



# Designing a world-class Global Mobility **Research** programme



# Global mobility is an **emotive** journey...

It's not just a relocation programme – it's a **complex emotive journey** that needs monitoring at all stages.

Well managed, it's rewarding for both assignee and the business. But this depends on a thorough understanding of how your global mobility programme is performing.

**Independent research** plays a vital role in helping global businesses maximise the success of their mobility programme by understanding:

- The wider benefits of the programme
- The value and Return on Investment
- What to measure
  - Assignee business journey
  - Logistics of the assignment
  - Support & Care

# The **benefits** of an effective global mobility research programme

It's vital to assess the *wider* benefits of the programme...



Why work with an independent insight agency?

*"Because our mission is to uncover insight that helps you improve your business as a whole... **it's what we do.**"*

Want to find out more about developing a world-class global mobility **research** programme?


Email [info@beehiveresearch.co.uk](mailto:info@beehiveresearch.co.uk) for more details

# The **benefits** of an effective global mobility research programme

Understanding your employees' experience as they embark on an overseas assignment brings huge **benefits** to both the assignee and the business:

- Measuring assignee experience against defined KPI's in **real-time** allowing urgent issues to be addressed as they arise
- Increased **engagement** and performance among global assignees
- Continual **alignment** of assignee and business objectives
- Ensuring the right **internal and external resources** are in place to support assignees
- Effective **talent retention** through understanding their needs and providing better care & support at key moments
- Insight to help define **strategy** and **investment decisions** through prioritisation and action planning
- Improved '**word of mouth**' recommendation for global assignments making it easier to encourage future placements
- An established '**employee at risk**' dashboard, warning of assignees at risk of leaving, allowing action to be taken (where not anonymised)

# Establish the **Return** on Research & Analysis (ROAR)



The costs of a Global Mobility programme are huge. Can you really afford to be in the dark on its performance?

Why work with an independent insight agency?

*“Because for us its more than just a research programme... it’s about the **return on your investment.**”*

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# Establish the **Return** on Research & Analysis (ROAR)

On top of the softer benefits that come with effectively caring for your employees, there are **tangible financial benefits**. Losing your brightest talent in the course of a relocation is costly, so a research programme that helps prevent this makes for a compelling business case:

Assess your **overall annual programme cost**; it may look like this:

- 200 assignees @ £150,000 average cost per assignee = **£30,000,000 pa**
- 500 assignees @ £250,000 average cost per assignee = **£125,000,000 pa**  
*and there may be other internal support costs involved*

What is the annual cost of your programme? Are you maximising your talent? How many assignees leave, and **how much investment is being wasted**?

Spending a fraction of your annual assignee costs on a world-class mobility research programme will give you the insights you need to **maximise your return on investment** of your most precious asset.

# Measure the effectiveness of the assignee's **business journey**...

Assignees are a valuable asset on a complex personal and professional journey...

Why work with an independent insight agency?

*"Because we understand the 'customer' journey and the KPI's to measure... **it's our specialism.**"*

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# Measure the effectiveness of the assignee's **business journey**...

## Is the assignee properly prepared?

Have they had sufficient pre-assignment preparation? Do they appreciate the culture and language of the country they are being assigned to?

## Are the objectives clear?

Do they understand the purpose of the assignment, from both a personal and a business perspective?

## Has the onboarding process been effective?

Are they up to speed rapidly? Did they feel welcome and accepted as part of the team?

## Does the assignee have the right skillset?

Have you allocated assignments appropriately? If not, it may not be too late.

## What is their post assignment experience?

Has the assignment helped their career progression and is the business benefitting from the skills and experiences acquired?

*“Failure to monitor and take action in any of these areas can impact your ability to retain talent”*



# Measure the **logistics** of relocation, assignment and repatriation...

It's more than just a house removal...

Why work with an independent insight agency?

*"Because **we have the expertise** to ask the right questions, to the right people, at the right time."*

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# Measure the **logistics** of relocation, assignment and repatriation...

**How does the actual relocation process operate?**

The planning, the physical move, settling in a new home?

**Are third parties doing their job?**

The relocation company, tax advisers and other local third parties contractors?

**Are internal support teams doing their job?**

Is there enough support from the Business Sponsor, Line Managers, HR managers, Mobility Managers?

**How does the repatriation process operate?**

The planning, the physical move, settling back at home?

**Does the assignee have a role they want to do on repatriation?**

Is there an appropriate role for the assignee, one that builds on their skills and experience and meets with their expectations?

*“Failure to monitor and take action in any of these areas can impact your ability to retain talent”*





# Measure **care & support** from managers, colleagues & GM staff...

Without the right care and support, assignees may not develop, can become disillusioned, or worse still leave the business...

Why work with an independent insight agency?

*"Because we understand people are your most important asset and we find out what's important, what's broken, and we help you fix it."*

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# Measure **care & support** from managers, colleagues & GM staff...

Is the whole family involved and are their needs, expectations and concerns being managed?

Is the family properly prepared, are they supported in their new location; children's schools, the culture, the partner's job...?

**Do line managers provide enough support and do they demonstrate they care?**

Are the assignees happy with the level of interest and ongoing support they receive from their line manager, both home and away?

**Do colleagues provide enough support and demonstrate they care?**

Are colleagues welcoming and inclusive or distant and exclusive?

**Are support staff doing their job, and does the work they do actually help the assignee and their family?**

Is the right level of support provided to the assignee's family?

Does anyone **really** care?

*"Failure to monitor and take action in any of these areas will affect your ability to retain the brightest talent"*





# Beehive Research

We'll help you develop a world-class global  
mobility **research** programme

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