

Putting All the Pieces Together

Policy Design and Balance

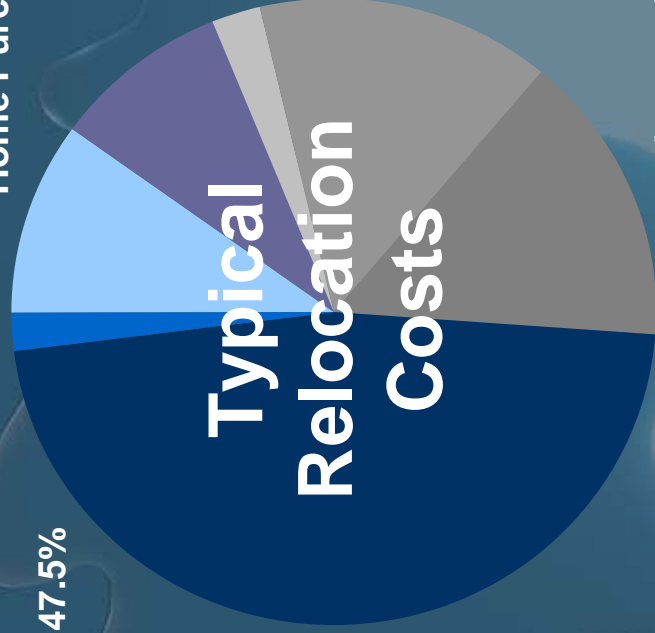


Policy Design and Balance

3rd Party Service
Fee: Varies

Home Purchase: 10%

Home Sale: 47.5%



Typical
Relocation
Costs

Visa and Immigration: Varies

Moving Services: 16%

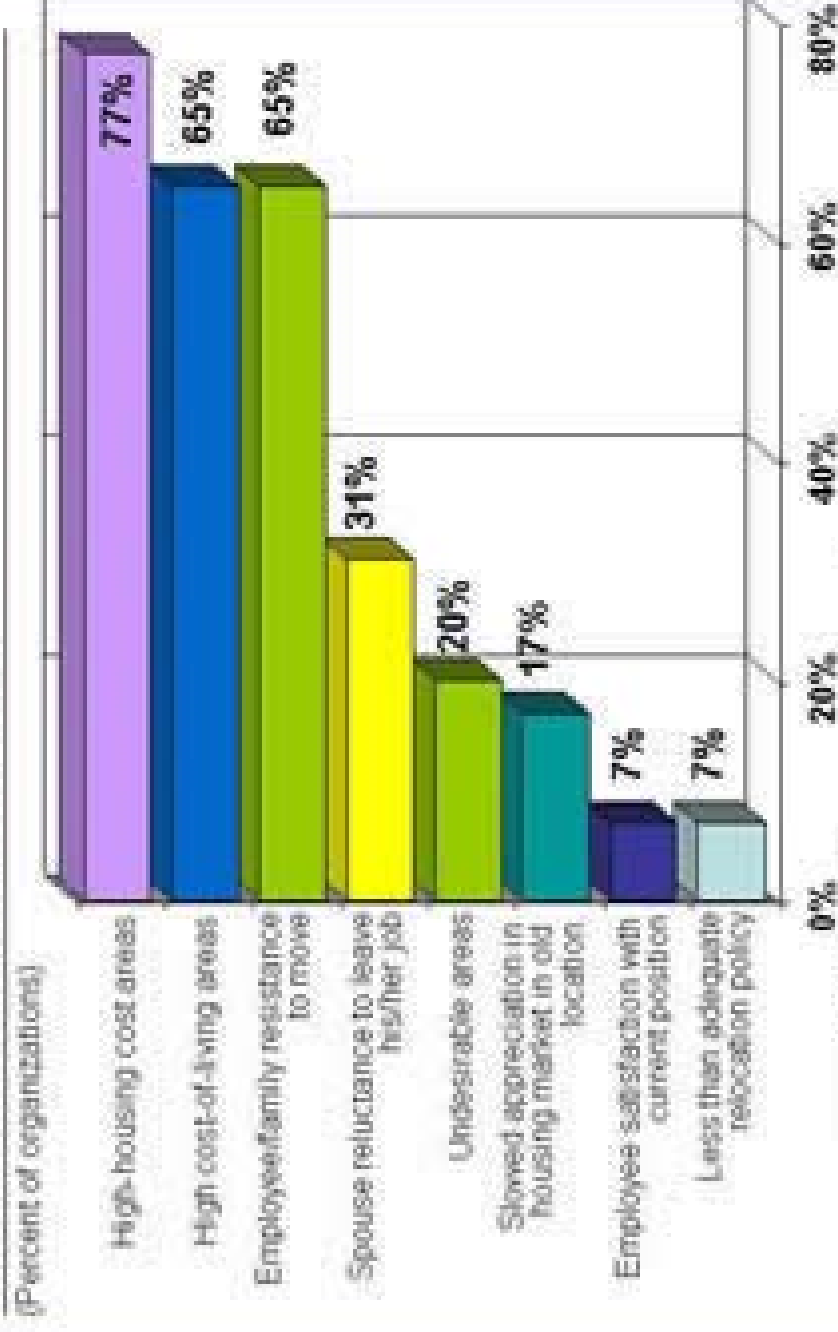
Accounting/Tax: 16%

Average cost per
relocation: **\$63,794**
(ERC 2004)



Policy Design and Balance

Chart 4: Reluctance to Relocate*



[Click on the graph for a larger image](#)



Policy Design and Balance

Company Goals and Objectives

- **Corporate Drivers**
 - State of the organization
 - Recruiting and retention needs
 - Focus on projects and/or programs
- **Corporate Culture**
 - The value of Human Capital
 - Corporate programs/policies
 - Corporate tolerance for risk and safety
- **Financial Considerations**
 - What are the resources
 - Who pays for it
 - Company objectives for cost containment



Policy Design and Balance

Matching Drivers and Policy Pieces

- High Touch Culture
 - Generally rich policy with full coverage
 - GBO programs – with ease of mobility
 - Policy components at or above industry averages
- Balance of Culture with Cost Containment
 - General coverage without bells and whistles
 - BVO programs generally used within tiers
 - Policy components balanced around industry averages
- Cost Containment - Priority One
 - Generally limited provisions provided
 - BVO or Lump Sum programs generally used within tiers
 - Policy components at or below industry averages



Policy Design and Balance

Economic and Market Considerations

- **Real Estate**
 - General market conditions
 - Impact of company locations
 - Policy considerations
- **Interest Rates**
 - Impact on purchase ability
 - Policy considerations
- **Job Market – Competition**
 - General market conditions
 - Company specific workforce
 - Benchmark with top competition



Policy Design and Balance

Targeting The Intended Goals

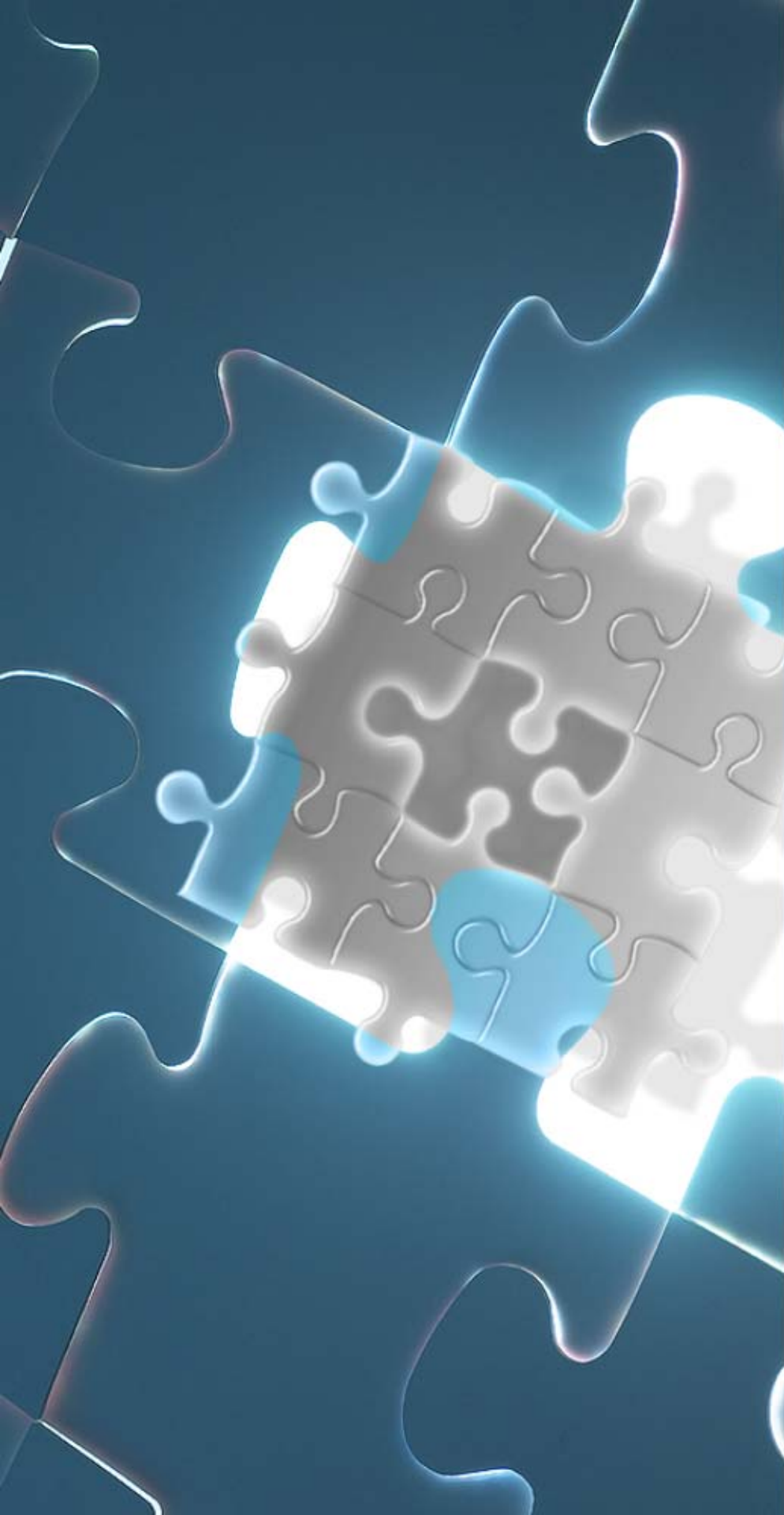
- **Mobility and Productivity**
 - Home sale and home purchase provisions
 - Components that can “ease and speed”
 - Utilization of special services
- **Talent Management Tool**
 - Attracting and Retaining
 - Project or assignment focused
 - Family friendly components
- **Containing Costs**
 - Understanding hard costs vs. soft costs
 - Strategic limitation of provisions – lump sums, caps
 - Balancing reduced spend without reducing support



Policy Design and Balance

Putting It All Together With Balance

- **Connectivity of the Pieces and the Process**
 - Time periods of provisions
 - Smart choices in coverage
 - Domino effect of process
- **Save Money by Spending Effectively**
 - Be on top of trends and service solutions
 - Support in one area can save time/money in another
 - Spend where it “counts” and get your ROI
- **Impact of Communication and Understanding**
 - Maximize results by creating reader friendly policies
 - Be concise in language
 - Clearly define roles and responsibilities



Standard Policy Components