

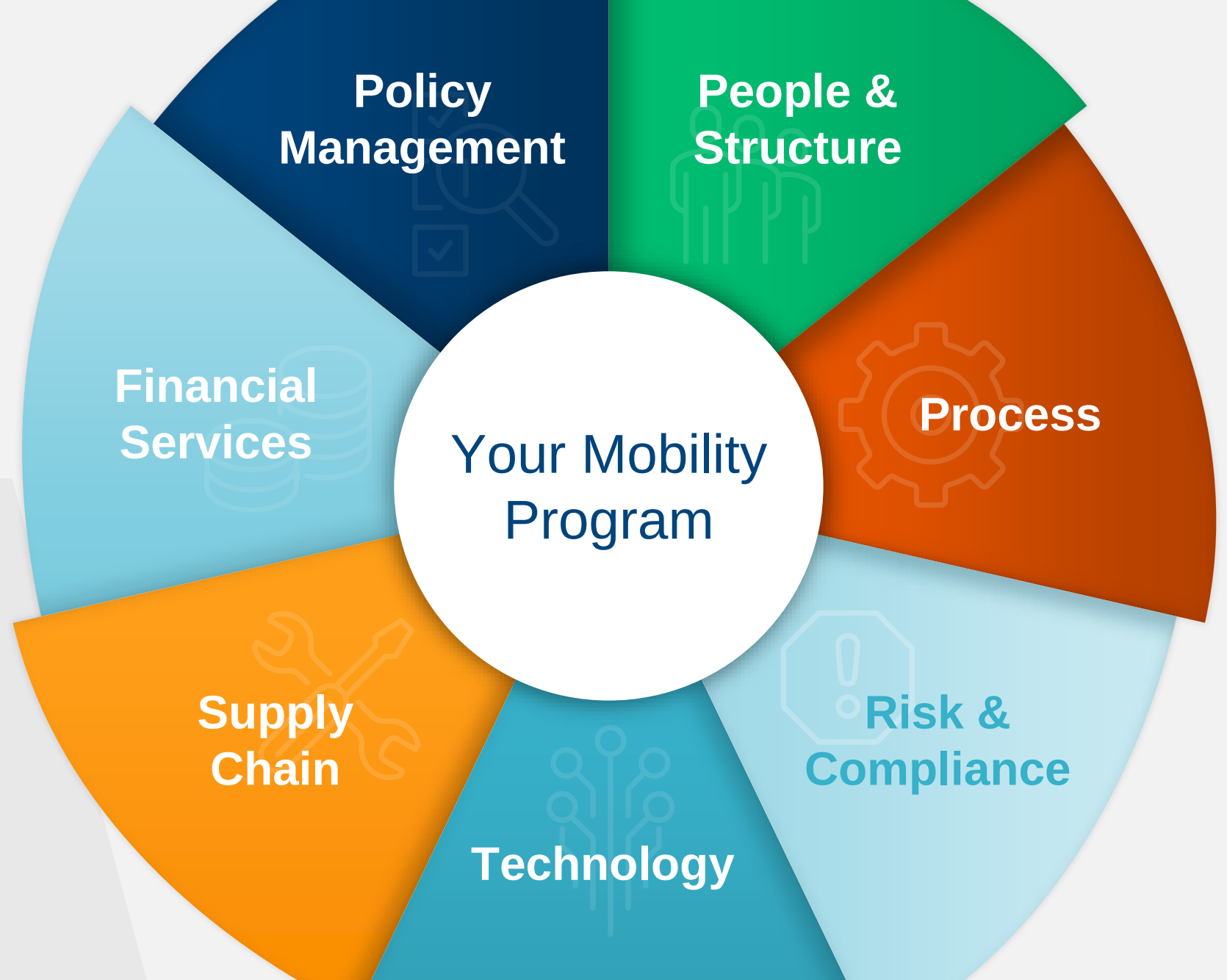
Graebel Mobility PathBuilder®

Mobility Strategy Collaboration



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What are your
mobility program
challenges?



Mobility Strategy Overview

Mobility Strategy

A Systematic Approach

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- 1 What's your program's mission?
 - 2 How do you measure success today and how will you measure it in the future?
 - 3 What outside factors influence your program?
 - 4 Who are your key stakeholders?
 - 5 What are key assumptions made by you and stakeholders about your program and its role in your company?
 - 6 What are the critical initiatives you have to tackle this year and beyond?

Benefits



Team Clarity

- Your team builds a shared definition of success, challenges and assumptions
- Reduces misalignment of expectations, goals and measures for success



Powerful Branding Tool

- Clear message about your team's mission and critical work
- Define your program for your stakeholders
- Creates opportunities for stronger stakeholder relationships



Enhanced Accountability

- Well-defined Strategy on a single page outlines your program vision
- Measures for success provide clear methods to track progress

What is Stakeholder Analysis?

A stakeholder analysis is the process of identifying and sorting stakeholders according to their impact on the program and the impact the Mobility program has on them.



A stakeholder analysis can help a program identify:

- ✓ The interests of all stakeholders
- ✓ Potential conflicts or risks that could jeopardize the program's goals
- ✓ Opportunities and relationships that can be built upon
- ✓ Appropriate strategies and approaches for stakeholder engagement
- ✓ Ways to reduce negative impacts on vulnerable and disadvantaged groups
- ✓ Key stakeholders necessary for the success of future initiatives or program objectives

Mobility Program Brand and Expectations

What do **stakeholders** say about your program?



What **roles** do stakeholders think or assume Mobility performs at your company?



What are some of the **myths or attitudes** about Mobility – positive and negative?



What would the **Board of Directors** say about Mobility at your company?



Program Purpose



How do you define your program's purpose – what do you do for your company?

Is it tactical? Strategic?

What is your focus? Talent movement?
Tactical administration? “No noise”?

Do you want to refine or change
Mobility's purpose? If so, from what to what?

Sample Mission Statements

- 1 We ensure that employees get from Point A to Point B at the lowest cost, safely.

- 2 We have a Duty of Care to all employees who relocate, temporarily or permanently, to ensure they're protected and productive.

- 3 We maintain program, process and transactional excellence in the Mobility program to ensure all employees – those relocating or those traveling for business – have the support they need to be successful in their jobs:
 - We manage all relocation suppliers
 - We track all business travelers to ensure tax and immigration compliance
 - We are accountable for all mobility-related transactions, including HRIS, Payroll and authorizations for mobility benefits

- 4 We support the business with assignments and relocations so our employees are productive and focused in the new location as quickly as possible.

- 5 We lead all company Workforce Planning efforts, both strategic and tactical.

Measuring Success

How do you measure program success today?



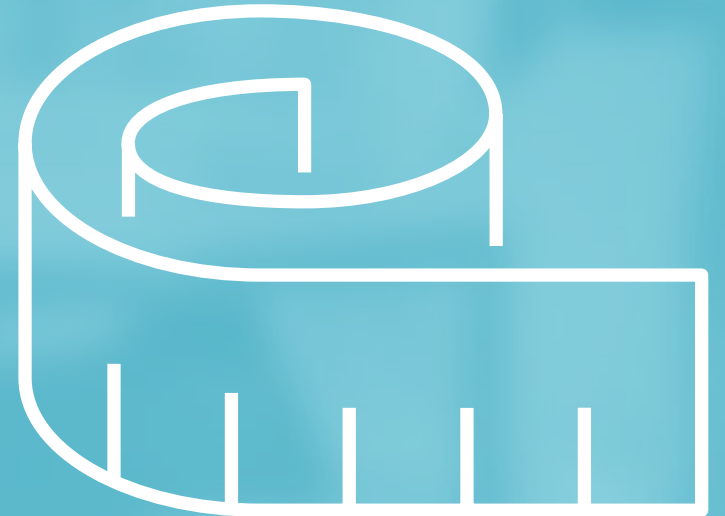
What kinds of **metrics** do you use today?



What about the **future**? What do you want to measure?
New measures?



What measures do your **stakeholders** look for?
What should they care about?



Prioritization of Goals and Key Initiatives



Immediate goals



Short-term goals



Long-term vision for success

- Policy
- Process
- Team
- Financial Services
- Supply Chain
- Technology
- Risk and Compliance



Congratulations



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