THE People Perspective on Relocation

3,078 People
54 Countries
372 Clients

89% move with Spouse/Partner
52% move with kids
33% move with pets
2% move with elders/parents
32% move alone

1 move alone

IMPACT GROUP
Wonder what keeps your relocating employees up at night?

With thirty years of transition coaching experience, we know everyone in the home responds differently to the move. Amidst the challenges, chaos and excitement of moving, what matters most to your employees’ relocation success? And when it’s done, would they do it over again?

I’m excited to share what we learned from our “relocators” in our *The People Perspective on Relocation* report. From the roller coaster of emotions they experience to the practical resources they need to settle in, the results show that employees and families are exponentially more productive, happier and engaged when they receive the right relocation support services.

IMPACT Group founded the relocation spousal coaching industry to make transitions more productive and less stressful for everyone in the family. We are passionate about empowering people to find and grow great careers—propelling them to thrive at home and the office. I invite you to dig deep into these findings in order to maximize your greatest asset as they embark on one of life’s greatest transitions.

Thank you to our partners at Relocation Management Companies (RMCs), to our Corporate Clients and to all of the transferees and families we serve. I’m especially grateful to the 3,078 people who shared their experiences with us in this survey. It brings us immense joy to make a positive impact in your relocation stories each and every day.

Best,

Lauren Herring
CEO, IMPACT Group
Key Findings

1. **Engagement is High among Relocating Employees.** Employees who relocate report extremely high levels of engagement.

2. **Employees Thrive on Development.** Personal Career Development is the driving force for relocation acceptance—not promotions or compensation.

3. **Employee Productivity Soars.** Employees ramp up and reach peak productivity faster when they receive Integration Assistance.

4. **Millennials’ Needs For Success are Unique.** 97% of Millennials rate their relocation a success, despite the newness of it all.

5. **Career Coaching Results in Proven Skills Improvement.** Dual-income partners substantially increase job search skills with Job Search Coaching and Assistance.

6. **More Time Equals More Smiles!** When offered Integration Assistance, the whole family saves time—and they’re happier, too!

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Sizable Response

**METHODOLOGY**

IMPACT Group, the global leader in career/transition coaching, reached out to over 14,000 participants who received our career and transition coaching services. Our goal: Gather insights on their relocation and job search experiences and find out how they’re doing today. These individuals completed their coaching programs between January 1, 2016 and June 30, 2017. Strop Insights assisted in the preparation and analysis of this data.

**Range of Programs**

+ **Full Service Spouse/Partner Job Search & Family Integration Support**
  One-on-one (1:Me™) career coaching and job search resources for spouse/partner; personalized transition coaching and customized research on integration needs for all family members.

+ **Spouse/Partner Job Search Only**
  1:Me™ career coaching and job search resources for spouse/partner.

+ **Family Integration Assistance Only**
  Personalized 1:Me™ transition coaching and customized research on integration needs for all family members.

+ **Single Employee Integration Assistance**
  Personalized 1:Me™ transition coaching and customized research on integration needs for relocating employee.

  *Job seeker data also includes Outplacement Job Search Support.*

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**Survey Respondents**

- 56% Spouse/Partner
- 44% Employee

18%+
Response Rate

Minimal incentive with opportunity to win 1 of 4 gift cards ($250 each).

**DEVICES**

- 59.6% Desktop
- 40.4% Mobile/Tablet

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**Represented in the Survey:**

- 3,078 Respondents
- 54 Countries
- 372 Clients
- 34 Relocation Management Companies
The Faces and Voices of Relocation

Relocators represent a full spectrum of individual demographics, emotions, careers and goals. When we group them as a larger population, certain personas do emerge. To improve our understanding of who our clients relocate, we find these three personas insightful.

**Relocating Employee (with spouse/partner)**

Male, White, Early 40’s
Highly Educated

**COMMUNICATION WITH COACH**

- Email
- Evenings

**PAIN POINTS**

+ 43.9% First-time relocators
+ Adjustment of spouse and family
+ Job search of spouse
+ Making friends

**RELOCATION RESULTS**

- 93.5% happy
- 85.9% would relocate again

---

**Relocating Spouse/Partner**

Female, White, Early 40’s
Educated Job Seeker

**COMMUNICATION WITH COACH**

- Phone and Email
- Mornings

**PAIN POINTS**

+ Finding a job
+ Family adjustment
+ Making friends
+ Juggling move, kids and more

**RELOCATION RESULTS**

- 91% happy
- 78.2% would relocate again

---

**Relocating Employee (single)**

Male or Female
More Diverse Ethnicity
Millennials (Born 1982-2004)
Highly Educated

**COMMUNICATION WITH COACH**

- Email
- Mornings

**PAIN POINTS**

+ Where to live
+ Making friends
+ Fitting in at new company

**RELOCATION RESULTS**

- 96.7% happy
The Employee Story

The Engagement Effect & Importance of Personal Career Development

Transferees are a productive, highly engaged and growth-oriented population! They’re happy, too.

We’re pleased to report that relocating employees are engaged—highly engaged actually. While most of the U.S. and abroad are experiencing a depressing 15-33% employee engagement rate², 75% of relocating employees report High Engagement after the move.

TIP  Take engagement and results even higher with focused leadership/ career development. See our Recommendations (page 17) on ways to further drive return on your investment.

Relocating Employees Reporting High Engagement at Work

- **Before Move**: 60%
- **During Move**: 50%
- **After Move**: 75%

75% Highly Engaged

33% U.S. Average²

15% Global Average²
The opportunity for career development is a key driver for this 75% high engagement rate. When an organization identifies employee potential and acts on it with a new growth opportunity, employees are psyched.

When employees are this engaged, they work at peak performance! Employees ramp up fast and productivity soars when they receive Integration Assistance.
Younger employees have a lot to teach us. Employees under 30 comprise almost half of IMPACT Group’s customers who receive Singles Integration Assistance programs.

The professional and personal needs of these younger, highly educated and more ethnically diverse transferees are unique in one integral way—the newness of it all. They report dealing with many new situations—new job, new financial stressors as well as new life apart from family and friends.

Professional Motivators

Launching full speed into their careers, Millennials are driven by career advancement and social responsibility more than compensation.

They also want to know that you’re invested in their success. In fact, 50% responded that having Integration Assistance in their relocation package, “Shows the company cares about me.” When they know you care, you’re more likely to keep this critical population in your talent pipeline.

DEFINITIONS

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<th>Term</th>
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<td>singles</td>
<td>Employees who relocate solo or with dependent children.</td>
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<td>42% &lt; 30 years</td>
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<td>min·len·nials</td>
<td>Largest growing population in workforce.</td>
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<td>72% &lt; 40 years</td>
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Ease Rookie Jitters

Relationships and neighborhoods represent Primary Concerns for moving Millennials. While finding their fit, they have unique concerns that separate them from their older colleagues.

Top Relocation Concerns

- **Where to Live**
- **Making Friends**
- **Finding Resources**
- **Fitting in at the Office**

TIP

Networking skills, personal and professional, are key for millennials. Integration Assistance coaches them on ways to connect.

41% worry about making new friends

Increased Diversity is Encouraging

Companies with ethnically and gender diverse talent are 35% more likely to outperform their competitors. Our data indicates that the gender balance and ethnic diversity of relocators is on the rise.

“My coach’s professionalism and consistency gave me a layer of calm.”

- RELOCATING SINGLE EMPLOYEE

3.“My coach’s professionalism and consistency gave me a layer of calm.” - RELOCATING SINGLE EMPLOYEE

41% worry about making new friends
Addressing #1 Concern: Relocating Partner’s Career

Since the majority of families are sustained by two incomes, it’s not surprising that employees indicate their partners’ career is their biggest concern.

Earlier, we reported that Personal Career Development drives relocation acceptance for the employee. The Spouse/Partner also desires personal career growth, as well as sustaining the second income, when embarking on the relocation journey.

Dual-income Families:

- 61% in the US
- 69% in Canada
- 75% in Europe

Consider that the mean salary for relocating spouses is $71,500 USD! The importance of finding a job quickly is evident.

Relocating Partners’ careers extend through all levels, departments and industries.

Certified professionals—healthcare, education, lawyers, trades—represent 25% of Spouses/Partners, adding an extra challenge when moving to a different state or country.
Skill Improvements After Career Coaching

Percent Increase of People with Above Average Skills

- +147% Negotiating
- +267% Social Media/Personal Branding
- +175% Networking
- +116% Interviewing
- +308% Résumé/CV Development

Participants rated their knowledge before and after coaching on Five Critical Elements of Job Searching. To keep it simple, let’s focus on the ideal goal—Above Average Knowledge.

We all want to be A students, right? The number of participants reporting improvement to an Above Average level increased significantly in every category. This is hard proof that coaching is key to success.

Increased skills empower success. For those who accepted a new position, 43% received 2+ employment offers.

THE JOB SEEKER’S JOURNEY
Learn more on pages 12-13.
The Job Seeker’s Journey

Understanding Personal Branding for Social Media and Networking is imperative for success.

Landing the Job Starts Here

- **Online Job Boards**: 46%
- **Personal Networking**: 45%
- **myIMPACT**: 37%
- **LinkedIn**: 35%
- **Company Job Board**: 22%
- **Recruiter**: 19%

13.4 Job Applications

4.5 Interviews

On average, participants apply for 13.4 jobs and secure 4.5 interviews from those submissions.

Virtual Interview Tools, like the one on myIMPACT, help individuals improve body language and eye contact for both live and virtual interviews.

- **One-on-One**: 84%
- **Phone**: 76%
- **Presentation**: 11%
- **Virtual**: 21%
- **Panel**: 46%

The Interview Experience

On average, participants apply for 13.4 jobs and secure 4.5 interviews from those submissions.
You’re Hired!

As participants navigate constantly changing technologies and career options, success can mean accepting a new job, starting a new business, volunteering a skill or going back to school. Of those seeking employment, 79.5% successfully transition.

Occasionally, the job search is stymied by a lack of job openings in the new location, certification or visa issues or just a change in family focus. This was experienced by 20.5% of our respondents.

For those who successfully transitioned, here’s more detail on the results.

- **Successfully Transitioned**: 76.3%
  - Accepted New Job: 10.7%
  - Self-employed: 13%
  - Staying with Current Employer (Increasing Trend): 15.6%

**Where Are They Now?**

Change is a big part of relocation. 30% change careers | 36% change industries

**Top Industries Post Relocation**

- 16% Healthcare/Medical/Biotech
- 15% Manufacturing/Automotive
- 11% Government/Military/Aerospace
- 10% Education

With the nuances and new challenges that come with a relocation, 12% of dual-income spouses suspend their job search during the transition.
The unique challenges each employee or family faces can threaten their work and relocation. When personal and company success hinge on transferees focusing on their new role, it’s worth the investment to ensure their needs are met at home.

**Roller Coaster of Emotions**

Relocations bring a roller coaster of emotions, often changing daily. Respondents report that excitement remains high throughout the process.

Yet 21% rate fear as high before the move also. As they move forward, literally and figuratively, worry over finances and getting settled mellow.

For many, loneliness doubles after the move.

**WHAT IS INTEGRATION ASSISTANCE?**

Coaching that directly addresses the emotional and personal nuances and needs of all family members during the relocation.

**Ups & Downs**

- Before the Move
- After the Move

Loneliness  |  Fear  |  Financial Concerns  |  Getting Settled  |  Excitement
Expert Researchers Save Time

Where does a family begin? Trying to wade through the glut of the internet is time consuming and frustrating. When coaches work with expert researchers to solve relocators’ needs, employees report that IMPACT Group’s services allow them to be more productive while saving them time.

Top Concerns  ▶  Popular Research Findings

*My (Partner’s) Career*  ▶  Employers, Industries and Associations

*Helping My Family Adjust*  ▶  Neighborhood and Community Information

*Education*  ▶  Schools/Day Cares

*Making Friends*  ▶  Recreation/Fitness

*Finding Healthcare*  ▶  Doctors and Dentists

80% report that IMPACT Group helped them save time.

Relocating Kids

We all worry about the added turbulence relocation brings to a child and family. In real life, kids are way more resilient than we give them credit for. Check out our site, RelocatingKids.com, on ways families can ease the transition.

Does Integration Assistance Increase Success and Happiness?

Our data says, “Yes.”

Respondents who had Integration Assistance report increased happiness, relocation success and willingness to relocate again. We’ll continue to measure this and look forward to sharing more with you in future reports.
“We’re Home”

When an individual starts to refer to the new location as home, that’s a good sign. The positives from the relocation experience improve their lives and create a brighter future—at home and the office.

Top 3 Positive Outcomes of the Move

- **Gain New Experiences**: 71%
- **Better Long-Term Career**: 55%
- **Moved to a Better Community**: 40%

3 Metrics for Relocation Success

- **Successful relocation**: 92%
- **Would relocate again**: 82%
- **Are happy**: 92%

The true measures of a positive relocation for your employee and family are demonstrated with:

1. Relocation Success
2. Willingness to Relocate Again
3. Overall Happiness

In all three areas, IMPACT Group participants excel.
Let’s build a better world by empowering people to find and grow great careers.

RECOMMENDATIONS

Based on our findings and 30 years of people experience in relocation, our top recommendations will impact results for your employee, their family and your organization.

1. **Develop and communicate concrete career development plans for each employee. Include relocation as part of the dialogue.** When 60% accept a relocation for Personal Career Development, it’s smart to use talent mobility to strategically build your pipeline. And you’ll see their engagement go sky high.

2. **Review your relocation policy to ensure the best employee experience.** If you’re among the 35% of companies that don’t offer spouse support or the 65% that don’t offer Integration Assistance, perform a cost-benefit analysis. Our data shows a strong correlation between these services and productivity, engagement and happiness. You’ll also increase your odds of adding women to your leadership pipeline. Don’t overlook the productivity and profitability impact of Integration Assistance.

3. **Address the unique needs of your Single Employees.** When moving solo, the weight lies squarely on your employee’s shoulders. Google doesn’t solve most of these needs. This important talent is experiencing numerous “firsts,” such as determining the right neighborhood and fitting into a new job. Offer them Integration Assistance so they’ll thrive professionally and personally.

4. **Relocation Support is Core—Not Flex.** We frequently hear, “I didn’t know what I didn’t know.” It’s easy for HR or Relocation Consultants to make assumptions, but often the providers and family don’t truly know the answers. Providing this benefit in your Core policy, while authorizing all relocating employees for support, is an opportunity for success. Relocation support is a Core service that saves costs and talent.
Respondent Demographics

We sliced and diced and analyzed the data in hundreds of ways. Overall, we found that demographic data is **consistent across global and domestic programs**.

Variations are evident between Family Programs and Singles Programs.

+ **Family**: Spouse/partner support for dual-income partners and integration support for families.

+ **Singles**: Integration support for the employee. Dependents, if applicable.

### Gender

#### Family Programs

- **Employee**
  - 35% Female
  - 65% Male

- **Spouse**
  - 20% Male
  - 80% Female

#### Singles Integration Program

- **Singles**
  - 53% Female
  - 47% Male

The number of female transferees is slowly increasing. In global programs, males represent almost 90% of transferring employees. Gender parity exists when looking at single employees.

### Age

Respondents represent professionals from 20-65!

*Employee and Spouse ages correspond and are combined.*

- 20-25: 13%
- 26-30: 11%
- 31-35: 29%
- 36-40: 20%
- 41-45: 22%
- 46-50: 20%
- 51-55: 16%
- 56-60: 13%
- 61-65: 7%
- 66+: 0%

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*Employee & Spouse*

*Singles*
Ethnicity

Understanding ethnic backgrounds allows us to better identify professional and cultural differences.

Education

These well-educated groups represent a broad spectrum of professions.

*Other includes Associate Degrees, Some College and High School.

Relocation Experience

Even the most tenured relocator needs support.

Who Relocated with the Employee?

- 89% moved with Spouse/Partner
- 52% moved with kids
- 33% moved with pets
- 2% moved with elders/parents
Represented in the Survey

Argentina  Hungary  Puerto Rico
Australia  India
Belgium  Ireland
Brazil  Israel
Canada  Italy
Chile  Japan
China  Jordan
Colombia  Kuwait
Costa Rica  Malaysia
Czech Republic  Mexico
Denmark  Myanmar
Egypt  Netherlands
England  New Zealand
Finland  Norway
France  Pakistan
Germany  Panama
Greece  Philippines
Hong Kong  Poland

54 Countries

Argentina
Australia
Belgium
Brazil
Canada
Chile
China
Colombia
Costa Rica
Czech Republic
Denmark
Egypt
England
Finland
France
Germany
Greece
Hong Kong

Hungary
India
Ireland
Israel
Italy
Japan
Jordan
Kuwait
Malaysia
Mexico
Myanmar
Netherlands
New Zealand
Norway
Pakistan
Panama
Philippines
Poland

Puerto Rico
Russia
Saudi Arabia
Scotland
Serbia
Singapore
Slovakia
South Africa
Spain
Sweden
Switzerland
Taiwan
Thailand
Turkey
United Arab Emirates
United States
Venezuela
Vietnam
### SELECTED LIST WITH TOP RESPONDENTS

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<td>BB&amp;T Corporation</td>
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<td>Schneider Electric</td>
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<td>Arizona Chemical Company</td>
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<td>University Corp./Atmosph RSRCH</td>
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<td>Harley Davidson</td>
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<td>M.A. Mortenson</td>
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<td>BAE Systems</td>
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<td>Volvo</td>
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Most Valuable Part of Relocation Support

Top Rated by Participants

Résumé Assistance
Research
Community, Education, Healthcare, Employers
Job Search Support
Interview Skills
Emotional Support
All of It

1:Me™
Personalized Approach
myIMPACT Website
Personal Branding & Social Media Training

What Did Participants Say?

- hands-free for the employee
- worked around my schedule
- breadth of services is amazing
- commitment on helping me and my family
- kindness of the people
- dedicated, 1-on-1 with someone who knows the region and field
- job search sites I didn’t know existed
- pushing me to make it better
- knowing someone is there
- specific help for my specific needs
- take stress off me
Empower Employees to Succeed with Career Coaching

**Relocation Support**
One move at a time, our personalized coaching and cutting-edge technology help your employees and their loved ones relocate with less stress. Together, we can increase acceptance rates and enable your employees to be more engaged and productive in their new roles.

**Outplacement Assistance**
Empower your exiting employees to move forward quickly during layoffs of any size. IMPACT Group will ensure you have a strategic plan to make the transition as smooth as possible. Expert coaches will guide separated employees to quickly secure the best opportunity for them.

**Leadership Development**
Invest in your most important asset and the long-term competitiveness of your business. Our comprehensive leadership, career and competency development solutions will enable talent from top to bottom of your org chart to realize their full career potential.

IMPACT Group founded the relocation spousal coaching industry to make transitions more productive and less stressful for everyone in the family. For 30 years, we’ve assisted 300,000+ families with building a new life and making new memories faster. IMPACT Group expanded our services to specialize in Leadership Development, moving careers forward through all stages of transition.
REFERENCES

5. Percentage of Dual-Income Families Nearly Doubled in Last 40 Years, The Globe and Mail
6. Emerging trends in earnings structures of couples in Europe, European Commission