



WHEN THE VIEW CHANGED: THE VIEW IS DIFFERENT HERE



New York has always been a city defined by height—not just in its buildings, but in its ambition to see further, think bigger, and move faster.

The moment the city began to rise into the sky, something subtle changed: for the first time, people could step back and see the system they were part of. Streets became patterns. Movement became flow. Work became part of a larger structure in motion. That shift in perspective matters more today than ever.

Because work no longer exists in one place, at one speed, or within one system. It moves across functions, geographies, and expectations that are constantly evolving. And in that movement, it becomes harder to see the full picture from ground level.

Which is why perspective itself is now the challenge.

Not how work happens—but how far you can see it. And how fast you can understand what is changing.

That question comes into focus in today's featured session: *How Far and Fast Is the State of Work Moving?*

A live discussion featuring Julia Hobsbawm, Workforce Futurist and Best-Selling Author; Phil Kirschner, Founder of PK Consulting and author of *The Workline*; and Nick Lichtenberg, Business Editor at *Fortune*, alongside senior corporate leaders shaping how work is defined, structured, and experienced in real time.

An empty chair format ensures the conversation remains open—because no single viewpoint captures a system still in motion.

And in a world where work moves faster than it can be observed from the ground, the real advantage is no longer proximity. It is perspective.

One Last View from SUMMIT

Join us for the Closing Reception at SUMMIT, One Vanderbilt—where the conversations rise above the city and the final moments of insideMOBILITY are spent seeing the bigger picture, together.

After a day of ideas, insights, and new perspectives, we close where perspective naturally belongs: above it all.

A chance to connect, reflect, and take in New York from a different point of view—one last time.

Departures begin at 6:00 pm - bring your government ID.

ADVERTISING THE FUTURE OF WORK

Famous campaigns don't stay famous because of what they sold—they endure because of what they captured about their time. A promise of permanence. A call for reinvention. A belief in access. A standard for simplicity. A system for movement. But the world those messages were written for has changed.

Work is no longer fixed to one place, one path, or one definition of career. It moves across borders, technologies, and expectations that shift faster than the systems designed to support it.

In this section, we revisit iconic lines from advertising history—not to rewrite them, but to reframe what they might mean in a world where talent, mobility, and opportunity no longer stand still.

Each piece pairs a cultural touchpoint with a modern workforce challenge, revealing how the language of the past can still help us understand the complexity of the present. Because sometimes, progress isn't about creating entirely new ideas. It's about seeing old ones differently.

Don't Leave Home Without It. What Does Global Mobility Trust Look Like Today?

"Don't Leave Home Without It" worked because it positioned access as essential to participation in a growing global economy.

Today, access alone is not the challenge in global mobility.

The challenge is trust in the systems behind movement—particularly as organizations scale across jurisdictions, regulatory environments, and risk frameworks.

What once lived in isolated policy documents now sits at the intersection of legal, financial, and employee experience systems. Without integration, organizations face delays, inconsistencies, and exposure to unnecessary risk.

Modern mobility governance now depends on:

- Consistent policy interpretation across regions
- Real-time visibility into compliance status
- Alignment between HR, tax, immigration, and finance functions

Because movement is no longer limited by access. It is limited by confidence in what happens once movement begins.

Melts In Your Mouth, Not In Your Hands. What If Mobility Actually Felt That Simple?

The brilliance of M&M's advertising was not just product differentiation—it was experience design. It removed friction from something that could have been messy.

In workforce mobility, the opposite has often been true: complex processes, unclear expectations, and disconnected systems that place the burden on employees navigating change.

As employee expectations evolve, mobility is increasingly judged not by policy strength, but by experience quality during transition moments.

Where programs struggle most is not policy design—it is consistency of experience across steps that feel fragmented.

Modern mobility experience design focuses on:

- Reducing uncertainty during relocation and assignment transitions
- Connecting employee touchpoints into a single coherent journey
- Eliminating redundant steps that don't add value

Because complexity is not what employees remember.

A Diamond Is Forever. Is Your Talent Strategy?

In 1947, De Beers introduced a line that would define an industry: "A Diamond Is Forever."

It worked because it tapped into permanence—into something people believed would last. But in today's workforce, permanence is no longer the promise. Adaptability is.

The most effective organizations aren't building static programs. They're designing systems that evolve—across roles, regions, and realities.

Mobility, once viewed as a fixed policy framework, is becoming something more dynamic:

Responsive to talent expectations

Integrated with business strategy

Built for constant change

Because in a world where nothing stays still, the real value isn't what lasts forever. It's what moves with you.

Next Stop: Are You Designing Mobility Or Just Managing Movement?

New York's subway system is built on clarity: defined routes, predictable transfers, and structured flow through complexity. But global talent no longer moves like a subway map.

Movement today is multi-directional—across borders, employment models, and organizational boundaries that rarely align neatly. The challenge for mobility leaders is no longer routing people efficiently, but enabling movement in systems that were not designed for fluidity.

Where traditional mobility struggles is not execution—it's adaptability under non-linear demand.

Modern mobility capability now requires:

- Real-time responsiveness to business demand shifts
- Reduced dependency on sequential approval structures
- Integration across immigration, tax, relocation, and workforce planning

Because talent doesn't follow fixed stops anymore. It moves based on where value is needed next.

WHEN NEW YORK REPORTED FIRST

Stories that once defined New York now offer a new lens on the future of work. These headlines revisit pivotal moments—from workforce shifts to global movement—and connect them to today’s mobility challenges, with fresh insight for the conversations ahead.

Newsboys Strike: Future Of Work & Workforce

Late 1800s New York saw one of its earliest signals that labor systems were shifting faster than the structures built around them. The Newsboys Strike reflected a workforce already changing—young, mobile, and challenging how value and fairness were defined. That tension between systems and workforce reality continues today as organizations navigate distributed work, evolving expectations, and non-linear career paths.

Modern workforce strategy is now focused on:
Designing systems that respond to talent expectations in real time
Supporting mobility across increasingly fluid career journeys
Balancing structure with adaptability in global organizations
Join the morning panel and share your point of view in our empty chair format

The Next Chapter For Talent: Beyond Relocation

As immigration through Ellis Island reshaped New York, arrival was only the beginning of a longer process of integration—into systems, communities, and new ways of working. That same transition now defines global talent mobility at scale. Relocation is no longer a single event, but part of a connected talent experience spanning onboarding, assignment support, and long-term workforce planning.

Today, leaders must focus and plan for:
Connecting relocation to broader talent lifecycle strategy
Improving consistency across global employee experiences
Designing support beyond the point of arrival
Attendees of the 'Beyond Relocation' session - are you ready build?

Investigative Journalism: When Risk Becomes Real

New York’s history of investigative reporting reflects a city learning to surface what complex systems often hide—risk, inconsistency, and the gap between perception and reality.

In today’s global workforce environment, similar challenges exist across mobility, compliance, and cross-border operations.

Organizations today must focus on:
Identifying mobility risk earlier in the process
Improving visibility across fragmented global systems
Strengthening decision-making under regulatory complexity
Today's "When Risk Becomes Real" session will provide eye-opening insights and practical frameworks - Don't miss it.

Moon Missions: Leading Through Complexity

The journey to the moon required precision across thousands of interconnected decisions—each dependent on coordination, timing, and adaptability under pressure.

Modern workforce and mobility leadership faces a similar reality, where complexity is not an exception but the operating environment.

Key challenges for leaders today include:
Coordinating across global, cross-functional systems
Translating strategy into execution across regions and partners
Managing change without losing operational clarity
"Leading Through Complexity" session attendees: Prepare for Launch

From Titles That Defined Work To Outcomes That Drive It

When corporate ladders defined success, titles weren’t just labels—they were the measure of authority, influence, and progress.

Organizational structures were built on hierarchy, and advancement was measured by the title you held.

Today, that equation is shifting.

As work becomes more fluid and interconnected, value is increasingly defined by outcomes, not position. Influence is earned through impact, and leadership is no longer confined to the top of an org chart.

This shift is reshaping how organizations think about talent, performance, and progression—moving beyond titles to focus on what truly drives results.

Ready to redefine relocation success? Don’t miss today’s VIP sessions

Transportation Of The Future Is Here

From busy city streets, to wherever work takes you next.

Once upon a time getting a ride meant grit luck and a loud voice. Now it’s all handled with a tap.

Uber for Business brings company paid rides and meals together in the app your employees already know. No receipts. No meters. No hold ups.

The future has arrived.

Learn more about Uber for Business for your program - ask your Graebel contact today.

SERVICES OFFERED

Rooftop Rally Tennis Lessons

Court time is scarce. So are second chances on break point.

Sharpen your forehand. Upgrade your mental game. Tune out the guy judging your serve from the next court.

We'll make your swing look like you meant it. Jennifer knows the drill:
212-HOLD-SRV

PINK SHEET WATCHLIST — PRIVATE CIRCUIT

Thin volume. High attention. Selectively followed.

Name recurring across non-standard listings: Stock.

Noted for elevated taste signals, unconventional programming, and strong spatial instinct.

Market view: "Not like the others—by design."

Low liquidity. High distinction. Growing pull.

IN MOTION — PARK CIRCUIT

Slow travel for fast minds. Scenic thinking, strong conversation, intentional movement.

Eco-minded routes with the occasional Broadway detour in spirit. If you're lucky, Dani is driving.

Properly Bound Ski Services

New York moves fast. Your skis should too—just not separately.

Before you head upstate, get binding adjustments that keep it all together.

Ask for Chris.

212-NO-SPLIT

For Hire: Remote Sites Made Liveable

Deploying teams to the middle of nowhere? Rapid & Remote turns empty maps into supported workforces with housing transport and onsite services.

It's not magic. It's Just Us. It's Rapid & Remote

EMPLOYMENT

JOB SEARCH

Broadway Revival of Newsies! The Musical

Extra! Extra! Seeking scrappy singers and sharp storytellers ready to seize the day. Strong voices, athletic movers, and bold personalities encouraged.

Looking for performers who can bring energy nightly, navigate intricate staging, & strengthen every number.

Call Ben. Just call his name - out loud.

LATEST NEWS THAT SHAPES GLOBAL MOBILITY

Leadership updates, client partnerships, insights, and innovation across the mobility landscape—what's changing, and why it matters to your programs.

Scan to read the latest updates from Graebel

