



World Mobility Perspectives

Global Mobility Trends

Uncover what defines great service,
drives career development, and
more in 2025

How the world works better

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Foreword

2024 was a year of significant shifts in global mobility, driven by geopolitical tensions, evolving workplace trends, and changing immigration policies.

The ongoing war in Ukraine and broader geopolitical realignments disrupted migration patterns, forcing businesses to reassess mobility strategies in politically sensitive regions. At the same time, governments responded to labor shortages and remote work trends by adjusting visa regulations—some tightening restrictions, while others expanded skilled worker pathways and digital nomad programs. In this evolving landscape, global mobility professionals have needed to navigate complex regulatory environments while ensuring assignees remain adaptable, secure, and supported.

Yet it's no secret that mobility's functionality is impacted by more than politics and policies – while the pandemic might be far behind us, its lasting impact on the way we work continues to mold the mobility sector. Relocating for work, once viewed as an opportunity for those only in managerial or executive roles, is now becoming increasingly accessible – and actively asked for, with many companies having remote working policies in place.

We touch on this in our latest trends report, as mobility continues to navigate in a work-from-anywhere world.

Yet, as our research last year demonstrates, relocating overseas is no one-man show. Relocation has a vital impact on any relocating partners or family members, but not always positively. We delve into this too, exploring what partners want out of an international relocation.

And there's the all-important question: what does great service look like in today's world? What, at first glance, appears to be a relatively straightforward question comes with many caveats that might not translate in practice. We present our own experiences, using our ACE training program as an example.

But what sits at the heart of all the trends we touch on in this report? Well, people, of course. Now more than ever, the employee - the person - is driving the agenda and becoming more central to decisions being made about corporate relocation. And organizations are doing what they do best: adapting.

I would like to thank Caitlin Pyett, who heads up our Consulting Practice at Crown World Mobility, for once again coordinating the annual trends report. I would also like to share gratitude to Heather Tracey, our EMEA and AMER Regional Manager for Global Skills, and Vicky Woods, Regional Director for Crown World Mobility UKIB, as well as our partners and colleagues for sharing their knowledge and expertise.

Please enjoy our latest trends guide.



Jurgen Zyderveld

Group Vice President,
Crown World Mobility

Power to the People - The Democratisation of Mobility

by Caitlin Pyett, Consulting Lead

Change is a funny thing. Sometimes it crashes through life like a hurricane through a house, leaving destruction in its wake and the past in tatters. Other times, it creeps in silently and takes a seat in the room, before steadily dismantling everything, and rearranging the furniture around you whilst your attention is elsewhere. You look up, only to find everything is so different that you wonder if you're actually still in the same room. For those of you who are veteran global mobility professionals, developments in the industry have probably left you feeling a little like this of late.

It started (as so many things today did) with Covid; work from home, fewer trips to the office, Zoom calls rather than face-to-face meetings, along with the inexorable rise of leisure wear. And now we find we've stumbled into a new reality, one in which things like daily commutes, office banter or wearing heels, seems laughably dated.

The pandemic sent the entire world into a state of generalized panic. It left many scared to leave the house, to interact, to go to the shops – let alone get on a plane or leave the country. Rules, regulations, laws and guidelines defined our collective lives. Then, it left – the world suddenly relaxed – and with it, so did the old ways of



operating. It's almost as if Covid forced us all to take a time out from how life had been up to that point, and once it was gone, we were irretrievably changed. There's been a loosening of attitudes, a relaxing of the "old order", and a reinterpretation of what it means to work, to develop and, generally, live.

Mobility had been showing signs of a slow evolution for some years pre-Pandemic – the rise of core/flex policies, the ongoing angst about aligning mobility with Talent which never seemed to take off (but hey, at least the intention was there), the nascent concerns around diversity and sustainability, all pulled the sector forward slowly but steadily. But somehow now, the furniture has been entirely rearranged and I'm not sure any of us saw this coming.

Sure, we've been talking for some while about how packages are changing. Less rich, more flex, more permanent moves or international local hires rather than long term assignments. What was interesting and surprising about 2024, however, was how complete and swift those changes have been to reach near universal acceptance.

Talking to a friend recently who also has mobility experience at a major bank, he mentioned that the global mobility team there had been disbanded. "What? Really?" I said, in disbelief that such a major institution would abandon its mobility program. "Oh, we still move people," he responded. "Quite a lot actually, mainly in Asia, for development reasons. But in Europe it's all self-requested moves. We help with that, but the business deals with it. No need for a specialist team."

Relocation apathy

I found this quite staggering – and I will stress, it's unusual. Mobility teams still exist in most multi-national companies, dutifully moving their people at the company's request. But what he described also encapsulates where we've arrived as an industry, albeit as an extreme example.

The rise of remote work policies has given way to the formation of Work from Anywhere arrangements; core/flex has given way to enhanced employee choice, and the opportunity for international experience – once seen as a prize bestowed from above by senior management – is now seen as a viable route for many, if you can advocate well and avoid compliance complications. Democracy has come to mobility – and that's surely a great thing.

Mobility is going nowhere. It's happening all the time. According to a survey conducted by Strategic HR Management in 2023, 80% of Gen Z want to work overseas during their career – something Gen Xers and Boomers most likely never even considered possible.

Many new start-up companies work on the basis of remote work, using Employers of Record to manage the compliance risks, with managers never meeting teams, and colleagues being faces on a screen rather than lunch buddies.

All of this is great, but... where does this leave us, the mobility professionals? With package sizes diminishing, and employers no longer automatically treating globally mobile employees as corporate VIPs, are we doomed to resume the role of order taker and coordinators forever, a fate we thought we had escaped during Covid?

Well, here's some food for thought. Our latest survey, conducted in September 2024 and using 150 assignees from our key clients as respondents, showed that the number one push factor to take an assignment is career development. Closely followed by experiencing a new culture, and skill acquisition.

Great, right? Straight from the assignees' mouths; they are keen to relocate to develop themselves and their skills. They're not so interested in improving their quality of life (sixth most popular response) or moving just because they've been asked (fifth). But the associated comments were illuminating and a little alarming. I'm paraphrasing here, but they ran along the lines of:

"An international assignment is great for my CV"



***International experience
should put me at an
advantage when looking
for a new job***

This should ring alarm bells for every mobility professional, and once again takes us right back to the old conundrum of how to integrate Talent with Mobility. There's no point having keen employees wanting to self-improve, moving across countries – no matter what the support given – if they're then going to take all of that amazing development and pass it to their next employer.

And there's more food for thought: the survey also looked at what challenges the assignees faced, and what could have been done to alleviate them. Top challenges included language and cultural adaptation, loneliness and integration, and, just behind these more personal concerns, financial challenges. Again, the comments were illuminating. Paraphrasing:

"It was very financially tough for me to take this assignment"



My family and I have had to make serious concessions to the way we live to afford this assignment

I can sense some rolling of eyes amongst you, dear readers, but the results are what they are. The way mobility has shifted in the past five years is, in many ways, incredible.

Employees are empowered to take charge of their own careers, and in many cases, this means taking charge of their physical location. The rise of employee choice enforces the trust

employers now place in their people – just as remote work does – to make sensible and responsible decisions for themselves and their teams. There's been a rebalancing, an increase in accessibility of mobility, and a people focus which has energized the world of work.

But, amid these positive changes, silent risks are emerging which threaten all the hard-won progress mobility teams have made over the past decade or so.

As employees continue to demand more control and more say over where and how they work, employers who fail to keep them motivated will lose out. With no oversight or joined up thinking applied to an individual's career path, that incredible assignment you sent them on may go on to send them right out the door once they return. With packages so light that they fail to recognize that needs and wellbeing issues increase during relocation, financially frustrated employees will harbor resentments that benefit neither them nor the company.

Power to the people is a great development. But we risk losing so much where that power is not utilized. We know the benefits of mobility now – they've been documented time and time again. The challenge for 2025 for all of us is how to harness it. Are we finally ready to address that question?



With or Without You - The Partner Problem

by **Heather Tracey**, *Regional Manager (EMEA and AMER), Global Skills*

The happiness of a relocating partner and how it impacts on the success of an assignment is not new. Statistics show unhappy family or partners as the main reason behind 44 to 70% of early returns or failed assignments (Permits Foundation, HR News respectively).

However, it's a problem that's both increasing, and is increasingly recognised. In 2024 our research showed that one of the biggest barriers to global relocation uptake is the uncertainty around partner careers, the aspirations of the partner and replicating dual-career household incomes.

A survey of 1,000 expatriates, undertaken last year by Crown World Mobility's sister brand Crown Relocations, found the same. The second most popular reason for hesitancy (behind 'distance from friends and family') was 'partner careers'.

In a separate 2024 survey of Crown World Mobility assignees, many wrote of the issues their partners faced and the impact it had on them and their ability to focus on the job they'd been relocated to do. They described the impact of partners struggling to find a job, of needing to build a whole new reality, while the rest of the family had already settled at work and school.

When asked about other support that could have been provided to improve their assignment, 'partner support' was third (behind 'more expat resources' and 'greater benefits of allowances'). Interestingly the first four of the top six aspects of preferred additional support were socio- emotional or related to personal and family adjustment (cultural training, language, expat resources).



So, what do partners want?

We spoke with a number of the coaches and consultants we work with who deliver services to support relocated partners globally. There was a lot of consistency in the answers to 'what do partners want?'

Involvement: Most of the answers started with "be more involved". From the initial conversations, through to discussions about the relocation package, services included and the implications of each decision, partners would like to feel they can be at the table and are a considered, important part of the move.

Early information: Partners also want to start getting support and information about how a relocation will impact them much earlier. This could include information about relevant job options in the local market, or what to expect as an accompanying partner. But this isn't just about their own relocation. Partners are most likely to be the "CEO" of the move, managing decisions that impact the entire family. Being brought in earlier would smooth-out the inevitable logistical stresses.

Support: Services that focus on partner needs during the relocation. Whether related to career or other life options, partners want to feel like they don't have to figure it all out on their own. Very often the range of life options (stay, go, find a job, focus on family, set up a business, becoming a digital nomad, year off?) becomes overwhelming and partners become paralysed into inaction due to feeling overwhelmed or suffering existential doubt.

'Been there, done that' wisdom: Partners learn - often only with hindsight - that there was much they didn't know they didn't know, that at the start of the move, their only thought was to 'get a job', only to discover later that the move had a much wider, deeper unknown impact on them. Consultants shared that partners often only find out later that what they experience, such as loss of identity, family conflict brought on by assignment pressures, supporting struggling children, loneliness, anxiety, resentment towards the assignee and their career, is common, preventing the adoption of intervention strategies.



Assignee insight: With the excitement, potential career progression and the lure of the adventurous unknown, assignees are often keen to downplay the impact and scale of change required with an international relocation. Partners want more insight given to the assignees by their companies about potential challenges when relocating with family, and to have that responsibility removed from their shoulders. Ensuring an 'all scenarios playbook' is presented by a respected, external source (such as the corporate organization) leads to different family conversations and solutions.

With more information and a greater involvement, partners will have a sense of control, a bigger and better picture of their place, and are more likely to become an 'accompanying partner' rather than a 'trailing spouse'.

What have companies already tried?

We spoke with a global HR director at one of the biggest companies in the Netherlands. What they told us was reflective of other, similar conversations we have had recently.

This company, ahead of the curve on this topic, has experimented with partner support because the cost of investing in it is far outweighed by the cost of a failed assignment. The most common options for supporting partners are bringing in recruiters, outplacement, offering intercultural training, shortening assignment terms, even offering partners jobs within the company!

While some positive results were achieved, none seemed to yield the perfect solution for this company's policy.

Aside from the concerns about salary and career, they found that partners either preferred certain locations (attractive, vibrant hubs), or preferred to minimise the duration of

assignments (thereby limiting the sacrifice to their own lives). This in turn limits the value of that assignment to the company and increases cost.

What also exists within companies is a disconnect on the importance of supporting partners, and the hidden return on investment that it brings. Those in procurement functions only see costs to the bottom line, whereas managers in the hiring business units prefer a short-term assignment as better than nothing at all. However, those with a wider talent remit prefer to make an investment to ensure longer assignments so that employees grow and develop and can transfer skills more easily. This means supporting the family that relocates too.

To make best use of employees' skills and talent, and deliver the longer, more cost-efficient (even back-to-back) assignments, the global HR director at the Dutch company joked:



The best accompanying spouse is a man in IT so he can work as a digital nomad!



And what does partner support and solving ‘the Partner Problem’ look like in 2025?

Luckily for companies that want successful, long-term assignments, and to improve assignment uptake, to make international moves more appealing or even that want to be seen as investors in people, a pick ‘n’ mix range of partner support options exist – and some are totally free!

1. Invite partners to meetings - from assignment decision making and beyond

Identify key points in an assignment-offer process when the partner is present in the meetings. Discuss all aspects of the relocation package; immigration, policy options and other considerations with assignee and partner. This has the benefit of being free and shows the partner they are considered and valued throughout this move.

2. Pre-decision conversation with a consultant

Offer a targeted session with a partner support consultant, familiar with the host country job market to discuss realistic options, the challenges that exist and how they can be overcome. This session could also cover the norms of the potential new reality as an accompanying spouse and encourage out-of-the box thinking about how this could be a new opportunity for adventure, discovery and career progression for the partner. This is frequently offered as part of a ‘Go/No-Go’ conversation before an assignee is asked to confirm assignment assessment.

3. Immigration support with Digital Nomad visas

This could run in conjunction with the previous point. If the partner wants to explore becoming a “Digital Nomad” (working online with no fixed business location), the company supports this process.

4. Support partners to have conversations about working remotely in their current roles

Does everyone know for certain that remote work is impossible for the partner in their current job? A partner who keeps their current job maintains a large part of their identity – and of course their income.

5. Make a conversation about what partner support services can achieve a non-negotiable, but uptake for it optional

People don't know what they don't know. Support them to learn and make an informed decision about what they need.

6. Offer flexible partner support services – more than a recruiter

Recruiters often work for companies rather than candidates, so partners are expected to hit the ground running – just at the point they feel like they're falling. Offering a service that supports all aspects of that partner's transition into a new role can be invaluable, from job search to identity adjustment.

7. Educate internal stakeholders on how partner impact can determine successful assignments, and the ROI potential for investing in supporting the whole relocating family

Find out about the costs of partner support services, compare that to cost of the assignment if it failed, and look at how other companies are leveraging their investments in wellbeing as marketable enticements to potential hires.

8. Use partner support services as assignment (or even corporate) 'carrot'

Not all of these will work within the compliance and risk boundaries of all organisations, and indeed this is not an exhaustive list. However, as employees increasingly look to their companies for wellbeing support, and examine what a company offers from that perspective, perhaps 2025 is the year to revisit how partner support services are viewed? Is it another additional cost? Or an opportunity to market and shout about the support your company offers the full family, leveraging this service type to add value to your company reputation?

Partner Problem solved

With younger, dual-income families increasingly making up the international assignment population, companies will need to get clear about how they will ensure that partners are an integral part of international relocations in 2025.

And the good news? Crown World Mobility has in-house Global Skills and Immigration teams who can consult and offer solutions for all of these options!

For more thoughts on this topic, further reading (and listening) from Crown World Mobility can be found here:

[Planning for partners increases the success of international assignments - Crown World Mobility](#)

[The changing face of relocation: What assignees really want in 2025 - Crown World Mobility](#)

[Culture Talks podcast episode 'Identity, Partners and the Culture of being you'](#)



Lean on Me – what great service looks like now

by Vicky Woods, Regional Director, World Mobility & Relocations, UKIB

What does great service in mobility look like to you? Sounds like an easy question, doesn't it? Is it operational excellence, smooth service? No noise, happy customers whose stuff arrives on time, and who feel supported and in receipt of clear communication at all times? Great feedback scores, happy families, seamless adjustments? All of the above?

The real question though, what does any of this mean in practice? How should Crown, as a provider, aim to achieve this? What does being a happy customer actually mean, what does it look like?

These are questions that drove us two years ago, to entirely review and rewrite the training we provide to our Mobility Advisors; the teams that support relocating employees. Our service feedback scores at the time were, in the spirit of true transparency – mediocre.

We realized this represented a gulf between the kind of service we were aiming to deliver, and what we were delivering in reality. Although not bad, the feedback wasn't amazing, and therein was our challenge.

Driven by a desire to ensure that our people truly respond to client needs, we wanted to go a little deeper than our existing training methods to really define what great support looks like. Thus, our ACE training program was born.



When designing the program, we considered carefully what it was we were aiming for, essentially asking ourselves the same questions posed at the start of this article. What truly constitutes great service? How do you know it when you experience it – what feeling does it leave you with? We realized that service is only great when it represents a true alignment between the person providing the service, and the recipient. When it talks to them as an individual, not an agent of revenue.

So, we started with that interactive element. How did our people build a rapport with our customers, and how did they demonstrate true empathy? We listened in to customer conversations (with consent, of course!) and gleaned insight into just how transactional those calls can be. While managing to explain everything we needed to during the relocation, we weren't coming across as truly supportive. Something was missing.

Bizarrely, we found it was often the younger members of the team who struggled most to build empathy and develop a true rapport with their customers. Without wishing to generalize too much, we wondered whether the 'digital native' experience had removed people a little too far away from consistent human interaction, for those relationships to develop naturally?

In cases where we felt our team lacked the potential to fulfil the demands of good customer interaction, we were not shy to move them into roles that were less customer-facing. But for the most part, our people understood what we were trying to do and rose to the challenge.



The turnaround has been incredible. Our feedback scores now exceed targets, and our London team were nominated for an internal award owing to this transformation.

But the most valuable feedback of all comes from our clients, one of whom told us that they felt working with us was like asking a valued colleague for their input – rather than engaging a service. This is exactly what we were trying to achieve.

The eagle eyed among you may have noticed that this training was conducted back in 2023. So why are we talking about it now, in a trends article for 2025? Well, towards the end of last year, we approached some of our key clients to ask them “What do you want from us, as your provider, in 2025 and beyond?”

The answers have driven us to review the work we undertook just two years ago, to arrive at truly outstanding support fit for the second quarter of the 21st century.

ACE training managed to transform what we do, even more. The shifts in corporate culture are constant, and the emphasis on emotionally intelligent work is higher than ever.

What we've seen in recent years is a shift in the tone of corporate language to embrace a softer, more empathetic reality. Post Covid (there's that word again), corporate language has become a little kinder; more personal, more human centric, putting the employee first, and valuing their wellbeing openly, embedding human centricity into policies and approaches. There's been an acceptance that how your employee feels directly impacts how they perform, and therefore how they feel about the support they are provided with. This is particularly prevalent at an emotionally challenging time such as a major relocation, which will drastically impact their response to the move, to the employer moving them, to the new location and culture they find themselves in, and finally, to us as the company providing that support.

Key themes emanated from the question we posed to our clients. In summary:

The true meaning of expertise: Sure, a company like Crown is full of experts. But a fair point was made – are we always owning our expertise and utilizing it to its maximum? To put it another way – do all of our people know that they're experts?

It sounds like an odd question, but when you break down what expertise really is, it becomes more nuanced. Expertise isn't just knowing the legalities, the rules, the ways of doing something. It's about connecting the dots, understanding what was relevant to another case you managed six months ago, might also be relevant now – and feeling empowered to draw on that knowledge in this case.

It's about going off-script to get to the crux of a situation. It's about our people – who may see themselves as administrators or coordinators rather than “experts” – understanding that true expertise comes from the experience of repeated action, years of guidance and conversations, of listening to struggles and dealing with challenges.

Truly great service takes those years of experience and turns it into expertise, and – most importantly – ensures our people feel empowered.

Understanding the unsaid: Sometimes – and especially in a professional situation – it's difficult to get to the challenging elements of an interaction. If you receive no response to your email requesting flight details – what might that mean? That the person is busy? Well, yes, but what goes along with being busy? Often, stress. Being overwhelmed. The sense that something is too difficult, or simply too time consuming, to be undertaken easily. For our people, knowing that our customers may be feeling overwhelmed by the sheer amount of things they have to do as their departure date approaches, or even being aware that perhaps

the flight hasn't been booked because that person may be internally conflicted about the move itself, and consequently procrastinating – is powerful knowledge. Maybe they can bring their expertise and experience of assisting countless other customers into play to support, maybe they can offer some encouraging little nugget of information about the new location which may help allay fears – it may sound like a small thing, but understanding that what is not said is as vital as the details of what is said, is key to truly exceptional support. We need to ensure our people get this and know how to dismantle these obstacles.

The importance of practical action: As we learned with ACE training, appreciating that what you do practically is often less important than how those actions land emotionally. We've all heard the complaints about the impersonality of modern life – the self-checkout at the supermarket instead of the cheery checkout staff, for example. Sure, you've paid quickly and with minimal fuss, but is that experience as positive as having a friendly chat about the weather with the person operating the checkout, as they process your goods? Efficiency is vital. But it's not the be all and end all.

Ultimately, we are in the people business. And this should underpin how we approach excellent service in mobility.

That's why, only two years on from our significant investment in ACE, we are already reinvesting in further training for our people to action this latest feedback. It's a challenge, because these are difficult skills to describe, let alone train. We intend to use examples and role play to get us there – interactive, personal exercises to train interactive and personal skills.

Great service in 2025 and beyond is, above all, intelligent. In a world full of AI, bots and machine learning, how can we claim to be in the people business, if we don't prioritize what makes people, people?

Ain't no stopping us now... that we've got international experience and enhanced cultural intelligence!

Mobility and career development – a new focus

by Caitlin Pyett, Consulting Lead

Granted, those weren't the original lyrics to the 70s disco banger by McFadden & Whitehead, but the lyric sprang to mind when digesting the results of our 2024 survey on what assignees want.

This time last year, I wrote about the results of our 2023 survey, which touched - amongst other things - on the potential for relocation to be used as a tool for retention. I called it "The trend that was hiding in plain sight" because the fact that companies are consistently using relocation as a carrot to persuade a potential attrition risk to remain, is not new, nor is it groundbreaking.

As I read the results of this year's survey, it occurred to me that we have another under-the-radar trend emerging from the results, which builds on last year's findings.

And this one is good news. For all parties – employers and employees alike. While offering a relocation to retain a great employee is a good tactic, it does slide into the somewhat depressing arena of reactive, order-taking mobility. It's a strategy, sure, but it's rarely used strategically. It's a plug, a Band-Aid, a last-ditch attempt to right wrongs.

So, let's say you manage to retain that person for a couple of years while they go on assignment. What then? Why bother, if the same issue is only going to crop up again a few years down the line?



We all know that aligning talent with mobility is still an area most employers struggle with, and it's been that way forever. If you're a mobility professional, you're probably wondering why you should continue reading another article urging you to achieve just that, when the challenge is so great.

The fantastic data from our survey last year helps build the case for true alignment between mobility and talent. It may give you some fresh cannon fodder to help launch another talent/mobility alignment attack within your organization. The potential is too great to ignore.

Our survey looked at some key attitudes of assignees, and I have addressed this elsewhere in our 2025 trends, when talking about the democratization of mobility, but the issues bear repeating here.

Firstly, and fundamentally, we asked: why do people want to go on assignment? What pushes them to say yes, or to seek international relocation for themselves? The top three reasons were career development, experiencing a new culture and skill acquisition. Employees don't primarily want to spend a few years in a better climate, swanning around, living the Expat life. In fact, looking for an improvement in quality of life ranked sixth in our survey.

It's reassuring in today's world of cynicism, burnout and corporate greed that employees still look to develop their careers and acquire new skills above all else. And what better way to do that, than to offer them the immense benefits that an international assignment brings?

We also asked what skills employees believed they had gained from going on assignment – whether job related or soft skills. The top five

were: cultural adaptation, new perspective, communication skills, resilience, flexibility and confidence. Surely if you wanted to write a list of desirable skills for an employee, these would feature?

So, in summary, our survey showed that employees most want mobility to deliver career development and new skills, and they are acquiring skills directly relevant for career success, and most sought-after by employers. This makes any gap between mobility teams and talent teams a real waste; where else can you find a cohort with such a proactive focus on career development and upskilling, with recent experiences delivering exactly that?

I wanted to delve further into how this synergy is being leveraged, which led me to speak to some of our key clients on this topic. The overarching view was that the alignment of talent and mobility feels like a natural fit, particularly compared to common alternatives such as mobility being either tagged onto Reward, or overseen by Shared Services. Yet the existence of true alignment between talent and mobility is rare.

Employees most want mobility to deliver career development and new skills, and they are acquiring skills directly relevant for career success, and most sought-after by employers.

It appears mobility teams would most value a structure where the function is working with talent at every step of the career development process, and actively considering how international experience can help top performers settle more easily into a senior leadership role.

Our survey results last year support their views, especially the many comments from assignees emphasizing the value of the assignment to them as individuals, which in itself is no bad thing and not unreasonable. But from a corporate perspective it may indicate that an employee is looking to capitalize on their experience elsewhere.

What came through very strongly was that people really want to move further up the career ladder, and they see mobility providing them with the skills they need to do that. What employers need to ensure is that they are maximizing the individual's potential when they return, so that the amazing skills and attributes they gained whilst overseas are not lost.

Just as mobility can be a great tool for retention, it can also be a great tool for career development if it's correctly harnessed and leveraged. As the song says: "We're on the move", so let's not think of this solely in terms of relocation. A geographic move can also forge upwards motion for the employee and the employer, if the dots are joined. How hard can it be?



Many thanks to our contributors for their time.

If you have any views on some of the biggest trends and challenges this year, please share with us.

Crown World Mobility provides strategic assignment management, immigration and relocation services for multinationals and international organizations.

We work with all stakeholders to find the right solution, making it simpler to move individuals, accompanying partners, teams and entire businesses anywhere in the world, so they can get on with what they do best – take opportunities and grow.

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