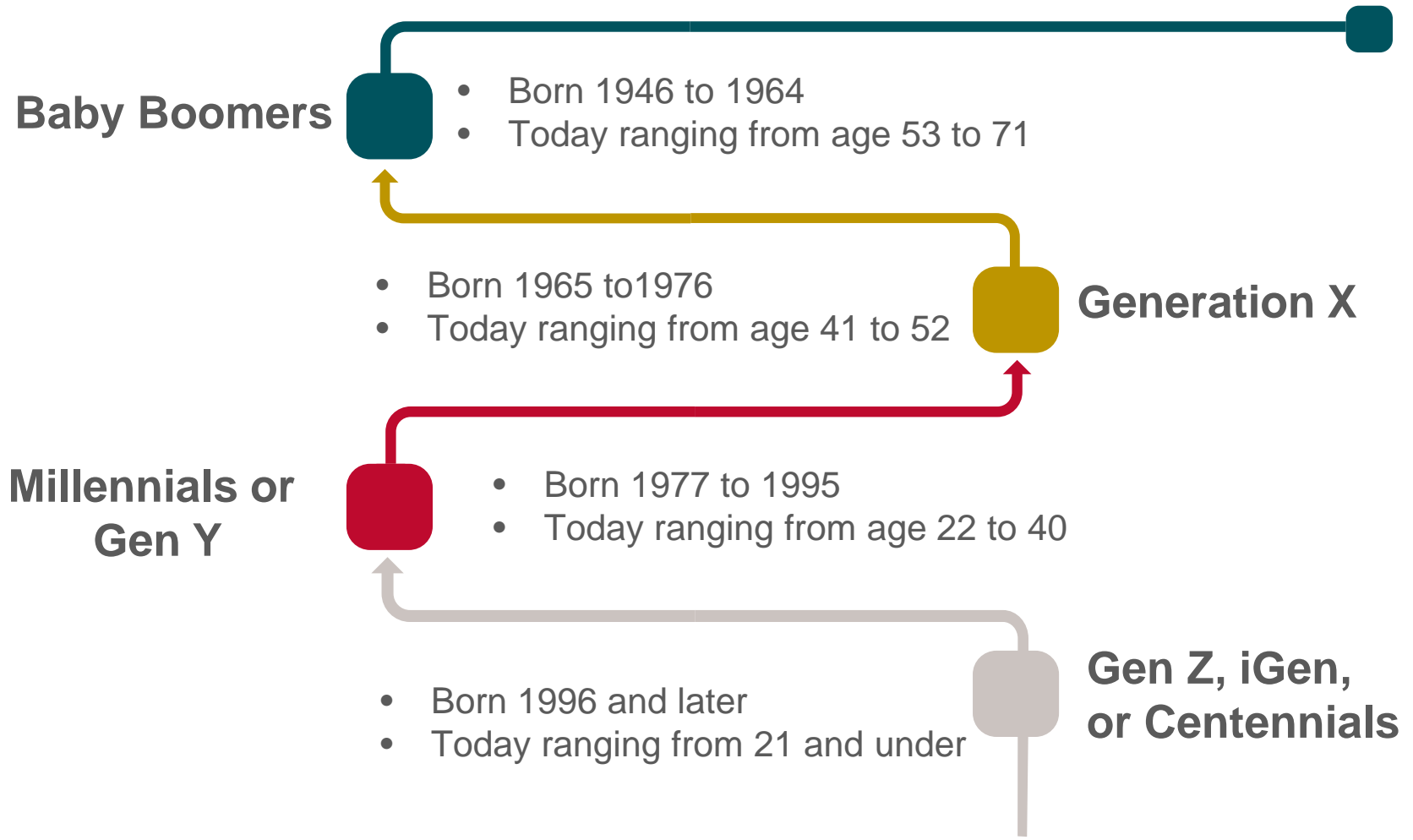
“ Generation- shaping trends are most influential as people come of age, which means that members of a particular generation will develop and share similar values, beliefs and expectations.”

Communication  
& motivational  
preferences

Literature,  
online content,  
movies, TV,  
mobile

Values, beliefs,  
expectations

# Generational Demographics



An aerial, top-down view of a large, circular, modern architectural structure, possibly a transit hub or a public space. The structure is composed of a complex network of dark metal beams and large glass panels. Several people are seen walking through the space, some carrying bags or briefcases. The overall color palette is a monochromatic teal/blue. The word "Characteristics" is overlaid in the center in a large, white, sans-serif font.

# Characteristics

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# Generational Characteristics

**Baby Boomers:** Strong work ethic, Self-Assured, Competitive, Goal Centric, Resourceful, Mentally focused, Team oriented and disciplined.

**Generation X-** Individualistic, Technologically Adept, Flexible, Values Work/Life Balance

**Millennials or Gen Y-** Tech-Savvy, Family-Centric, Achievement-Oriented, Team-Oriented, Craves Attention, Prone to Job-Hopping

**Gen Z, iGen, or Centennials-** Cynical, Private, Entrepreneurial, Multi-tasking, Hyper-aware, Technology-reliant

**So what does all this mean through the lens of U.S Domestic Relocation?**

# Trends

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# Policy Evolution

Focusing on one generation, is that the ideal strategy...?

## Real Estate Support

- Typical homesale benefits are increasingly ideal.
- Encouragement & support of real estate support is critical.

## Lump Sums

- Self managed
- Human Advocacy
- Duty of care factors

## Allowances

- Calculated lumps sums
- Freedom in a framework

## Domestic Assignments

- Rotational
- Flexible benefits
- Career development & growth



# Uber Mobility

Technology is now a “no brainer” .....

## Technology

- One size doesn't fit all
- “At my fingertips”
- “Get to the point”

## Virtual Reality

- SnapChat Era
- My 360 life
- 24/7
- Augmented reality

## Self-Sourcing

- More options than ever
- Self developing

**“Uber Mobility”:**  
Technology in its many forms is changing the landscape of U.S Relocation

# Location, Location, Location

Quality of life – we know what we like.....

## Baby Boomers

- Downsize, buy or rent?
- Less expensive locations

## Generation X

- Suburbs and small cities
- Talent type driven by location

## Millennials/ Gen Y

- Resurgence of downtown living
- Urban living
- Healthy lifestyle amenities

Talent



Mobility

# Forecast

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# Forecast & Predictions

What does the magic 8 ball say .....

Is the value of human support dead?

**OUTLOOK NOT SO GOOD.** Challenge to create an experience that offers the fine balance between human & machine

Will suburbs generate future interest?  
**SIGNS POINT TO YES!** Millennials (the largest population) will further urbanize these key locations.

Will virtual services have a future?  
**OUTLOOK IS GOOD!** The need for more balance and convenience will not become extinct

Will communication change even more?

**NO DOUBT ABOUT IT!** Simple will become even more genius

Will cultural diversity have an impact?

**WITHOUT A DOUBT!** Multiculturalism is here to stay, revisiting benefit coverage and flexibility will become a necessity

Will “self service” survive”?

**YOUR ANSWER IS INCONCLUSIVE, PLEASE TRY AGAIN!**

# The future lies with generation Z....



Take the good characteristics of each generation and bringing them together to create a cohesive team environment.

Teach employees how to learn by harnessing the vast amount of information available today to adopt the “world as a classroom”.

Change the rules and break tradition to achieve great results!

Create a culture of balance- Disentangling ourselves from hyper connectivity so that we are not always online

**CSR is key!** Double down on building cultures of giving back which help employees feel a sense of purpose with their work

“THE FUTURE BELONGS TO  
THE **CURIOUS**.  
THE ONES WHO ARE  
NOT AFRAID TO **TRY** IT,  
**EXPLORE** IT,  
**POKE** AT IT,  
**QUESTION** IT,  
AND **TURN** IT INSIDE OUT

-skillshare

*“The future depends on what you do today”*

-Gandhi

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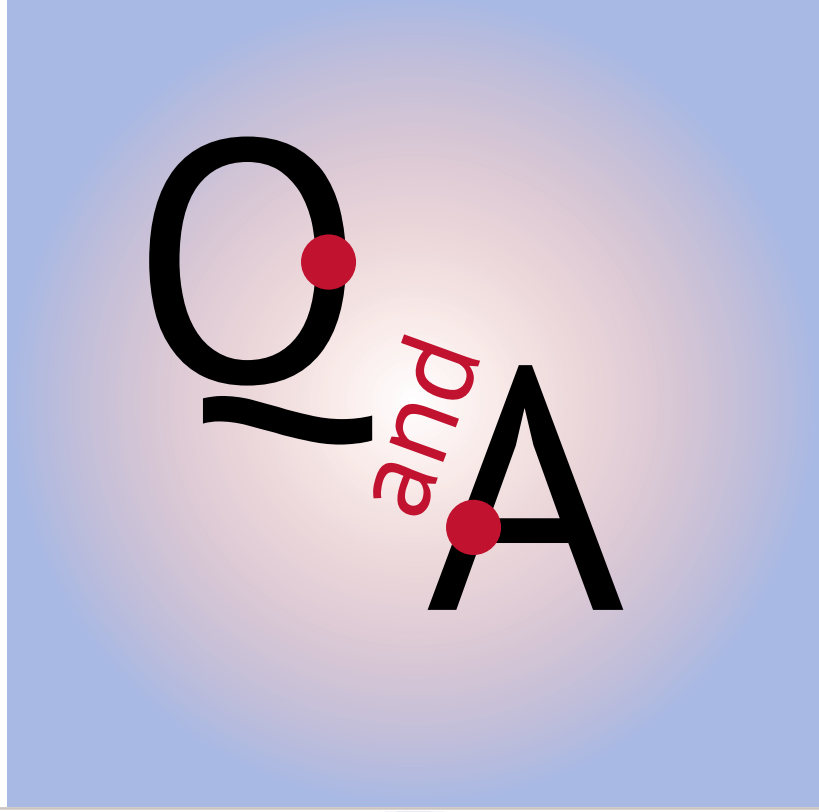


**Thank you !**

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# Questions & Answers





# Thank you for attending!



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