



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 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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