

mobility challenges today

it's an exciting time to work in the global mobility industry

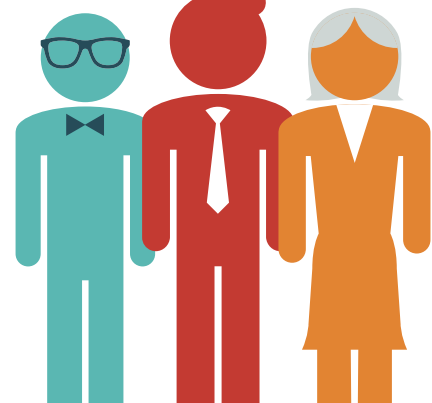
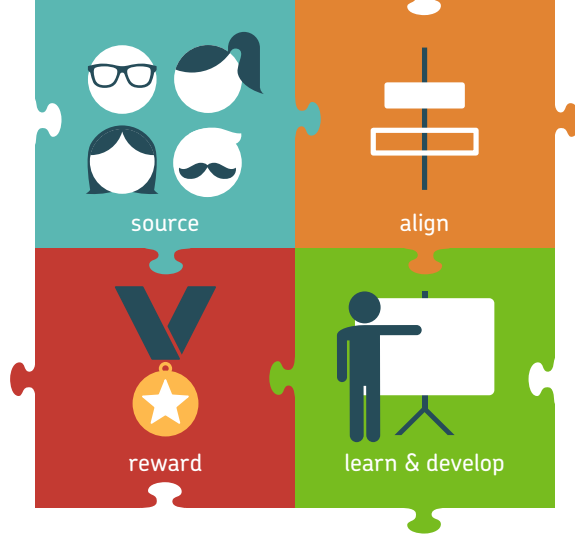
Changing workforce demographics and economic transformations across the globe have set the stage for a new talent scene. But with the excitement comes a set of challenges for mobility professionals. What follows are the three most pressing mobility challenges of today – and ideas for meeting them head on.



aligning global mobility with talent strategy



Global mobility and talent management teams can't afford to work in silos. Companies need these groups to work together strategically to address talent development, employee engagement and retention. Below are three tips for making the alignment happen.



meet together more frequently

The idea of meeting more often is simple, but we all know even the best-laid plans can go awry. Make it a priority to get regular meetings (weekly, monthly, etc.) on the calendar, and be sure to have specific objectives for these meetings to ensure that they're worthwhile.

do a deep dive analysis and reboot

Your mobility program might be churning along OK, but does it have a driving strategy? To make a program better than "OK," it might be time to take a thorough look into what's going on and come up with a concrete vision from the ground up – consider all options! Sometimes pushing restart is exactly what you need.



consider a SWOT analysis

A SWOT analysis lays out Strengths, Weaknesses, Opportunities and Threats in an easy-to-digest fashion.



address changing workforce dynamics

We all know workforces are changing. One big change is the rise of "hand raisers", or employees who initiate their own relocations. Nearly nine out of ten companies indicated that over the last year, they witnessed the number of hand raisers increase or remain the same. Given the challenges with attracting, developing and retaining talent, it is critical organizations develop a policy to address the hand raisers. Does your company have a plan for dealing with them? *It should.*

"Eighty-eight percent of companies have seen self-initiated relocations increase or remain the same in the past year."

-Understanding Employee-Initiated Mobility Survey Report (Plus Relocation, 2015)

88%

reducing spend and spending smarter



Spend is always a primary consideration and challenge for mobility programs. Here is a top-10 list to consider when looking for spend reduction or increased cost effectiveness (spending smarter) in your global mobility program:

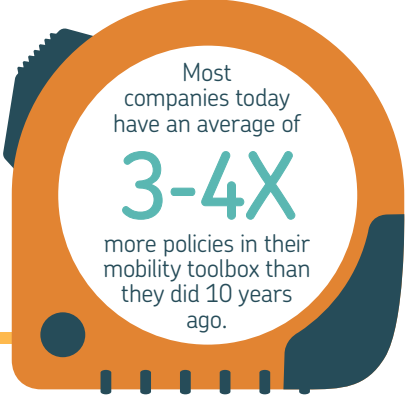


1. Benchmark your policies to make sure they're competitive – but not too competitive
2. Define which employee levels qualify for specific policies
3. Utilize core-flex policy approaches
4. Consider an alternative gross-up method for U.S. domestic relocations
5. Leverage corporate home sale programs (such as BVO) for high-level employees where you have previously reimbursed the employee (and covered their gross-up) directly
6. Develop or improve the justification process for the use of long-term expatriate assignments
7. Develop or review your localization strategy
8. Consider host-based strategies like local and local+ approaches right from the start
9. Re-evaluate assignment housing practices and budgets
10. Leverage effective tax planning for global mobility

introducing alternative policy types



As companies have grown globally, the need for new mobility policies to meet local and regional nuances has also grown. Of course, with more policies comes more complexities in managing them. Let's take a look inside the toolbox to help you figure out the right policy mix for your company.



Policies that most programs have:

- Long- and short-term global assignment policies
- One-way international transfer policies (often multi-tiered)
- Localization policies
- U.S. domestic relocation policies (often multi-tiered)
- Extended or frequent business traveler policies

Some others to consider:

- **Core-flex policies:** These policies provide basic benefits to all relocating employees (the "core") but also provide customization and cost containment by making additional benefits available as add-ons (the "flex").
- **Intra-regional or in-country (domestic) policies:** We've seen a growing number of companies design policies to address regional or country nuances, which gives a company more options for assigning talent to a specific business opportunity.
- **Rotational policies:** Want to grow future business leaders while also exposing them to different parts of your business? Consider designing a policy to rotate them from location to location over a period of time, either domestically or internationally.

The percentage of executives who said the need to redesign their organizations is a "critical priority."

*-Global Human Capital Trends 2016
The new organization: Different by design (Deloitte)*

92%



now is the time to act for mobility professionals

With an ever-changing corporate environment – driven by new workforce dynamics, emerging markets and technological innovations – companies that don't do anything will get left behind. Unless your mobility program is exactly how you want it (that seems unlikely, doesn't it?), then there are things you can do today to address mobility challenges and push your company forward.

Want to learn more about the challenges facing the mobility industry?



Download our full report, [Defining Global Mobility Challenges, today!](#)

