



# Ensuring leaders arrive ready to **spark change**

Graebel Catalyst is a new model for deploying top talent, designed to accelerate readiness and enable leaders to perform from day one.

Organizations invest heavily to relocate senior leaders and critical talent, but relocation success is not defined by arrival alone. From planning through post-arrival integration, fragmented support and competing demands can delay effectiveness. Catalyst extends beyond traditional VIP relocation to deliver a fully managed transition that accelerates readiness, reduces distraction, and helps leaders and their families focus sooner and deliver immediate business impact.

#### Who is Catalyst designed for?

Catalyst is designed for roles where delays carry real business risk—driven by role seniority, pace of change, or move complexity. It is particularly valuable in the following scenarios:

- **Senior leaders and critical hires** expected to establish presence, build momentum, and deliver immediate impact
- **Transformation, M&A or new-market roles** where early traction is essential to broader business outcomes
- **Hard-to-recruit or high-value talent** where retention, engagement, and long-term success are critical
- **Complex relocations** involving family dynamics, challenging locations, or compressed timelines

# Structured where it matters. Personal where it counts.

Traditional executive relocation programs often rely on bespoke, case-by-case delivery—creating high-touch moments, but also inconsistency and complexity. Catalyst brings structure, scale, and accountability to the experience while redefining the moments that matter.

While the move is important, Catalyst extends into the critical post-arrival period when leaders settle in, support their families, and become effective. The result is a continuous, integrated experience that removes friction, accelerates readiness, and drives more consistent outcomes.

## What you can always expect with Catalyst

- ✓ **Catalyst Certified Consultants** – Our experts combine deep mobility experience with hospitality-trained service, delivering a seamless, high-touch experience at every stage of the transition.
- ✓ **High-Touch, Personalized Service** – A dedicated consultant providing proactive, thoughtful support going beyond traditional relocation services.
- ✓ **VIP-Level Supplier Network** – A rigorously vetted network of top-tier providers, delivering reliable, high-quality service wherever your talent moves.
- ✓ **24/7 Support** – Always-on assistance, bringing confidence and ensuring support is available for team members at the exact right time.
- ✓ **Seamless Expense Management** – We manage expenses with a concierge-level approach that removes administrative burden so leaders can stay focused on what matters most.

## Ready to spark change?

Contact your Graebel representative to explore how Catalyst can help your leaders arrive ready—accelerating impact and turning every transition into business momentum.

## Arrive and thrive enhancements

- **Highly-Curated Assistance** – From proactive guidance to 24/7 on-demand assistance, support flexes to each employee's needs, ensuring the right help is available at the right moment throughout the transition.
- **Enhanced Service Preparation** – A range of consultation formats ensures employees receive the right level of engagement - building clarity, confidence, and readiness before the move.
- **Onsite Management for Household Goods** – Employees can opt for hands-on support at both origin and destination, with senior leadership oversight available to ensure smooth execution and real-time resolution of any concerns that arise.
- **Real-Life Integration & Local Access** – In partnership with Ten Lifestyle Group, we extend support beyond the move into the realities of everyday life, helping employees navigate, access, and engage with their new environment. By removing day-to-day friction and enabling faster routines and connection, employees and their families settle more quickly, feel confident, and operate effectively from day one.
- **Exclusive Access to Executive Insights** – Tailored reporting, real-time escalation pathways, and dashboards are available at varying depths depending on requirements, ranging from high-level summaries to in-depth, customized insights designed for executive decision-making during key transitions.