



New Perspectives on Mobility: Promote Wellbeing to Ensure Success



Lauren Herring, IMPACT Group

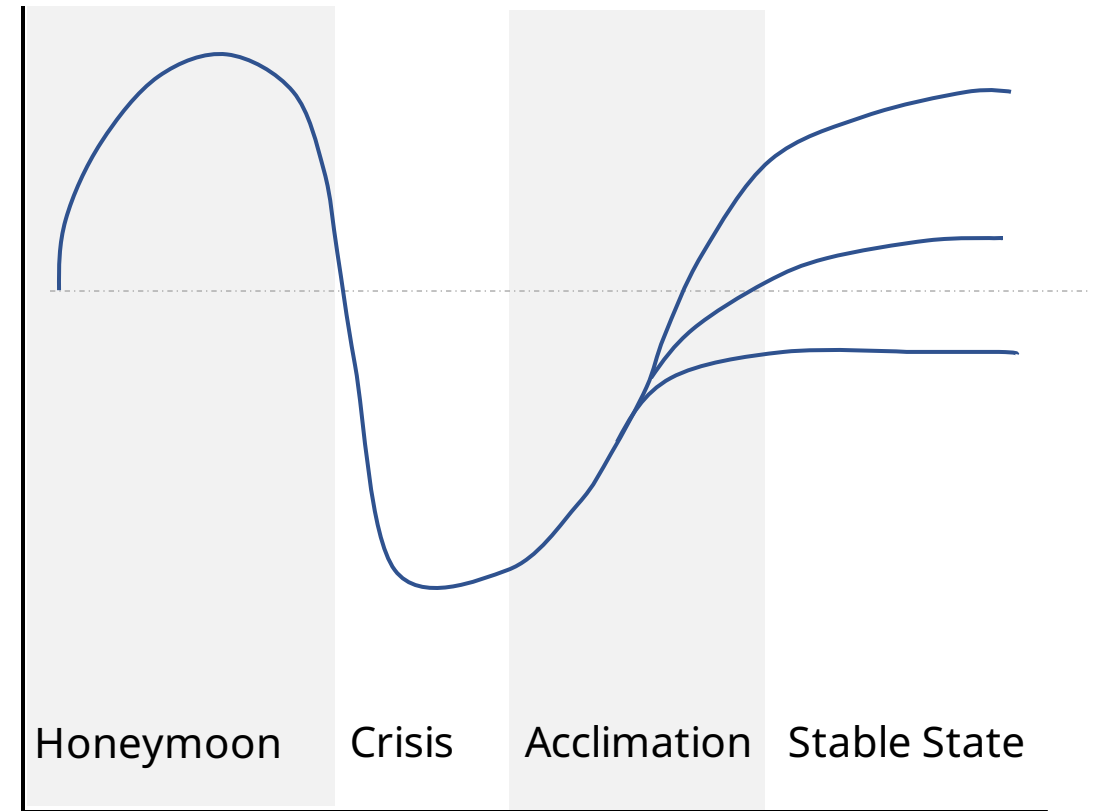
Relocation...

It's Personal



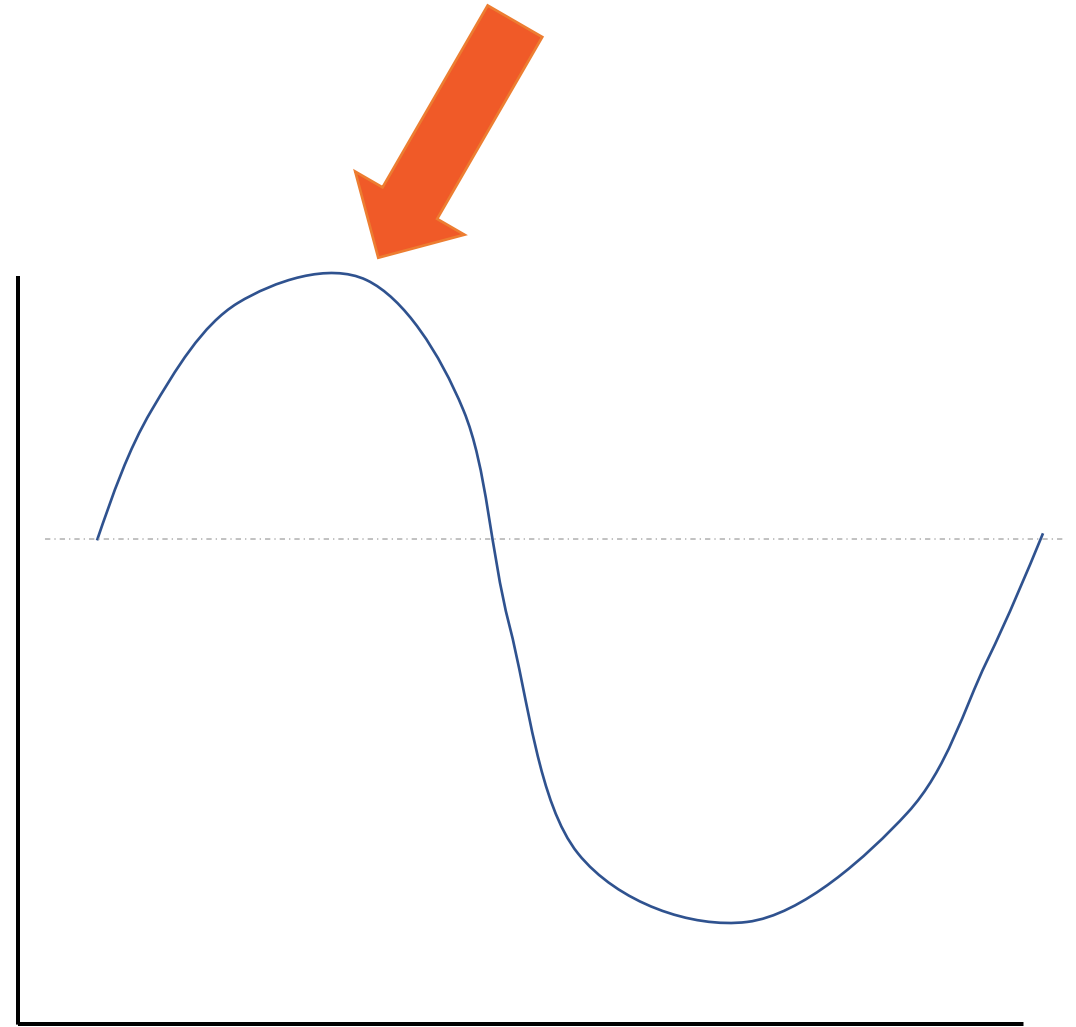


The Change Curve



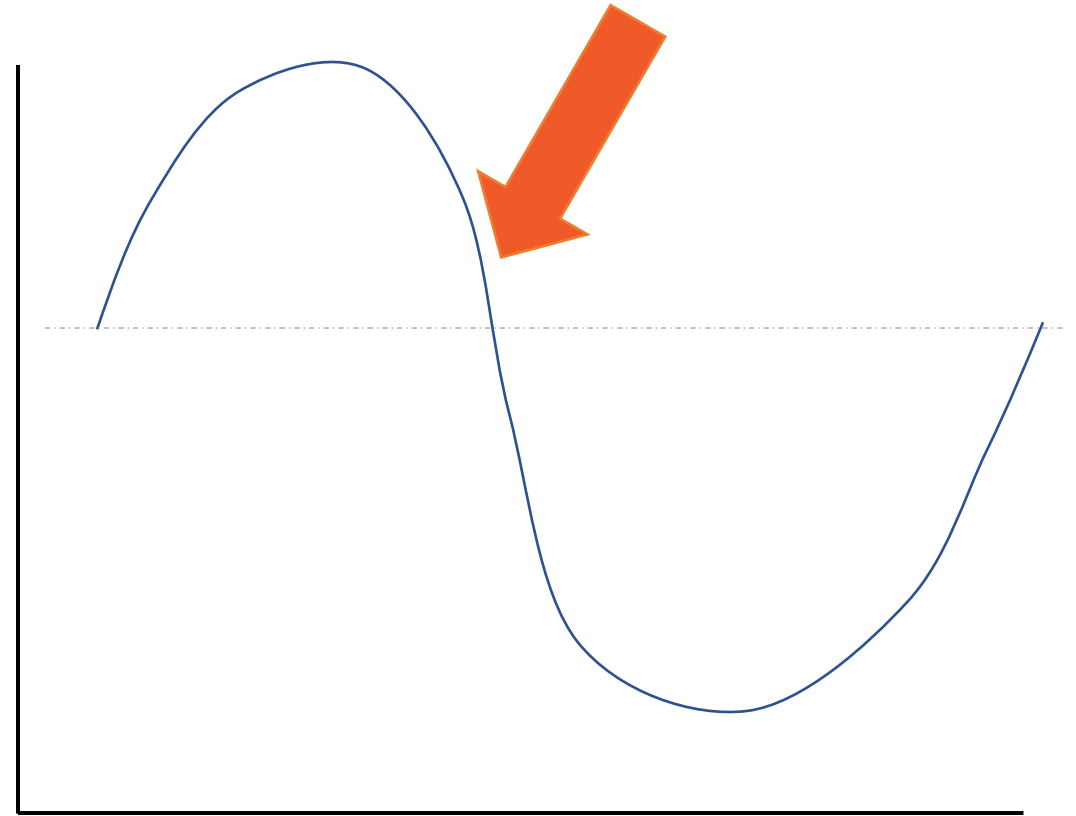


The Change Curve



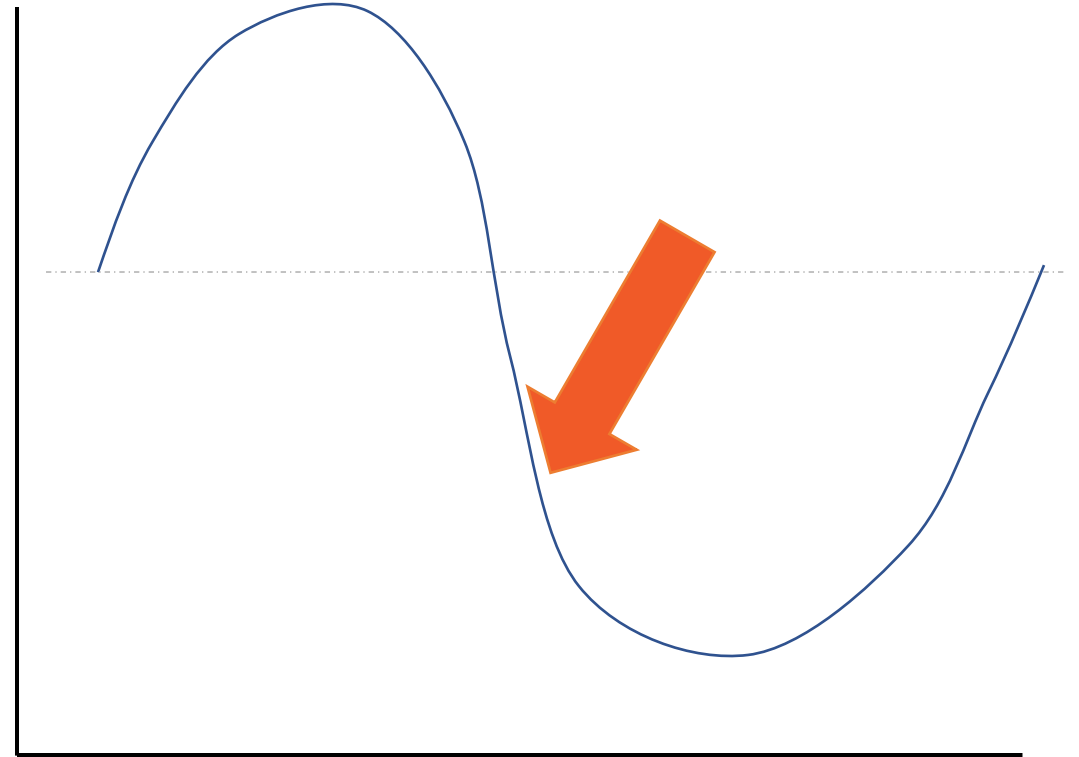


The Change Curve



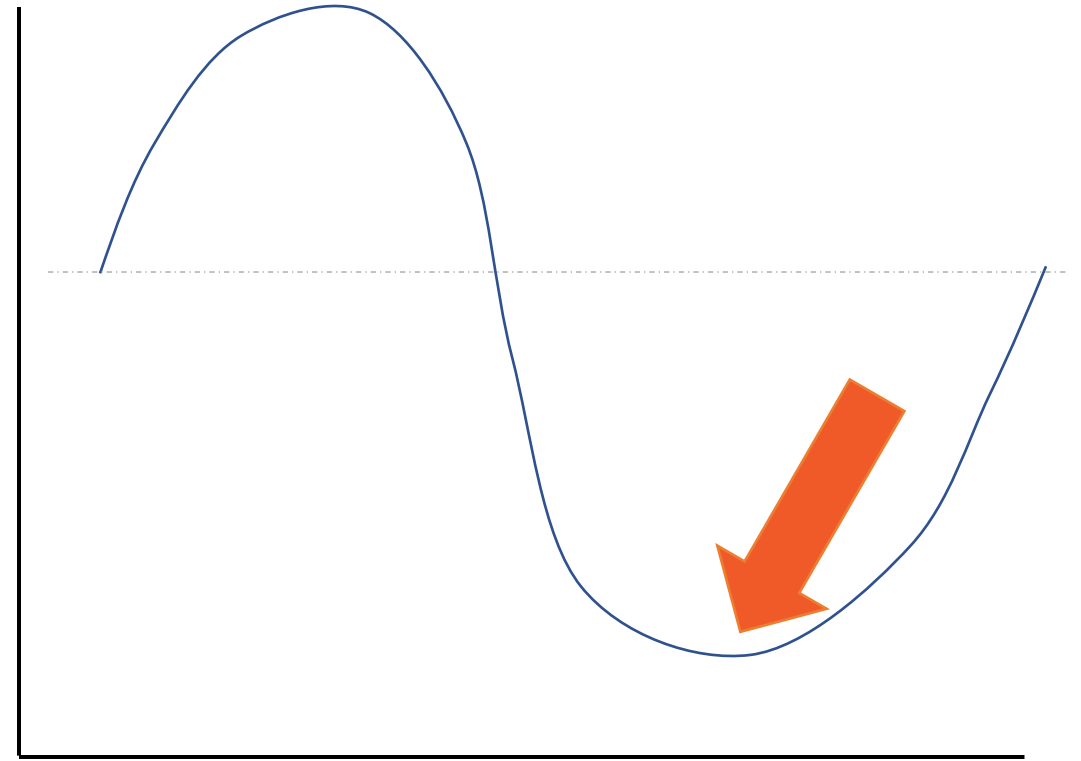


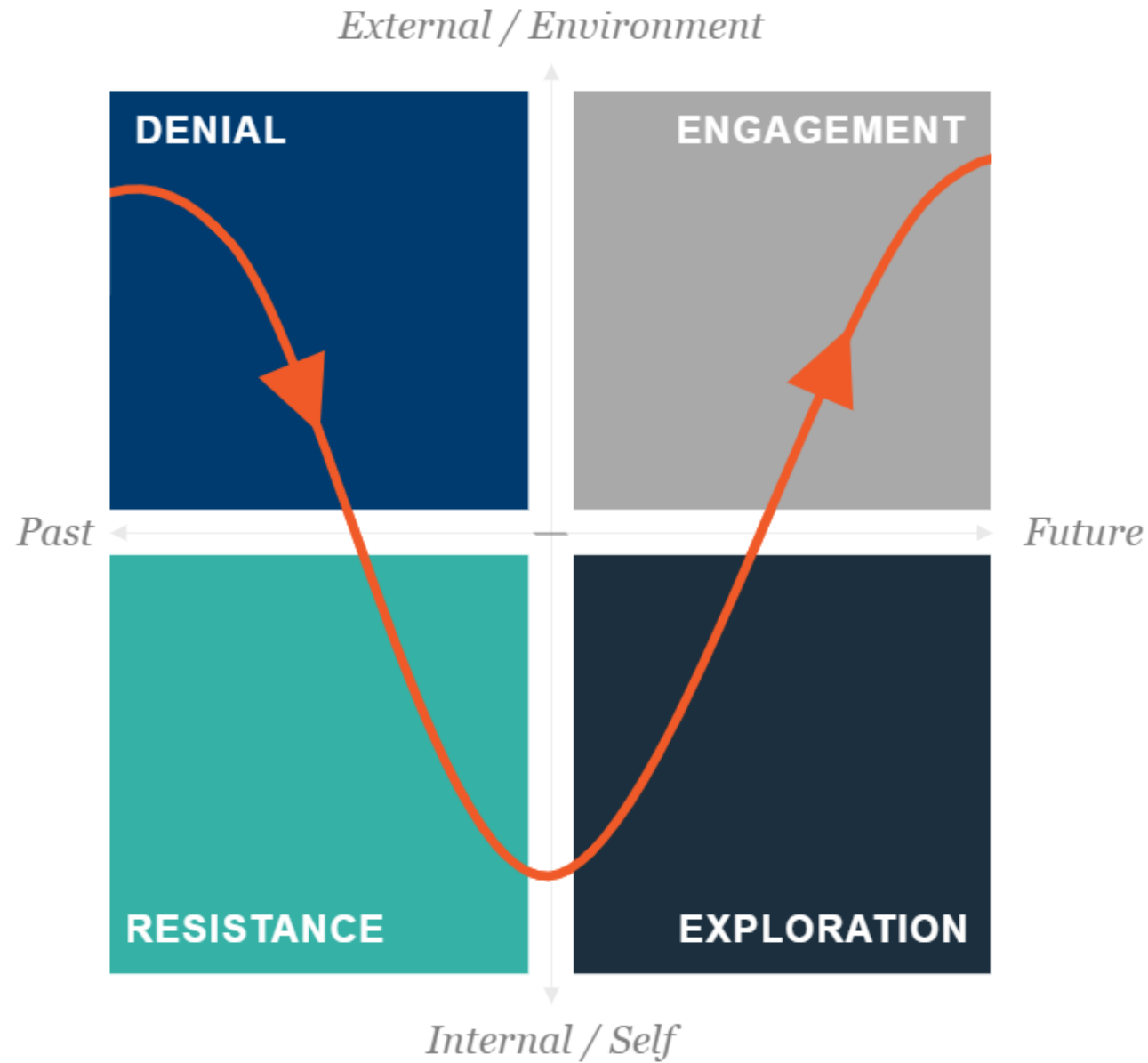
The Change Curve



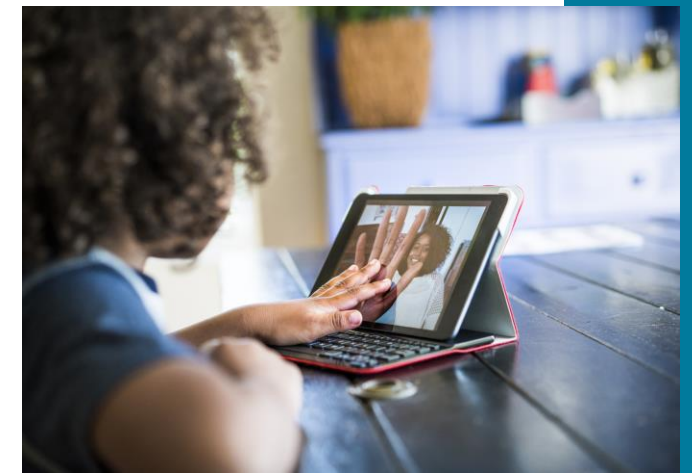


The Change Curve

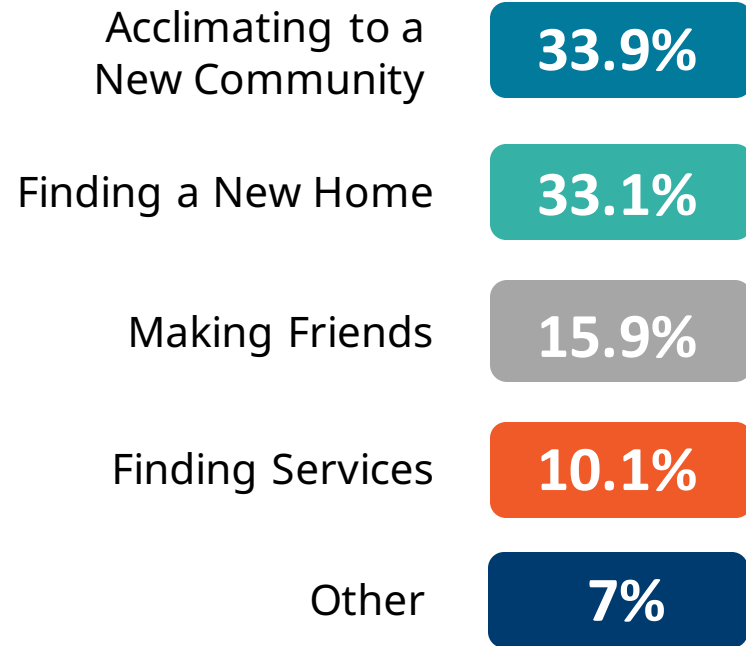




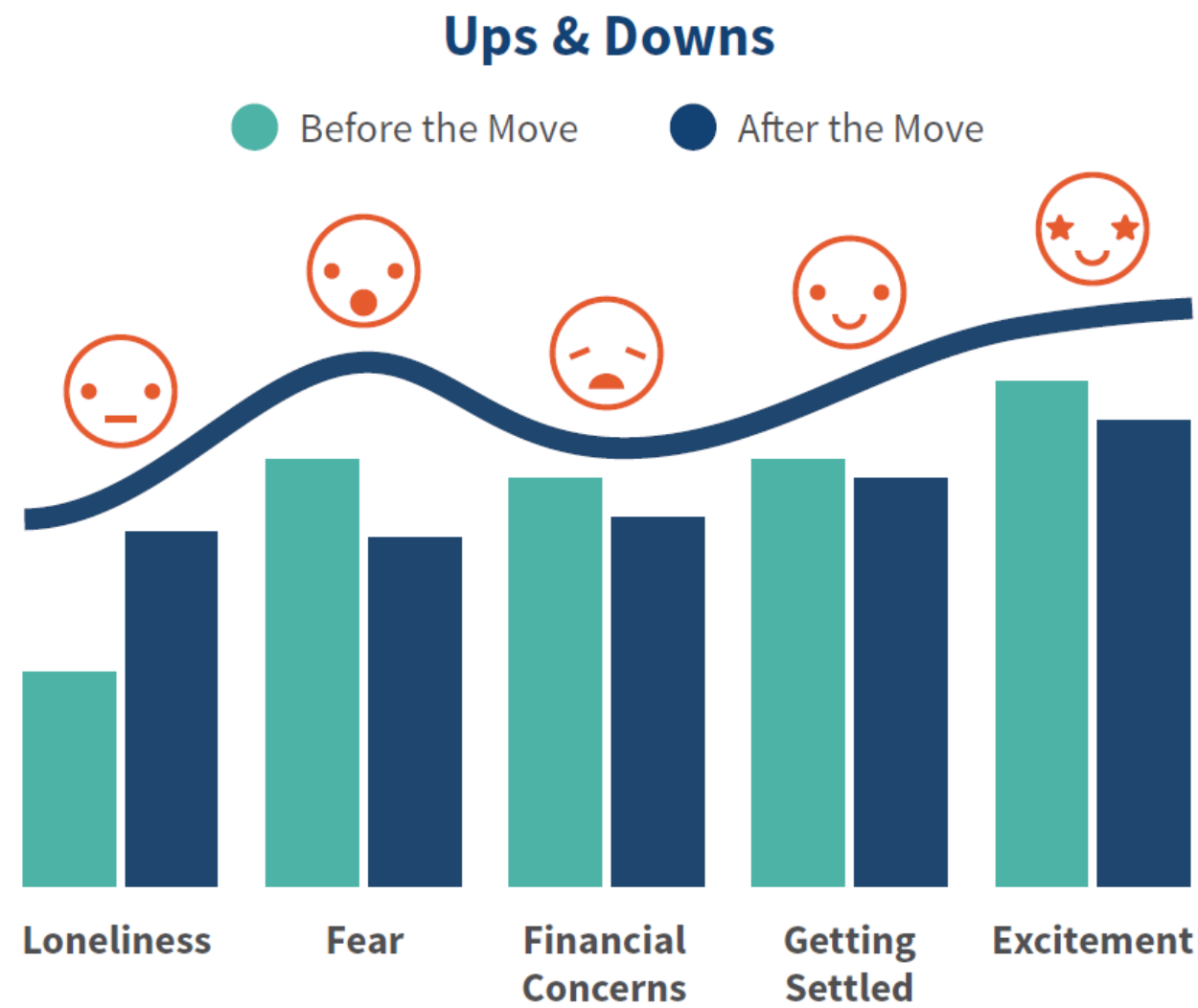
The Emotions of Moving



The Most Challenging Part of Relocating



Emotions: Before & After the Move



What Matters Most to Leaders & Employees

WORKERS PRIORITIZE
TRANSFORMING WELLBEING
MORE HIGHLY THAN
EXECUTIVES

SENIOR EXECUTIVE

INDIVIDUAL WORKERS

1	Improving the Customer Experience	Improving Quality
2	Increasing Innovation	Increasing Innovation
3	Reducing Cost	Improving Worker Wellbeing
4	Improving Quality	Improving the Customer Experience
5	Doing New Work	Doing New Work
6	Increasing Capacity	Reducing Cost
7	Growing Market Share	Increasing Capacity
8	Improving Worker Wellbeing	Growing Market Share
9	Increasing Social Impact	Increasing Social Impact

“We know that engaged employees produce far better outcomes, but Gallup recently discovered that engaged workers ***who are not thriving in their lives*** are much more vulnerable and add risk to your organization.”
- Gallup

61%

More Likely to
Experience Burnout
Often or Always

48%

More Likely to
Report Daily
Stress

66%

More Likely to
Experience Daily
Worry

2x

More Likely to
Report Daily
Sadness or Anger



Top 10 Relocation Challenges that Create Emotional Issues



haylie:)
@hayliebri

Follow

my little sisters boyfriend is moving and their goodbyes were the saddest thing ever



3:15 PM - 26 Jun 2017

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867 50K 172K

+8
View gallery



Moving with Kids

Elder Care Issues





Families with Special Needs

Mounting To Do's – Before the Move



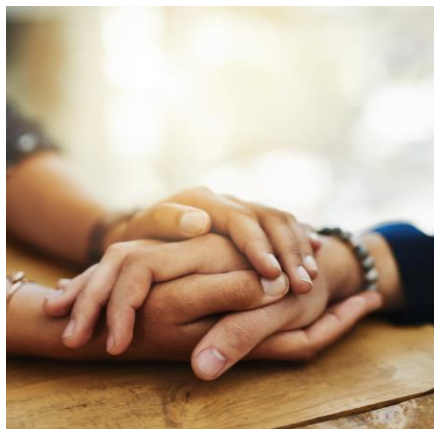
Leaving & Finding
Housing



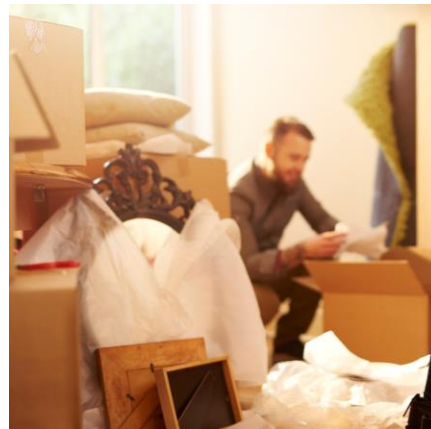
Neighborhood Info
Safety/Demographics
& Services



Household Goods



Saying Good-Byes



Purging Items



Visas

Mounting To Do's – After the Move



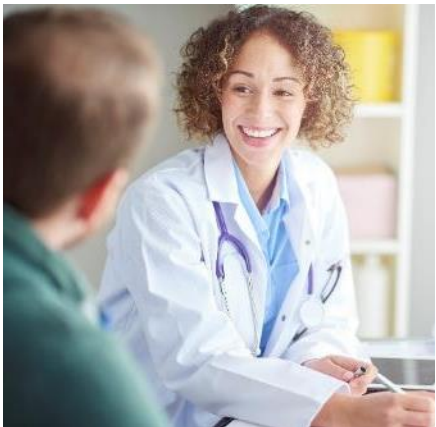
Spouse/Partner Career



Learning the
Neighborhood



K-12 Education;
Childcare & Pets



Medical/Dental



Recreation/Fitness



Unique Topics

Language & Culture

“When we have a meeting or conference call to discuss an issue or to make decisions, I often feel uncomfortable. I must confess, my solution is to get away with not attending meetings that include English coworkers. **It’s just too frustrating and embarrassing because of my limited English language skills.**”

Employee at a \$25B Tech Firm



Culture & Language Barriers Hinder:



Productivity



Collaboration



Talent
Retention



Assignment
Completion

Mental Health & Expats

“There are many challenges that expats face which can result in debilitating mental health issues if ignored. Often, they have to adjust quickly to new and sometimes very different cultures, languages and work responsibilities, and without the usual social support networks back home.”

Derek Goldberg,

Aetna’s Managing Director for Southeast Asia & Hong Kong

Sense of Identity for Spouses & Partners

“

Since moving abroad, I feel like myself less.

“

What they don't often tell you before following your spouse across the world to a new country is that you'll encounter loneliness, a loss of identity and plenty of leisure time.



An Epidemic of Loneliness

“During my years caring for patients, the most common pathology I saw was not heart disease or diabetes – **it was loneliness**. Loneliness and weak social connections are associated with a **reduction in lifespan** similar to that caused by smoking 15 cigarettes a day and even greater than that associated with obesity... At work, loneliness **reduces task performance, limits creativity, and impairs other aspects of executive function** such as reasoning and decision making. For our health and our work, it is imperative that we address the loneliness epidemic quickly.”

- Dr. Vivek Murthy, HBR



Emotional Context of Moving

**53%
Agree**

Loneliness can be especially debilitating for singles. Moving with a friend or family member is likely to promote wellbeing and increase the likelihood of relocation success.

**60%
Agree**

Issues associated with relocating (employees' anxiety, stress, and loneliness) have surfaced more in recent years than in the past.

Diversity, Equity & Inclusion



Spouse / Partner Career



Spouse Career
Consistently Ranks as
#2 or #3 Reason for
Relocation Failure¹



30% of Married
Women in the US
& 26% in the UK
**Earn More Than
Their Husbands**²



57% of Mobility Leaders
Believe **Women are
More Likely to Accept
International
Assignments** when
Offered Flex Benefits,
such as Career Support
for Spouse/Partner³

Career Solutions

SPECIALIZED PROGRAMS FOR
TODAY'S NEEDS



Traditional Job Search



Career Change



Entrepreneurship



Gig Work / Consulting



Remote Work



Executive



Career Continuation



Active Retirement

Job Search Coaching & Personalized Action Plan

Career Assessment ●
Job Search Strategy ●

Clarity

Preparation

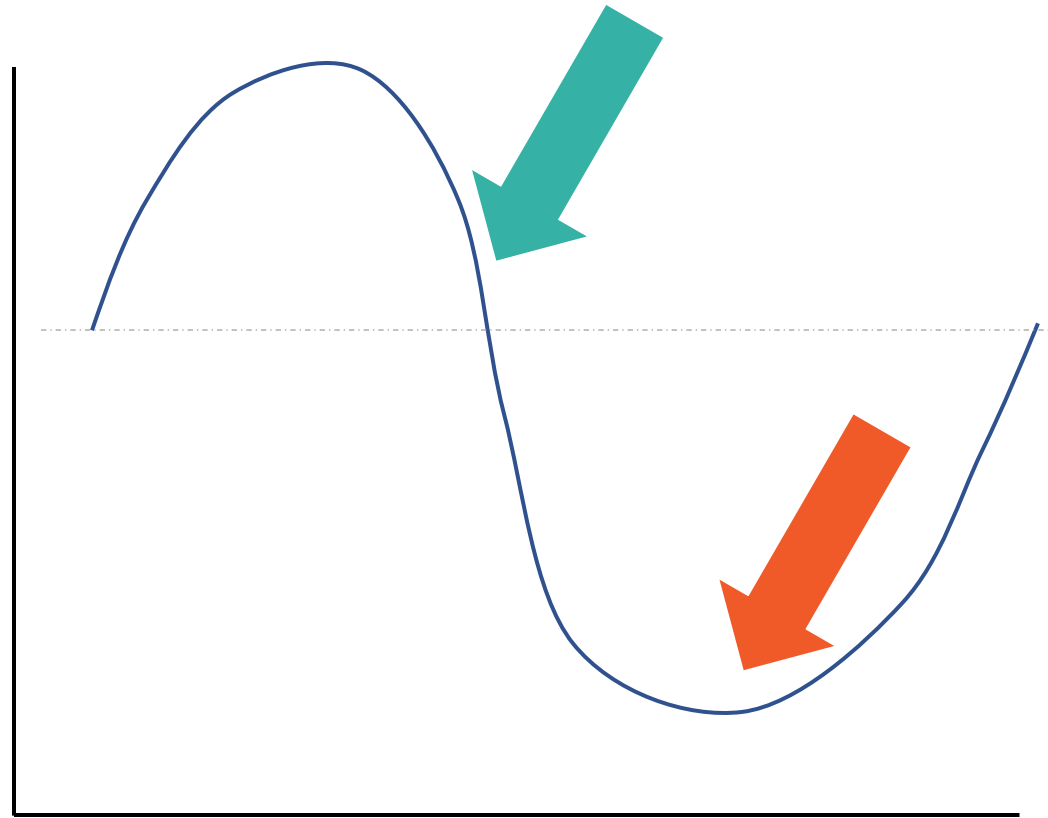
- Personal Brand Identification
- Resume & Communications
- Social Media Expertise



**Active
Search**

- Networking Strategies
- Interview Training & Practice
- Negotiation Skills

Proactive vs. Reactive



Relo ReThrive™ Integration Coaching

- Navigating Change & Cultivating a Relocation Mindset
- Anticipating Relocation Challenges

Preparing

Arriving

- Moving with Children, Pets & Elderly
- Moving as a Single
- Setting Up My New Home
- Addressing Health Needs

Thriving

- Finding Things to Do
- Making New Friends & Connections
- Making the Most of My New Assignment



Communication is Key



Ensuring a Successful Assignment

THE MOBILE EXECUTIVE PROGRAM



Pre-Decision
Consulting

Cross-
Cultural
Assessment
& Coaching

New
Leader
Onboarding

Corporate
Language
Training

Multi-
Cultural
Teams
Workshops

Relo ReThrive™
Family
Wellbeing
Assistance



Relocation Failure



66%

Organizations
Experience Some
Failed Relocations
for Couples¹

63%

Organizations
Experience Some
Failed Relocations
for Singles¹

40–70%

Corporate
Relocations Fail &
Main Concern is
Social Isolation²

Source: ¹ IMPACT Group 2022 Relocation Services Trends Study, ² Harvard Business Review



Cost of Failure



COMPANY

- Relocation Costs
- Recruiting Costs
- Lost time & Productivity
- Collateral Damage
 - Clients & Team Members
- Market Position

INDIVIDUAL

- Payback Agreements
- Financial Loss – House, Airfare, etc.
- Emotional Damage to Family
- Divorce



Thank You!

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Questions