



Is Your Relocation Program Competitive
Enough to Attract Elite Talent?

presented by



Premium relocation benefits are a powerful way to attract and retain specialized talent. If your policy is outdated, or your competitor's relocation program offers better benefits, you are losing potential candidates. This self-assessment will help you identify opportunities to improve your program and gain the competitive edge.

1 What are your top 5 benefits when competing for elite talent?

SELECT TOP 5

- Competitive base salary
- Attractive sign-on and relocation packages
- Differentiated short term incentives
- Differentiated long term incentives
- Differentiated / unique benefits
- Support for immigration visas and work authorization
- Support for immigration permanent residency (green card)

2 What are your key talent priorities as you grow?

CHECK ALL THAT APPLY

- Recruiting for key skills
- Retaining talent
- Leadership development
- Soft skills development for a technical workforce
- Continuous upskilling
- Keeping productivity high as we scale up

What your answers reveal:

Relocation doesn't help with every aspect of your total rewards, but offering relocation policies that support your unique immigration, recruiting and talent retention needs are a proven way to differentiate.

3 What types of employees do you expect to relocate in the coming year?

CHECK ALL THAT APPLY

- Field-based sales or support
- Headquarters-based roles
- Plant-based or Operations
- Scientists and Engineers
- Whole team group moves
- Senior leadership
- New Hires

4 As you plan to grow, which of these are you likely to open in the next 5 years?

CHECK ALL THAT APPLY

- New production facilities
- New R&D or Innovation center
- New training or customer experience center
- New warehouse
- Regional offices

5 What is your operating footprint today?

CHECK ALL THAT APPLY

- Regional within the U.S.
- North America focused
- LATAM
- EMEA
- Asia Pacific

6 Which of these are relevant to your relocation program?

CHECK ALL THAT APPLY

- Global tax reporting or payroll information
- Immigration processing support
- Household goods moving
- Pre-decision or pre-move country information (culture, customs, LGBTQ, healthcare, etc.)
- Destination services – homefinding, culture/language, school search, settling in

What your answers reveal:

If you have 5 or more checks in this section, your program has complexity that requires more than a one-size-fits-all policy.

Your program can and should address the parameters of your relocating population.

Relocating scientists, engineers, and highly specialized roles requires premium services that keep them productive and able to focus on innovation.

7 Have you worked with a relocation management company before?

SELECT ONE

- Yes
- No – we've used sign-on bonuses or other cash payments for the employee to self-manage their move
- No – we've handled the logistics of moves ourselves (arranged a mover, etc.)

8 If yes, how do you work with your relocation management company?

SELECT ONE

- They disburse the lump sum cash payments to employees on our behalf
- They reimburse the employee's expenses that we allow
- They oversee moving of household goods for the employee
- They arrange end-to-end services from home selling and purchasing, to moving and arranging temporary accommodation at the new location

9 Do you envision geographic expansion?

SELECT ONE

- No
- Actively expanding in the next year
- Actively expanding in the next 5 years
- Currently planning expansion

What your answers reveal:

If you haven't worked with a relocation management company before, you'll want to start with exploring the different services they can provide. You'll want a partner that can adapt to your unique needs and has experience to serve them.

If you already work with an RMC, a good partner will be an active partner – as your business goes through changes, they should bring ideas that support your talent strategies.

10 What is your priority for executing relocations?

SELECT ONE

- Employee makes a fast transition to work in new location
- Administrative burden on employee is kept to a minimum
- Company keeps cost to a minimum
- Employee feels that the company is investing in them
- Different moves may have different priorities or need to optimize between 2 or more of these

11 What do you expect your relocation supplier to provide?

CHECK ALL THAT APPLY

- Get to know your company culture and find ways to align
- Align programs to your DE&I initiatives
- Align programs to your CSR initiatives
- Align programs to your people strategy
- Invest in keeping data secure
- Invest in quality and compliance systems

What your answers reveal:

Aligning to your priorities is the mark of a well-designed relocation program.

Poor cost management, limited service options and administrative burden are all signs your program needs an upgrade.

12 Do you have a relocation policy for technical expert / senior scientist job classifications?

- Yes No

13 Do you need to relocate labs or other facilities in addition to moving personnel?

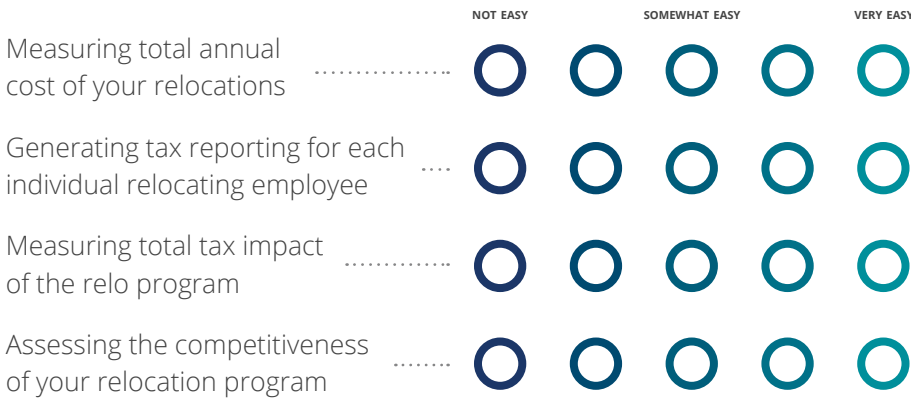
- Yes No

What your answers reveal

Your RMC should recognize that VIP employees aren't just executives of established corporate firms – the innovators of growth companies are special talent who deserve special treatment.

And relocating facilities along with talent is also an art form – not every RMC has experience and relationships to handle R&D or innovation center moves.

14 How easy or difficult are these elements of your current program?



What your answers reveal:

If you categorized certain elements of your current program as not easy, it may be time to ask for more help. Relocation Management Companies (RMC) offer expertise and solutions to keep you aligned with industry best practices.

15 What would make your relocations work better?

CHECK ALL THAT APPLY

- More personal attention
- Broader service offerings
- Better insight and reporting on the program
- Getting people in position faster
- Giving people an experience that signals their value to our company
- Better cost management
- Better coordination of moving parts – immigration, housing, moving, tax & compensation
- HR Team time spent focusing on employee success rather than repetitive tasks

What your answers reveal:

Each company has unique relocation needs, and companies in growth mode find their needs changing quickly. A relocation partner can help differentiate your company by keeping your relocation program competitive.

Want to be sure you're competitive enough to attract and retain specialized talent?
Review your assessment results with a relocation expert at sterlinglexicon.com for more insight.