



# Global & Domestic Employee + Family Well-Being Coaching

For Single Employees and those with Accompanying Partners or Family

Organizations continue to focus on **talent attraction and retention**. They understand the importance of cultivating a **positive employee experience** (including at the candidate stage), meeting **duty of care** obligations, and their impact on employee well-being (including how that relates to **DEI&B**). They must also recognize how to keep these initiatives on track for those going through the unique challenges created by the global mobility process.

Below are a few cost-effective ways to support employees in having positive relocation experiences that foster engagement and connection to their new communities and long-term well-being.

## 1. Offer Employee + Family Well-Being Coaching as an alternative to "Spousal/Partner Assistance"

**Employee + Family Well-Being Coaching** is a holistic and customized approach to addressing the array of individual needs that an employee and/or family may face as they work to successfully integrate to a new location (new social connections, successful remote working, resilience amid stress, spouse/partner job search, and more). **Coaches are experts in navigating change and developing personalized strategies to meet individual goals.**

Spouse/Partner Assistance is certainly still needed. However, it is only one aspect of a successful transition and integration to a new location. Single employees or those with accompanying families have many other personal and lifestyle needs that affect their overall well-being and ability to feel at home and connected in their new city.

*"The services provided are very comprehensive ranging from area research to career transition. Many behavioral coaching topics were also covered. Helped me understand what could help me create better habits and mindset."*

## 2. Allow For All Eligible Employees to Have a Needs Assessment

Not everyone knows how the services could meet their specific needs or even what their specific needs are. REA's services always begin with a **complimentary needs assessment** to determine the unique goals and concerns of all who are moving and to provide a recommendation on if and how a coaching program would support them. If there are not needs that we can support, we wish them all the best and simply close the file. There is no cost or "file fee" if a program is not engaged. Our team regularly hears that transferees had no idea how useful the services could be. For clients that offer comprehensive support to all eligible employees and complimentary needs assessments, we find that **65-70% have needs that we support**. The other 30-35% close with no services.

**Complimentary needs assessments ensure that transferees have equal access to available benefits and that they have consistent expectations about how the support can help.**

*"My Coach found ways to relate to me and make me feel at ease with moving. I think it helps that she's been through a similar situation. She knows it's not easy moving to a town not knowing anyone and starting from scratch. I have deep respect for her, and she'll always hold a place in my heart."*



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### 3. DSP services vs. Employee + Family Well-Being Coaching

The support of a Destination Service Provider is critical in the relocation process and while they address employee and family settling-in needs in the new location, the immediate nature of their support (house hunting trips and 1 or 2 days of area orientation upon arrival) differs from the longer-term coaching relationships that come with Employee + Family Well-Being Coaching. Coaching programs go on for months and often start prior to the move and extend well beyond the initial settling-in period. The two services are both necessary and address different, but equally important needs.

### 4. Establish a Policy Cap

Establish a **consistent monetary cap that is available to all eligible employees regardless of their marital status or family make-up**. We know that some employees do not have needs, but we also know that those that do will not all have needs at the same levels. Programs are designed accordingly (often below the cap amount).

We recommend an intra-country cap of US\$2,500 and an international cap of US\$5,000. For the population that engaged in a program, because needs vary from minimal to complex, the mix of results in an average program fee is around US\$1,600 for intra-country moves and US\$3,000 for international moves.

*"What I like most about the REA service is how the coach takes the time to understand your needs and customize a plan to help you succeed."*

### 5. Recommend Relocation Decision Assistance at the Recruiting Stage

**Reluctance to relocate and eventual move failure most often hinges on spouse/partner career and family issues/ties** (Atlas Van Lines – 2022 Corporate Relocation Survey). Coaching to understand the issues that represent perceived obstacles to a candidate and any accompanying family member as well as customized information gathering helps to ensure that candidates are making informed decisions. The decisions are now based on objective information and guidance instead of based on assumptions they may be making about whether a location will meet their personal and family needs. **A candidate will likely be more open about confidential personal circumstances with an independent coach than with their talent acquisition contact or with HR.** Confident and informed decisions are more likely to be the right decisions.

*"With the information my coach provided us, we now feel confident in accepting this opportunity for our family. And, we're excited about it."*



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## SAMPLE DOMESTIC & GLOBAL POLICY WORDING

### **DOMESTIC RELOCATION POLICY**

Employee + Family Support

#### **Benefit**

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Your success and well-being are important to (Employer). They recognize relocation requires significant personal adjustments and change that can be difficult to navigate. For this reason, the Employee + Family Support Program is available as part of your relocation benefit. This personalized program, specifically designed to support your success and well-being, provides you and any accompanying family with 1:1 professional coaching support to help you identify your personal and lifestyle goals (including spouse/partner job search, if needed), develop strategies and skills, and provide valuable, time-saving resources to ensure you adapt and thrive in your new location.

(Employer/Relo Co.) will arrange for the Provider to contact you to introduce the services, and help you get started if you find it a fit. When you engage services, you will have a dedicated 1:1 professional coach in your corner to provide valuable personalized support proven to make a positive difference for individuals and families managing change.

Here are just some of the ways your 1:1 Coach can support your success during this time:

- Goals and Strategies: Identify goals and develop strategies and resources to achieve personal and family goals in the new location
- Networking: Build a social and professional network in the new location
- Finding Balance: Manage stress and maintain work-life balance during the transition
- Meaningful Pursuits: Explore how to identify and engage in meaningful pursuits outside of employment
- Professionally Curated Resources: Save time with professionally curated resources based on topics of importance.  
*Sample topics include but are not limited to: Specialized training programs and advanced education courses, healthcare professionals, childcare & elder care resources as needed, places of worship, volunteer opportunities, recreational & cultural activities, sports programs and hobbies, veterinary services and pet boarding*

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# Global & Domestic Employee + Family Well-Being Coaching

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## **DOMESTIC RELOCATION POLICY (Continued)**

Employee + Family Support

### **For Dual-Career Families**

Your spouse/partner's ability to continue their career path or pursue new meaningful interests is a significant part of their well-being and that of the whole household. Career/Job Search Assistance or coaching support for effective remote working in the new location can be a part of a broader Employee & Family Support program or can be the primary focus of one's work with a coach. Support may include:

- Career strategy and transition plan
- Career/skills assessment tools
- Résumé/CV, cover letter, and support material development
- LinkedIn/social media tips and guidance
- Interview coaching and guidance
- Networking strategies
- Company/industry research
- Professional licensure research
- Entrepreneur Coaching
- Effective Remote Work Coaching

You are eligible for services for up to one year from the official transfer date. Fees for services are paid by (Employer) and represent additional taxable income. (Employer) will gross up this cost to offset any additional tax liability.



# Global & Domestic Employee + Family Well-Being Coaching

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## GLOBAL RELOCATION POLICY

Employee + Family Support | Long-Term Assignment/Permanent Transfer

### Benefit

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Your success and well-being are important to (Employer). They recognize that an international assignment or permanent transfer requires significant personal adjustments and change that can be difficult to navigate. For this reason, the Employee + Family Support Program is available as part of your relocation benefit. This personalized program, specifically designed to support your success and wellbeing, provides you and any accompanying family with 1:1 professional coaching support to help you identify your personal and lifestyle goals (including spouse/partner job search, if needed), develop strategies and skills, and provide valuable, time-saving resources to ensure you adapt and thrive in your new location.

(Employer/Relo Co.) will arrange for the Provider to contact you to introduce the services, and help you get started if you find it a fit. When you engage services, you will have a dedicated 1:1 professional coach in your corner to provide valuable personalized support proven to make a positive difference for individuals and families managing significant change.

Here are just some of the ways your 1:1 Coach can support your success during this time:

- Goals and Strategies: Identify goals and develop strategies and resources to achieve personal and family goals in the new location
- Networking: Build a social and professional network in the new location
- Finding Balance: Manage stress and maintain work-life balance during the transition
- Meaningful Pursuits: Identify and engage in meaningful pursuits outside of employment

### For Dual-Career Families

Your spouse/partner's ability to continue their career path or pursue new meaningful interests is a significant part of their well-being and that of the whole household. Career/Job Search Assistance or coaching support for effective remote working in the new location can be a part of a broader Employee & Family Support program or can be the primary focus of one's work with a coach.

Support may include:

- Career Strategy and Transition Plan
- Career/Skills Assessment Tools
- Résumé/CV, cover letter, and support material development
- LinkedIn/Social Media tips and guidance
- Interview Coaching and guidance
- Networking Strategies
- Company/Industry research
- Professional Licensure research
- Entrepreneur Coaching
- Effective Remote Work Coaching

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If traditional employment is not possible (based on visa status) or not wanted for the time being, but career-related pursuits are still important, support may include:

- Well-being Coaching
- Coaching to maintain Professional Identity
- Development of Professional Contacts
- Research for Volunteer Organizations, Professional Associations, Continuing Education Courses
- Résumé/CV, cover letter, and support material development
- LinkedIn/social media tips and guidance

You are eligible for services for up to one year from the official transfer date. Fees for services are paid by (Employer) and represent additional taxable income. (Employer) will gross up this cost to offset any additional tax liability.

### **GLOBAL RELOCATION POLICY**

Employee + Family Support | Short-Term Assignment

#### **Benefit**

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Your success and well-being are important to (Employer). They recognize that even a short-term international assignment requires significant personal adjustments and change that can be difficult to navigate. For this reason, the Employee + Family Support Program is available as part of your relocation benefit. This personalized program, specifically designed to support your success and wellbeing, provides you and any accompanying or non-accompanying family with 1:1 professional coaching support to help you identify your personal and lifestyle goals (including spouse/partner job search, if needed), develop strategies and skills, and provide valuable, time-saving resources to ensure you adapt and thrive in your new location.

(Employer/Relo Co.) will arrange for the Provider to contact you to introduce the services, and help you get started if you find it a fit. When you engage services, you will have a dedicated 1:1 professional coach in your corner to provide valuable personalized support proven to make a positive difference for individuals and families managing significant change.

Your customized 1:1 coaching services may include, but are not limited to:

- Goals and Strategies: Identifying goals and developing strategies and resources to achieve personal and family goals and needs – whether together in the new location or maintaining two households, temporarily.
- Finding Balance: Managing stress and maintaining work-life balance during the transition
- Meaningful Pursuits: Identifying and engaging in meaningful pursuits outside of employment
- Creating New Routines: Navigating an altered routine and new responsibilities (especially if maintaining two households, temporarily)