



Relocation Programs Bring New Opportunities for Employee Cross-Training and Career Advancement

As the U.S. continues to experience high resignation rates and major attitudinal shifts from a new generation of workers who are quitting in search of jobs better suited to their lifestyles, organizations are confronted with the choice to revisit internal policies in order to remain competitive.

“The Great Resignation” of the past two years has HR departments striving for solutions to retain and recruit key workers. Some are finding that the way to solve this challenge is to start by improving the employee experience—specifically, their career and skills development.

What is Employee Cross-training?

Cross-training is the process of teaching an employee another set of skills to perform in a job they didn’t initially qualify for. Many business owners will cross-train to cover for a sick or on-leave employee, but cross-training goes beyond a temporary fix for operational discrepancies.

When done right, cross-training identifies the skills and tasks needed in your business and works to fill in the gaps. A crossed-trained employee can simply hop in and keep the company running without the employer having to crisis train or outsource work at a moment’s notice.

As consumers, it’s easy to forget that at the end of the day, employees are a company’s greatest asset. But, did you know that research has actually proven an economic link between employee satisfaction and a company’s financial performance?

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Investment in People Is Proven to Improve the Performance of an Organization

According to a study conducted by Gallup, **disengaged employees cost companies \$450-to-\$550 billion in lost productivity each year as a result of poor performance and high absenteeism.** Additionally, developing staff is one of the most effective motivators for retaining them. One of the top reasons employees leave a company is the lack of development opportunities.

Data Sheds Light on Opportunities for Employee Career Advancement

Often, we think of a relocation program purely as a benefit designed to help companies attract top talent, but **data reveals many other benefits to offering relocation programs beyond talent acquisition,** including: cross-training, career advancement, operations improvement, and the overall quality of the company's product or service.

In order to better understand major corporate relocation policies, trends, and drivers, [northAmerican® Van Lines commissioned Corporate Relocation Today \(CRT\) to conduct an online study](#) that collected responses from 335 HR, Procurement, Finance, Operations, and Supply Chain Professionals involved in, impacted by, or responsible for the managing of their company's employee relocation programs. Here's what we found...



Mid-sized Companies with Multiple Locations Uniquely Poised for Employee Cross-Training Opportunities

It's no surprise that smaller companies with fewer than 1,000 employees were least likely to need cross-border, rotational or short-term relocations—or, that those smaller companies tend to manage fewer types of relocation programs. However, trends begin to emerge when analyzing the relocation typings of companies with over 1,000 employees.

For example, Mid-Sized Companies with 1-5k employees...

Are **25.9% MORE LIKELY**
to roll out rotational
assignments

Manage **23.6% MORE** short-term
relocations compared to all
other company sizes

Additionally, the northAmerican study found that **companies with more locations were also able to take advantage of more relocation opportunities in order to implement short-term or rotational assignments.**

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“Employee Satisfaction” and “Ease of Use” Drive Relocation Program Goals

With a foundational knowledge of the types of relocation programs and policies companies are adopting, we also sought to better understand the goals and primary drivers of the participants as it relates to their company’s relocation programs.

The study also revealed that employee satisfaction and ease of use ranked as the top two primary drivers for the participating companies’ relocation goals. This proves that, contrary to popular belief, **most companies are, in fact, prioritizing current employee experiences above other corporate initiatives.** Why does this matter? Keep reading.

Employees Want Additional Opportunities for Career and Skills Development

The University of Phoenix’s Annual Career Optimism Index 2022, an analysis of 5,000 employees and 500 companies conducted December 12, 2021, through January 6, 2022, and released March 14, delved into workers’ feelings about their worth and career goals.



- The index reported that 68% **of workers say they would stay with their employer throughout their career if the employer made an effort to** upskill **them**, while 65% of workers said they would stay throughout their career if their employer made an effort to reskill them.
- Workers need more skills development opportunities and their employers know it, according to the index: 49% of employees want to develop their skills but don’t know where to begin—this is up 6 percentage points compared to 2021—and 66% of employers believe the same.
- More than half (52%) of workers said they need to learn new skills within the next year to continue their careers; 46% of employees said they are not as skilled as they need to be. However, 29% don’t feel optimistic about the opportunities they have for training, upskilling or learning new skills.



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Short-Term Relocation and Rotational Programs are Becoming Key Players for Employee Development and Retention Objectives

An employer's best resources—and its largest costs—are the people who bring creativity, productivity and ultimately profitability to a company. Therefore, investing in their job satisfaction is not only a smart retention strategy, but according to the Career Optimism Index, it is non-negotiable in today's labor market.

Good talent management can improve an employer's competitiveness, but that alone does not ensure that the talent is located where it is most needed.

By offering short-term relocation and/or rotational training programs, both new hires and current employees can take advantage of relocating for continued career development and cross-training, while also bringing their knowledge to different subsidiaries or locations.

Rotational Training: a development strategy where employees rotate through different departments and job functions. The goal is to help them increase their experience, knowledge and understanding of the company.

Boost Employee Satisfaction with a Full-Service Relocation Option

In today's working climate, employees are resigning when they feel that employers are not meeting their needs. Therefore, for companies wanting to foster a positive company culture and employee experience, enriching their benefit offerings with a full-service relocation option could, ultimately, give them a competitive edge.

Is your Relocation Policy competitive? Get a [FREE Annual Relocation Policy Review](#) today and boost your company's chances of securing the industry's top talent.

For more information visit: northamerican.com

