

PROGRAM MAINTENANCE

PROGRAM BENCHMARKING

Relocation benefits can be an exceptional tool to meet a multitude of goals ranging from talent acquisition to career development. But it's important to recognize that there is no "one size fits all" relocation program. The four categories below explore key concepts to keep in mind when benchmarking and developing your program.



Defining Goals - What's your focus? Talent acquisition? Retention? Career development? Maybe it's all of the above. Identifying those key drivers will be crucial to effectively developing and maintaining your relocation program. Your RMC can assist in identifying effective policy structures for each of those goals.



Identifying Needs - Equally important is identifying your target audience. Who is this program for and what are their needs? Generational have made clear some distinct value differences that are imperative to take into consideration when creating a program that attracts the talent you are looking for.



Consistent Analysis - In today's talent market, nothing is static. In order to keep in step with the needs of your employees, consistent program analysis is very much recommended. Benchmarking your program (in conjunction with consistent survey of your relocating employees) every one or two years will ensure it stays healthy and effective.



Competitive Edge- The talent market is exceptionally competitive, and relocation benefits can be make or break when it comes to recruiting (and in some cases, retaining) top-tier talent. Benchmarking your program consistently against the competition is the best way to ensure you are leveling the playing field.



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