

Beating the Budget Blues:

Advocating for the Value of Talent Mobility

While company executives continue to tighten budgets across their organizations, mobility managers are being tasked with [doing more with less](#). In order to protect and retain your budget, you'll need to demonstrate the value and business impact of your program.

Strategic mobility programs with [data tracking and reporting](#) can help you demonstrate the return on mobility for an assignment or entire program, but we all know that the value of talent mobility extends beyond a cost center.

Our [2023 Graebel State of Mobility Report](#) surveyed 850 mobile employees from seven countries to explore the value of mobility to their companies and careers. The topline finding? **Ninety-nine percent of mobile employees say talent mobility benefits their company.**



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How Does Talent Mobility Benefit Businesses?

To help your executives see the broader value of talent mobility to their organizations, **consider these business benefits:**



Creating a Competitive Edge: **98% of mobile employees** say that talent mobility gives their company some degree of competitive advantage over organizations that don't relocate employees.

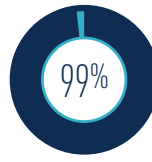
Here's why:

- ✓ More specialized talent in new markets than competitors
- ✓ Reduced time spent getting up and running in a new market
- ✓ The ability to attract more and better talent due to potential for relocation



Providing Functional Value: Mobile employees see the value of talent mobility in supporting a variety of business goals, including:

- ✓ The ability to bring specialized talent where it's needed most
- ✓ The ability to select diverse and qualified candidates across locations
- ✓ Ensuring that company culture is maintained globally and locally



Benefitting the Bottom Line: **99% of mobile employees** say talent mobility provides employer benefits, with the top benefits being:

- ✓ Building employees who are better prepared to help the company grow
- ✓ Developing relationships with colleagues that makes teams more cohesive
- ✓ Cultivating employees who have broader knowledge of markets where the company does business
- ✓ Enabling colleagues to benefit both from the expertise mobile employees brought to the new location and what the mobile employee learned while there



Building Employee Loyalty: Talent mobility supports companies' talent retention goals:

- ✓ The vast majority of mobile employees (**85%**) agree their company's investment in relocation makes them more loyal
- ✓ **80%** are more likely to remain with their company long-term because the company invested in their relocation



What Are Employee Benefits — and How Do They Benefit Organizations?

Savvy leaders recognize that talent mobility can serve as a strategic tool for talent attraction and retention. Based on the experience of State of Mobility mobile employees, here's how:



Career Advancement: **84%** believe they would not have advanced in their career as quickly if they didn't relocate. Talent mobility shows a company's willingness to invest in employee growth and development, which can drive increased loyalty and performance.



Leadership Development: **74%** believe relocated employees are more likely to be put on a track to be promoted to company leadership. Relocation can be a tool to retain top talent by offering opportunities to gain relevant skills and training through relocation. This cultivates employee loyalty that can lead to the maintenance of business continuity and the reduction of labor and costs for executive-level recruitment.



Professional Growth: Two of the top outcomes mobile employees experienced because of their relocation include acquiring new knowledge and skills (**43%**) and expanding their professional network (**42%**). If mobile employees remain with your company post-assignment, their colleagues can benefit from the strengthened knowledge and business perspective, setting your company up for long-term success.

How Can You Leverage These Insights?

Explore the full results: Check out the [interactive State of Mobility map](#) that follows five mobile employees on their unique relocation journeys to pinpoint the benefits of talent mobility that your executives would be most interested in seeing – or to highlight pitfalls that should be avoided.

Align talent mobility and talent recruitment efforts:

Top talent is always in demand. Team up with your HR/recruiting team(s) to leverage mobility as a talent management strategy by making your company an employer of choice and addressing workforce expectations, like:

- **Work-life balance:** Employees are increasingly focused on achieving a healthy work-life balance and growing both professionally and personally. Candidates may be more interested in companies that provide relocation opportunities that expose them to new assignments, countries and cultures.
- **Diversity in the workplace:** Employees are actively seeking out companies that offer a sense of belonging and value their perspectives and lived experiences, no matter their background. Talent mobility can help build a [diverse workforce](#) by recruiting, selecting and supporting marginalized populations.



Compile your own benefits report: Whether creating a competitive edge, building employee loyalty, or benefitting the company's bottom line, there are so many ways talent mobility supports organizational goals. Figure out what matters most to your company and executives, determine what you're able to report on and present your findings to company leaders to demonstrate the company-wide value of talent mobility.

Check out the [2023 Graebel State of Mobility Report](#) for additional insights on the value of talent mobility.

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