



# WORLDWIDE ERC® WEBINARS

Thursday, November 2<sup>nd</sup> at 9am EDT

**Worldwide ERC® would like to  
thank today's sponsor:**

**SIRVA®** Worldwide  
Relocation & Moving



**WORLDWIDE ERC®**  
WEBINARS

# **Aligning Mobility to Support Business and Talent Objectives**

# WORLDWIDE ERC<sup>®</sup> WEBINAR DISCLAIMER

The views, opinions, and information expressed during this webinar are those of the presenter and are not the views or opinions of Worldwide ERC<sup>®</sup>. Worldwide ERC<sup>®</sup> makes no representation or warranty with respect to the webinar or any information or materials presented therein. Users of webinar materials should not rely upon or construe the information or resource materials contained in this webinar as legal or other professional advice and should not act or fail to act based on the information in these materials without seeking the services of a competent legal or other professional.



# Webinar Instructions

Technical difficulties?

- Dial 866.779.3239, or e-mail questions to [support@webex.com](mailto:support@webex.com)

Sound Troubles?

- If your sound quality is poor, check your Wi-Fi strength or connect via cable.
- Call in using the phone number listed under the “Event Info” tab in the upper left-hand corner.

To return to meeting room window:

- If you are in full screen mode, you may return to the meeting room window by clicking the View Meeting Room button located at the bottom left corner of your screen.



# Welcome and Webinar Instructions

## Technical difficulties?

- Dial 866.779.3239, or e-mail questions to [support@webex.com](mailto:support@webex.com)

## To submit a question...

1. Click on the Q&A tab in the lower right-hand portion of your screen
2. Type your question into the dialog box at the bottom of the screen
3. Click the Send button

## To return to meeting room window:

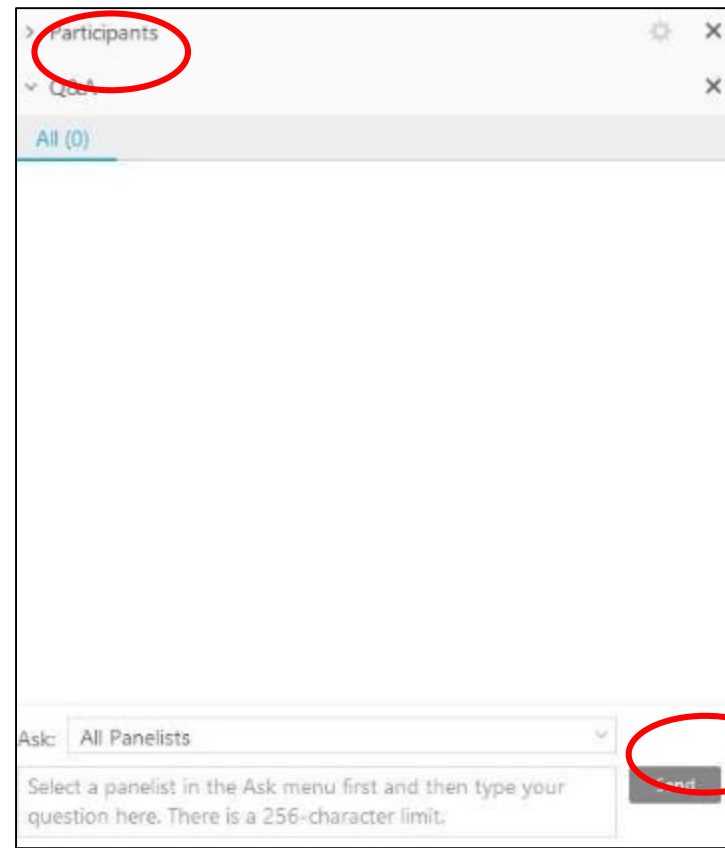
- If you are in full screen mode, you may return to the meeting room window by clicking the View Meeting Room button located at the bottom left corner of your screen.



# Q&A Instructions

- Submit questions through Q&A dialogue box
- Box is located in lower right corner of screen
- Do not use the Chat Box
- Be specific
- You may submit your question at any time

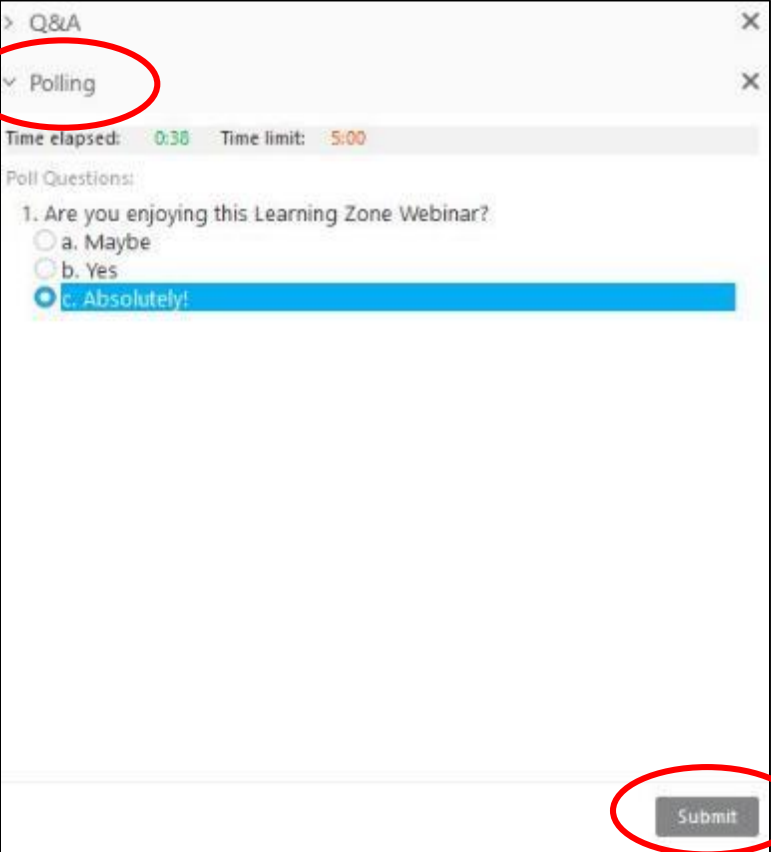
Q&A Dialogue Box:



# Polling Instructions

- 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

Polling Box:



The screenshot shows a web interface with a 'Q&A' section and a 'Polling' section below it. The 'Polling' section is highlighted with a red circle. It displays a question: '1. Are you enjoying this Learning Zone Webinar?' with three radio button options: 'a. Maybe', 'b. Yes', and 'c. Absolutely!'. The 'c. Absolutely!' option is selected and highlighted with a blue bar. Below the question, there is a 'Submit' button, also highlighted with a red circle. The interface includes a timer showing 'Time elapsed: 0:38' and 'Time limit: 5:00'.



# CRP® and GMS® Certification

If you are a **CRP®** seeking CE credit for this webinar, you must utilize the CRP® Recertification Credit Form, available online at:

<http://www.worldwideerc.org/Education/CRP/Pages/crp-recertification-form.aspx>

(please note that all (S)CRPs must use this form and pay the \$8 admin fee to receive CE credit)

If you are a **GMS®** seeking CE credit for this webinar, you must include the name/date of this webinar on your GMS® Renewal Application (at the time you apply for recertification). The Renewal Application is available online at:

<http://www.worldwideerc.org/Education/GMS/Pages/GMS-Renewal-Application-Form-Video.aspx>





# CRP® Certification

If you are a CRP® seeking CE credit for this webinar, you must utilize the CRP® Recertification Credit Form, available online at:

<http://www.worldwideerc.org/Education/CRP/Pages/crp-recertification-form.aspx>

(please note that all (S)CRPs must use this form and pay the \$8 admin fee to receive CE credit)



# GMS® Certification

If you are a **GMS®** seeking CE credit for this webinar, you must include the name/date of this webinar on your GMS® Renewal Application (at the time you apply for recertification). The Renewal Application is available online at:

<http://www.worldwideerc.org/Education/GMS/Pages/GMS-Renewal-Application-Form-Video.aspx>



# Today's Presenters



**Kathy Burrows**

Director, Consulting Services  
SIRVA Worldwide Relocation & Moving



**Taryn Kramer**

Vice President, Global Consulting  
SIRVA Worldwide Relocation & Moving



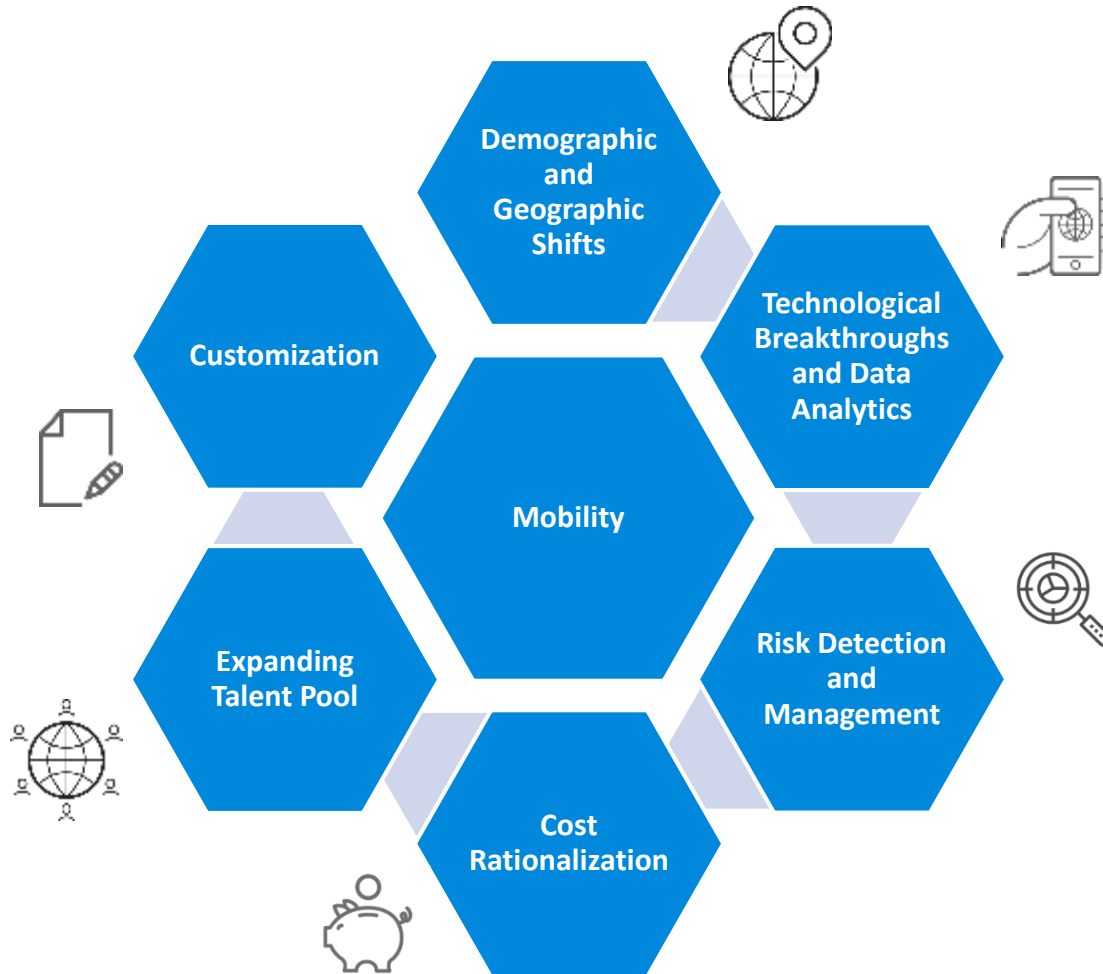
# Agenda

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

# The Evolution of Mobility



# Mobility Landscape

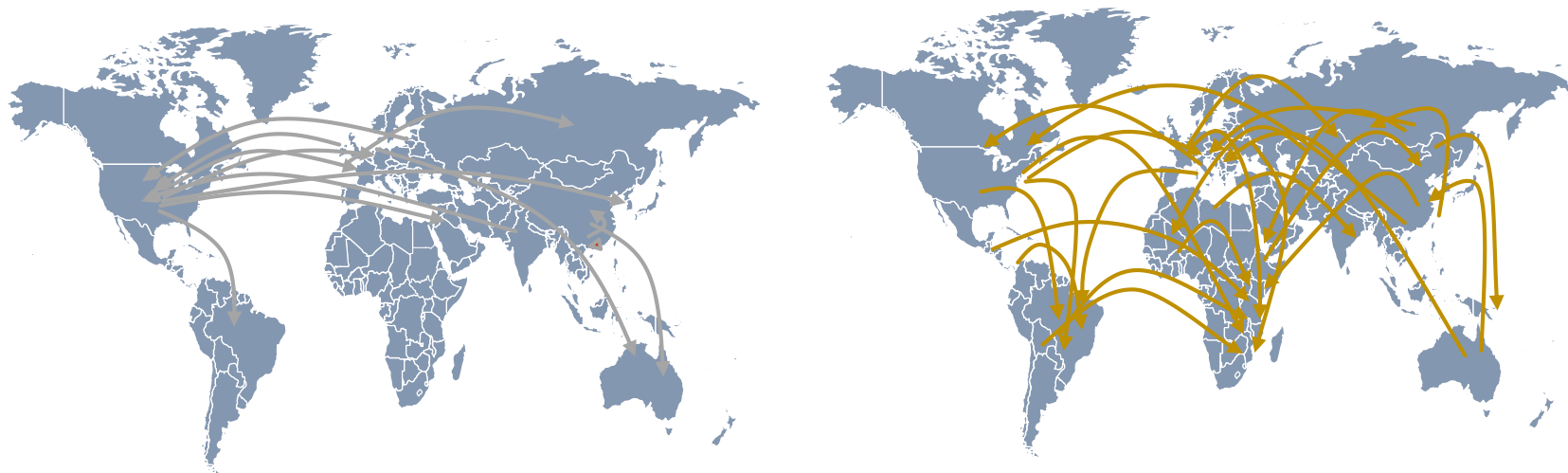


# Mobility Strategy



# 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.

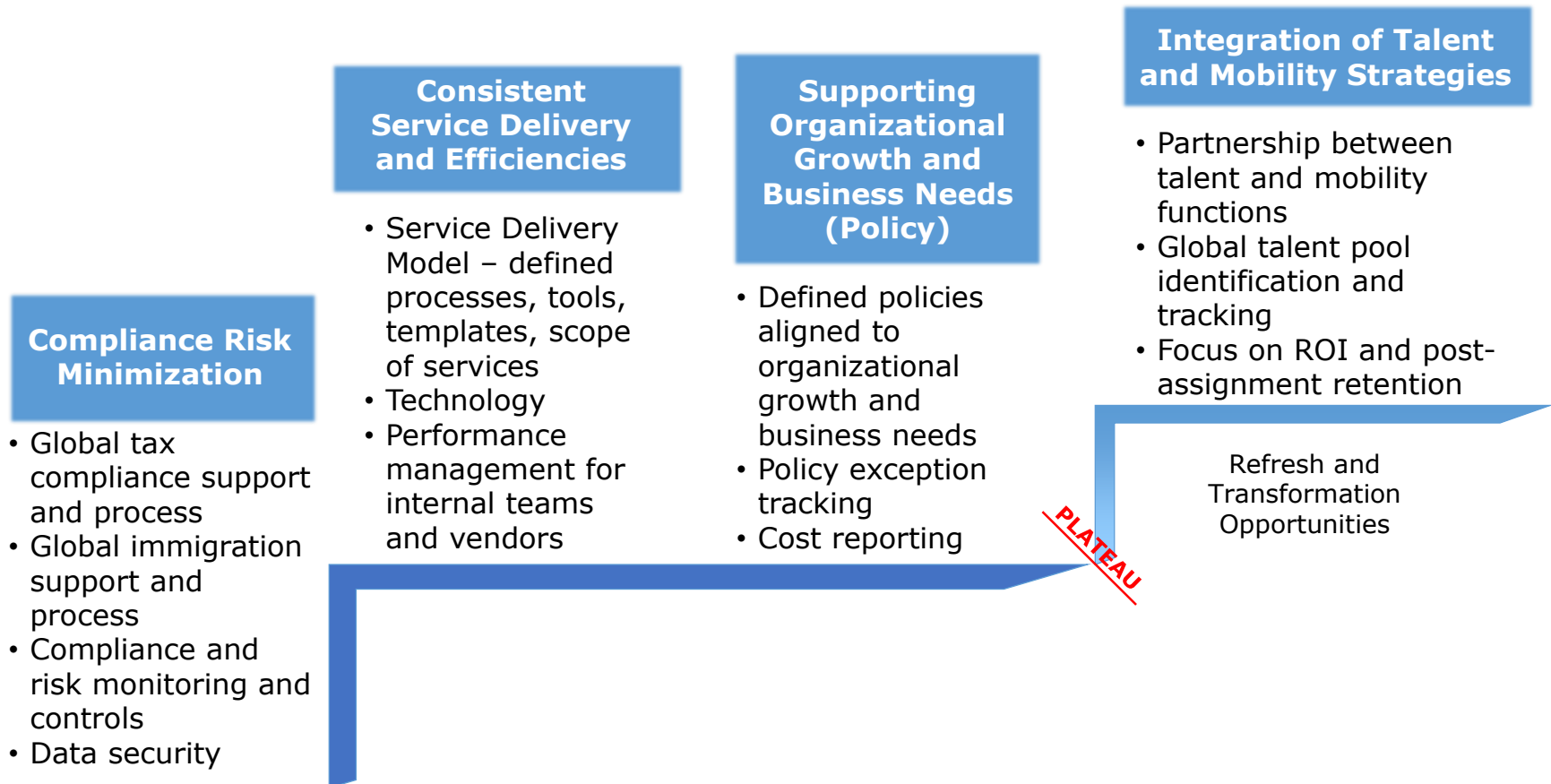
**Organizational growth (38%)** and **talent development (22%)** are ranked as the highest priority of the organization's overall culture, and **talent development/employee relocation** is rated "very important" to the organization's overall success of business and talent strategy.

*SOURCE:*

*2017 SIRVA Annual Mobility Report*



# Program Maturity



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



# 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?*

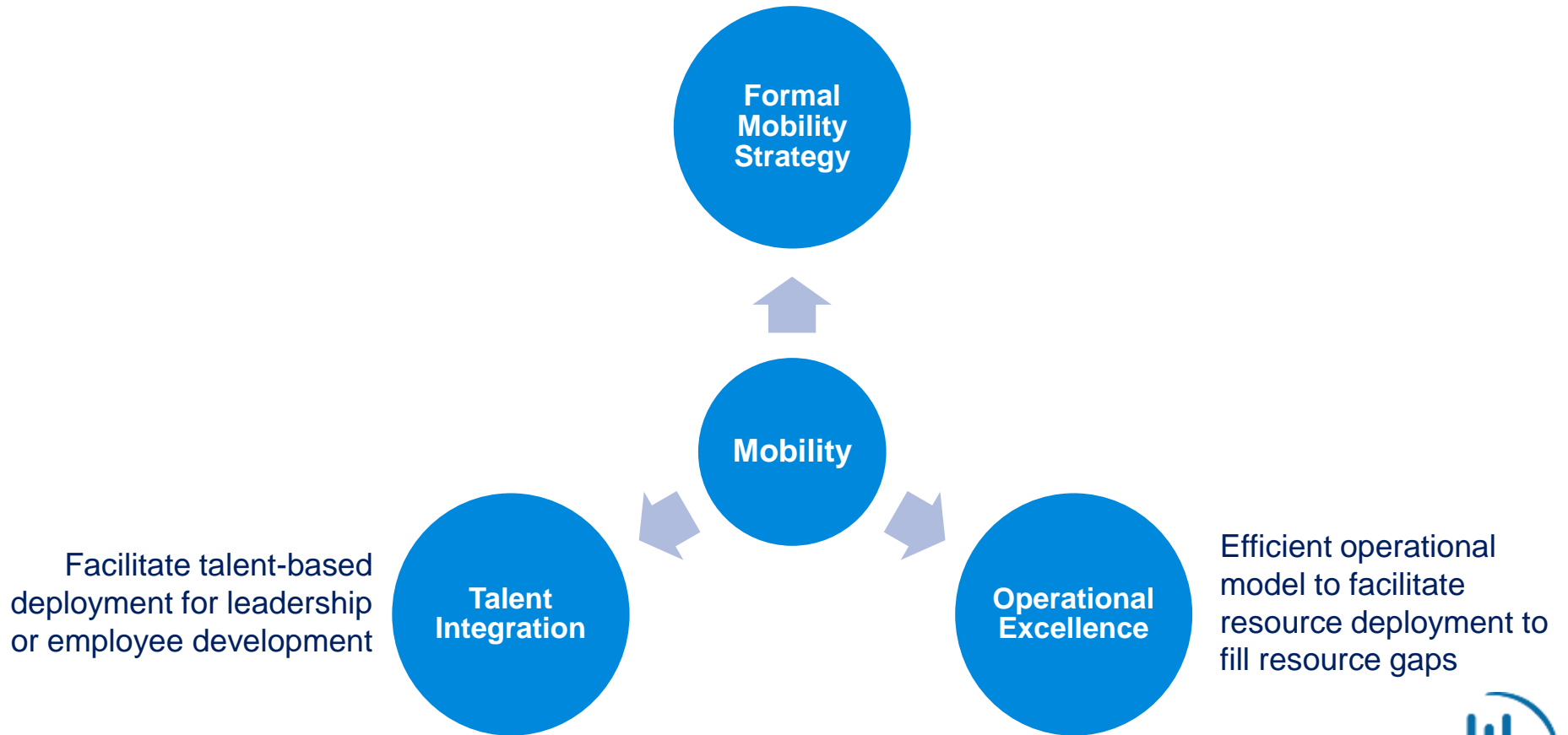
*Is our mobility value proposition a talent management value proposition?*

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



# Mobility and Talent Alignment

Mobility strategy to enable the organizational talent strategy



# 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*

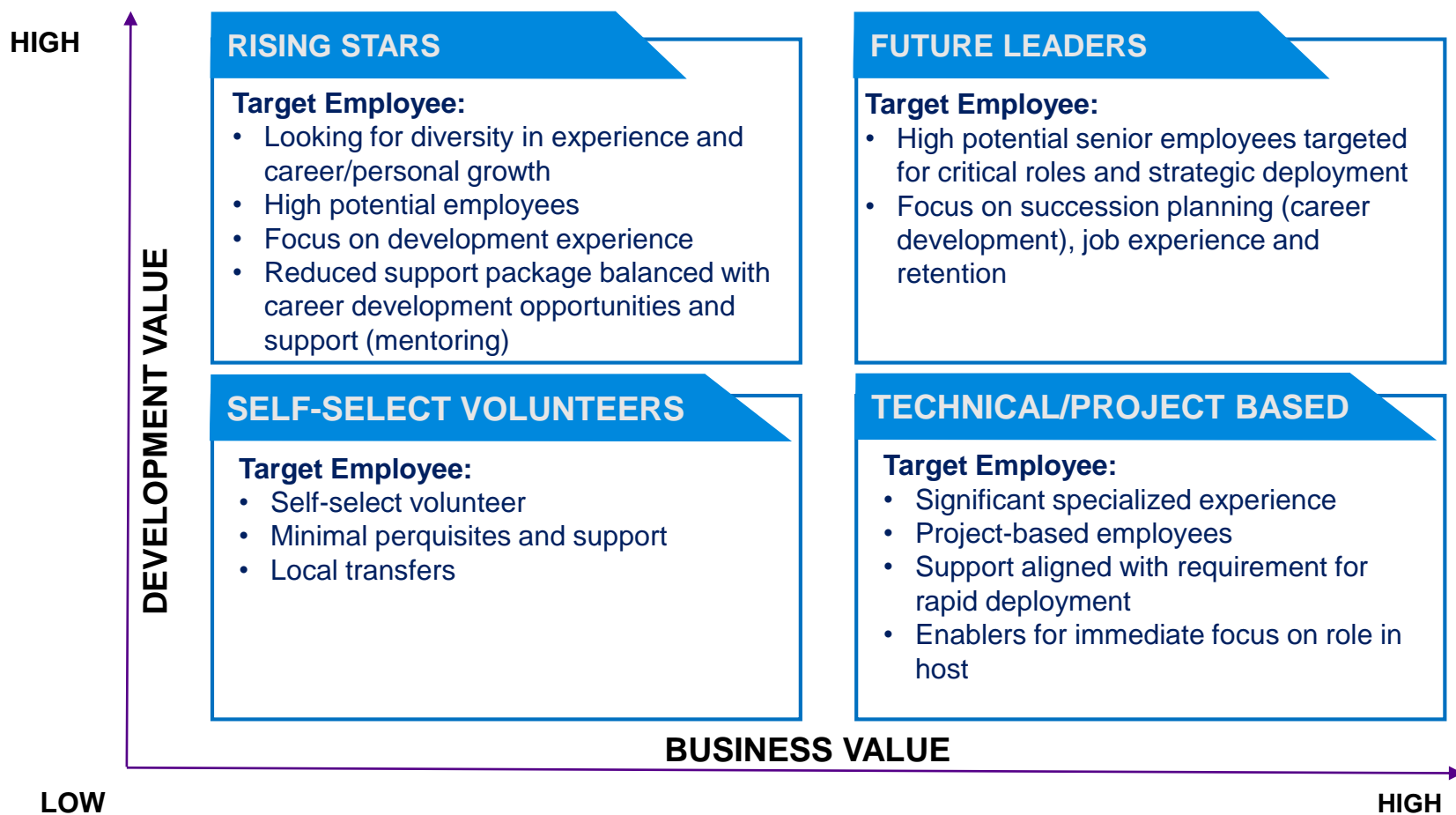




# Mobility and Talent Integration



# Talent Driven Mobility



# 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.



# 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

## 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

Scope  
of  
Services



# 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



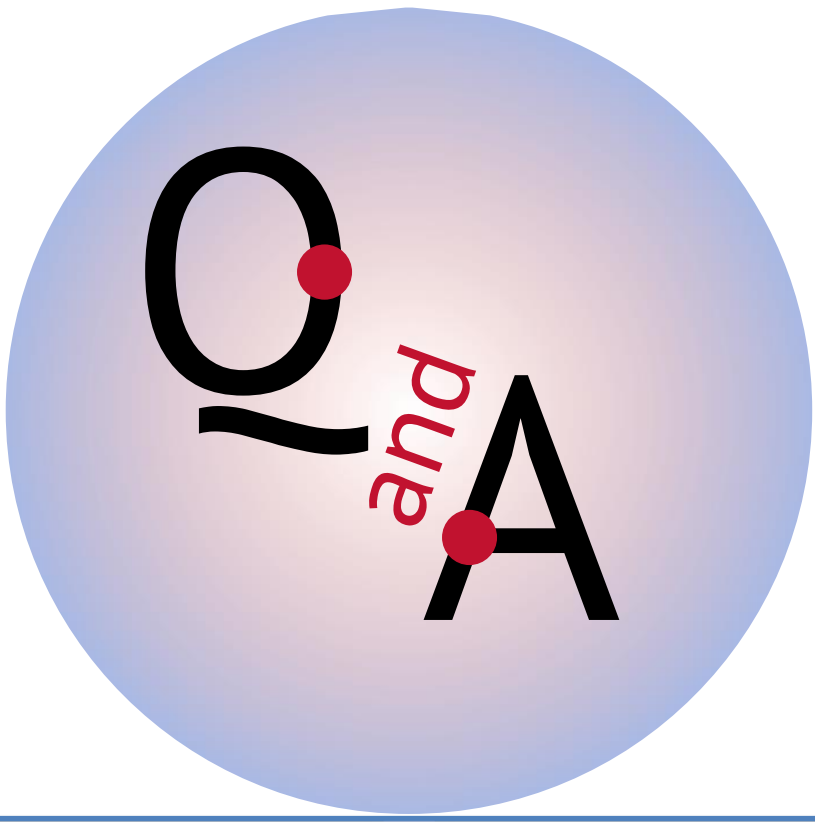


# Mobility Transformation – Critical Success Factors

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



# Questions & Answers



# Thank you for attending!

Visit the Worldwide ERC® web site at [www.worldwideERC.org](http://www.worldwideERC.org), or contact Worldwide ERC® for more information on these topics. 703.842.3400

