



## Relocare's Foundation

Relocare lives to provide services that:

- Allow companies to better attract, onboard and retain international employees
- Increase international mobility
- Expand cultural diversity and intercultural empathy within companies
- Address cultural challenges when it comes to mergers and acquisitions.

In essence it is our hope that you through our services can make your organisation even more productive and a better place to work.

How do we do this?

We believe in providing services that fit you and your organisation but at the same time originate from a structured look at key processes within your organisation. Overall we have divided our service offerings into following segments...

- Attract and Recruit
- Relocation 360°
- Retention
- Farewell Denmark
- Global Relocation Management
- Welcome Home - repatriation
- Intercultural Profile Assessment
- Cultural Awareness Training
- Consultancy Services

## Attract and Recruit

Is it hard for you to attract the right international candidates? Or even Danes to remote parts of Denmark? Statistics show that 90% of international offered positions involving relocation are refused due to concern for the family.

Relocare delivers a attract and recruit Service for future employees and their families in order to support your recruitment process and introduce your preferred candidates to their new potential life according to their wishes and needs. Relocare increases the likelihood of a successful outcome of the visit.

We always design the service to fit the requirements of the individual employee or family and we include relocation, tax and cultural tests if needed.

We Care.

“90% of all respondents report concern for the family as the key reason for rejected job offers abroad. (GMAC Global Relocation Trends 2010)

Contact Managing  
Director Else Christensen  
**+45 20 85 17 11**

[ec@relocare.dk](mailto:ec@relocare.dk)

[www.relocare.dk](http://www.relocare.dk)

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## Relocation 360°

Does an onboarding process take one week, one month or one year? Statistics show that if an employee leaves within the first year it can cost millions. 65% of failed relocations are rooted in family issues.

Relocare believe in an immediate but ongoing onboarding process for the whole family. Our onboarding begins when the position is accepted and continues up to 24 months. Relocare's onboarding process is anchored in in-depth cultural understanding. Our experience shows that when we are involved from the beginning the probability of successful relocation and retention is higher.

Relocation 360° is a quality and personalized service including all aspects of relocation. We Care - and do not leave your employee stranded after one month, but ensure retention through a yearlong presence.

Relocation 360° is a 24 hour service, where we put our heart and soul into assisting your employee and family with their new cultural challenge.

Our services include:

- Complete immigration service
- Taxation counselling and setup
- Bank account, insurance and settle in services
- Assist with home search and establishment with legal counseling
- Orientation tour
- Support establishment of a professional networks
- Spouse support including job search and social networks
- Guidance on school, daycare and after school activities
- Support and guidance on leisure activities
- Cultural coaching and training based on a unique intercultural profile assessment
- Etc.

In essence, we handle everything from work and residence permits, to finding the right home, bank, car, leisure activities and kindergarten etc. The outcome is a higher likelihood of retention and a shorter transition and training period.

Being committed to your employees' well-being, Relocation 360° is the right choice

We Care.

“63% of all expats handles their own relocation, while 87% would advocate for relocation assistance. 59% think it is important that the spouse gets help finding a job. (Oxford Research, The Expat Study 2010).

“As for international staff, an external adviser has a significantly greater chance of completing a family relocation, or handling an emergency situation because few nationalities mix private life with their professional life.

If you would like to know further, then please contact  
Managing Director,  
Else Christensen from  
Relocare at +4520851711



## Retention

What do you do, if your key employee is about to resign? If it is due to professional or personal issues, difficulties in settling in, cultural challenges etc., we can help. Even the best laid plans do not prevent personal or professional crisis. Statistics show that if an employee leaves within the first year it can cost millions of DKK.

In those cases, external help would be needed to reverse the situation and retain your employee.

The Retention service is based on our expertise in mediation, needs assessment and problem solving. We address the challenge by employing relevant elements of Relocation 360°, in combination with our Intercultural Profile Assessment, Cultural Coaching, conflict resolutions, cultural team courses or other measures.

Our experience shows that when we are involved the probability of a successful retention is higher.

We Care.

## Welcome Home - repatriation

Have you experienced successful employees returning from assignments and finding it difficult to settle back in? Even with a challenging and exciting job? Relocating back to Denmark can surprisingly be more difficult than moving out.

Statistics and experience show that most repatriated Danes are left with a feeling of going from being culturally unique to feeling overseen and undervalued. Relocare's Welcome Home service will assist your employee and family with everything inside and outside the job, so that the skills which are brought home fully benefit your company.

Relocare will make your employees feel safe and included outside work – before, during and after the repatriation – by offering:

- Assessment of the needs of the employee and family as well as the management in the process of repatriation
- A 100 day introduction plan inside the company for employees, colleagues and management
- A good departure from the current home country, organizing the packing, finding the right moving company and all other practical necessities
- Cultural Coaching, based on rediscovering the old life or making a fresh start

Facilitation of the relocation back to Denmark is based on our Relocation 360° portfolio

“Within the “Consortium for Global Talents”, a joint initiative of 19 leading international companies based in Denmark, only 50 out of 3000 employees could be retained after a 3 year period (DR 2010)

“65% of failed relocations happens due to an unsatisfied family or spouse (GMAC Global Relocation Trends 2010)

“Experience shows, that it is much harder to move back to Denmark than to relocate abroad, and many recourses and knowledge is lost in the transfer back to Denmark. Many quit their job after a short period of time after moving back

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## Farewell Denmark

How do you handle end of assignments? Is it important that the people who have worked for you recommend your company? Does a good reputation outside Denmark matter in recruitment and marketing?

It is not always easy to say goodbye, but Relocare's Farewell Denmark service helps your employee to focus on the job to the end by taking care of the transition hassle – also for the family. The employee will in return most likely be an ambassador for your company for ever. The service includes:

- Obtaining offers from moving companies and coordinating all details between the employee, the moving company and the final destination. The employee and family will experience a smoother relocation
- Handle present rental issues or assist your employee with real estate issues
- Coordinating all relocation details from our Relocation 360 portfolio

We Care.

## Global Relocation Management

Do you experience concerns when employees are relocating outside Denmark and how fast does your employee need to establish strong relations?

Relocare has established partnerships with world leading international mobility providers, enabling us to handle your relocations worldwide - whether it's a relocation from Dubai to China or from Hungary to Mexico or any other place. By means of our Intercultural Profile Assessment, we can also assist you in finding the employee who is the most culturally suitable, to for instance, take upon a management position.

Our services within Global Relocation cover the following areas:

- Worldwide immigration service
- Taxation counselling and setup worldwide
- Relocation 360°
- Intercultural Profile Assessment
- Coordination of furniture and household removal

Furthermore, the team of Relocare will do our best to protect your investment in international employees, by providing coaching and cultural competence training. Doing this, we follow both employees and families before and during their stay abroad through phone and web. The aim is to avoid transition stress, and to increase the retention rate, by helping them to find and establish their identity in the new country.

“ Good Mouth to ear recommendation from trusted people is the only way for your company to be able to requite qualified people from Asia. Who do you think they get their references from?

“ You are not necessarily cultural competent just because you have lived abroad before.

You can contract Relocare's Managing Director, Else Christensen at [ec@relocare.dk](mailto:ec@relocare.dk)

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## Intercultural Profile Assessment

Do you know what is most important for your international colleague and why? Do you know the barriers and how to address them in order to secure synergy and team spirit from an intercultural point of view? Have you ever experienced a candidate who is perfect on paper but turns out to be a challenge in the team?

The Intercultural Profile Assessment offered by Relocare in collaboration with leading American researchers (Dr. Bennett and Dr. Hammer) ranks among the most validated and internationally recognized screenings of its kind for the measurement of intercultural empathy.

Our Intercultural Profile Assessment consists of three steps: Questionnaire, Analysis and Feedback - aimed at individuals as well as teams.

Based on interviews, analysis of test results and the feedback process, it is possible to extend the profile analysis into a tailored development plan with clear criteria, goals and benchmarks for both the employee and the entire organisation.

Relocare's Intercultural Profile Assessment improves your managerial agility and identifies your strongest organisational assets for a given international task. It builds trust in your team by avoiding miscommunication and misunderstandings. Your employee and team will be able to communicate and collaborate better and work more effectively.

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## Consultancy Services

Among other tasks, Relocare can on a 'time and material' basis provide consulting within:

- Global Mobility policies
- Retention policies
- Mentor/ Mentee programs
- Cultural communication platforms & knowledge implementation
- Cultural impact of new business developments and M&A

We Care.

“When stress and tension rises, or when things just need to go fast, individuals tend to fall back to behaviour patterns learned in childhood. (Dr. Mitchel Hammer, 2010)

“In 2004 alone, the number of international mergers and acquisitions involving US companies (alone in 2004) reached 376 with an aggregate total paid of US\$22.64 billion. (Mercer)



## Cultural Awareness Training

Do you know what your international employees need and reflect upon? The culture of a community is hidden best from its own members. You can't answer nor question what you do not know or haven't thought about.

The most important factor for successful retention is having a meaningful life. Creating a fulfilling life in a new country can be a substantial cultural challenge. Typically, your employees need and want to know about their new cultural environment which is a complex and cumbersome task. Relocare's Cultural Awareness Training provides the participants with better specific cultural understanding, thus enhancing everyday life and effectiveness.

Relocare's Cultural Awareness Training consists of the following portfolio:

- Meeting Denmark
- Meeting your new country
- Cultural Awareness Training for the individual family or networks of families
- Cultural Awareness Training for cross-functional teams
- Cultural Awareness Training for cross-country teams
- Cultural Awareness Training for individual employees
- Cultural Awareness Training for sales teams
- Cultural Awareness Training for job-seeking spouses

For example, the 'Meeting Denmark' course has for more than 7 years been held regularly with a very high success rate.

Our Intercultural Profile Assessment could be considered in conjunction with our Cultural Awareness Training. It will normally increase the likelihood of retention and team synergy.

We Care.

### Relocare can deliver cultural courses specialized in the following countries:

Cultural specific courses can be given for the following countries: Australia, Austria, Brazil, Canada, China, Denmark, Faroe Islands, Finland, France, Germany, India, Indonesia, Iran, Iraq, Italy, Kenya, Malaysia, Norway, Poland, Portugal, Russia, Slovakia, South Africa, Spain, Sweden, Switzerland, Tanzania, Turkey, Uganda, UK, USA, Zambia.

For other countries, we rely on our extensive network.

“ He who cherishes the values of culture cannot fail to be a pacifist ( Albert Einstein)

“ Mono-cultural departments taking international decisions have regular success rates of 60%, while international departments reach 90% in similar situations. (Adler, N.J. 2007)

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