

# It's Time For A Company Move. Now What?

## Don't Find Yourself A Passenger On The Decision Train

**For many people, the thought of their company moving to a new location can be terrifying. So many questions race through their head: What does this mean? Am I losing my job? What about my family? My spouse? My kids? This is a human and very normal reaction to such an announcement, and it happens more often than not. It boils down to human nature and the fear of ambiguity.**

What can human resource professionals do to mitigate the worry and make the process of a group move less stressful for employees?

### 1. Get A Seat At The Head Table

While human resources may not be the traditional lead in a company group move, it's imperative to get a seat as early as possible. A common theme is human resources is often the last to find out about a company move and is brought in after the decision has been made. They're told what to do versus being a part of the strategic planning.

As a general rule, executive level stakeholders lead the group move initiatives within an organisation. While this may be perfectly fine, it is essential that human resources are a part of the group move process from the very start. Human resources can provide insight to strategic planning, can play a critical role to the "buy in" strategy, and are subject matter experts to the human factor.

### 2. Know Your Employees

Knowing your employees is one thing that is often forgotten from the group move management leadership point of view. This is core competency of the human resources function, and the point about having a seat at the table only reinforces this. As an HR professional, compensation and benefits information are at your fingertips, if not sometimes top of mind. It takes the numbers out of the group move strategy and replaces it with employee names and demographics. With this information, you'll bring valuable insights and considerations to the management table, inviting stakeholders to think about and evaluate important questions such as "where do our employees live? How many have families? How many are single? Who is critical to the success

of the organisation from an acceptance perspective? Who is ideal, but can be recruited locally?"

All of these questions can help frame how an organisation should approach its relocation package and offering. Getting personal helps the leadership team understand the potentials or the risks dependent on that mix of the population. A proper up-front assessment of a company's actual and active population can shape and guide the strategy of a group move from the very beginning. This is first and foremost before embarking on the journey.

### 3. First Impressions Are Everything

Just like a job interview or first date, first impressions are everything when it comes to group moves. The approach and delivery of the communication are paramount to a successful execution. It can help put nervous employees at ease and answer many of the questions they may have. The moment a company announces it's moving to a new city or state, the human brain tends to stop right there. They hit a wall and can't move past it because they're blindsided. Everything that's said afterwards is just words because they're thinking about all of the things mentioned earlier – my family, I'm losing my job, what next and so forth.

Human resource professionals need to question and coordinate efforts with communications and other leaders, on how to best craft the initial announcement of change. And sometimes, one size does not fit all. You may need to tailor communications for different company roles or internal stakeholders. Key factors that are critical to success are the message, the timing and action.

### 4. What's The Offer?

Another key point that ties back to knowing your employees is the offering, or package planning. This allows for a fair assessment of how many will actually make the move and how many will choose to leave the company. It's also fair to evaluate how this affects things such as revenue generating positions and impact on the bottom line, what's the bearing on support functions and so forth. All of these considerations then help with the delivery of the message and its effectiveness. Delivering a real message with a transparent approach will foster visibility and forecasting

into this particular group of employees to give you and your organisation the best chance possible of a high acceptance rate.

### The Takeaways

Change is never easy, and a job relocation can be extremely challenging and frightening for employees. While a company move presents a challenge, it's also an opportunity for a new beginning and positive start.

The key takeaway when handling a company group move is to ensure human resources has a seat at the table when critical decisions are being made and planned. Secondly, assess the company's employee population to determine the best approach when communicating and determining the offers. Above all else, a well-thought out communications plan on how to communicate the move to employees is essential for a successful group move. There are many subject matter expert resources in the market to help position you for success!

For more information and to receive a free download of the "Passenger on the Group Move Rollercoaster" presentation, please visit [www.crownworldmobility.com/insights/crown-world-mobility-to-present-at-shrm-talent-conference](http://www.crownworldmobility.com/insights/crown-world-mobility-to-present-at-shrm-talent-conference).



**LISA MENDELSON**

Regional Director, Americas,  
Crown Relocations.

Lisa is responsible for creating and delivering strategy around account management and business development. She has extensive experience in leading global teams to deliver domestic and international relocation services to multinational clients.

With over 15 years in the mobility industry, Lisa has led, developed and executed strategies for a wide range of corporate mobility programmes.

Visit [www.crownworldmobility.com](http://www.crownworldmobility.com)