



Digitalización y Movilidad y Trabajo Internacional

Evento Semana IHR
Providers 2023

Lunes 6 Octubre 2023



About Sterling Lexicon



Founded in

1991

Providing Services in

180+

Countries

\$120m

Annual Revenue



Delivered by

500+

Talented Individuals

CIO100
AWARDS

Awarded Microsoft
Silver Partner status
for the data platform
competency

DIGITAL
EDGE50
AWARDS

<2019>

14

Global Locations

+55.000

Annual Relocations




Microsoft
Silver Partner


Award recognizes 50
digital leaders and
technology projects
that create a significant
business impact


Winner of the CIO
100 Awards for
Leadership in
Industry Innovation



About me: Experience & background on Digitalization

 **The Valley Digital Business School**
Senior Management Program in Digital Business. PADDB+15, Innovation & Digital Management
2018 - 2018
Grade: EXECUTIVE EDUCATION
Refresh on March 2019.

 **Esade**
InDIGITAL. Senior Program in Digital Management of MARKETING & SALES.-, Digital Communication and Media/Multimedia
2015 - 2015
Movilización de negocio a través de nuevos canales (DIGITAL)

 **Esade**
Senior Management Program, PMD ®, Program for Management Development, Business Administration and Management, General



Luis Navarrete
Client Solution Director at Sterling Lexicon

What's Ahead?



Sophia Smith is traveling to Switzerland again next month. She has reached her threshold on her current visa status - shall I start the process to obtain a business visa?

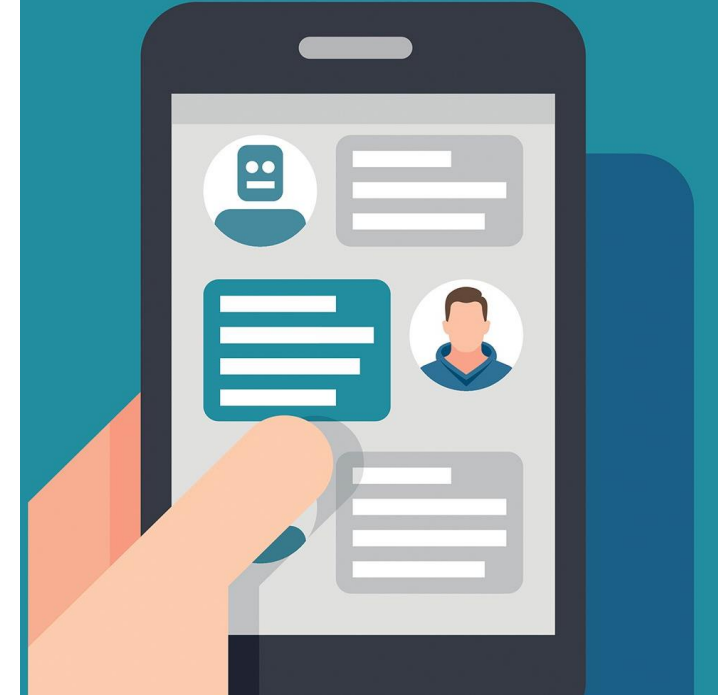
Hi! Looks like you are hiring someone from India for a US position. Here are the visa requirements and a link to our global mobility policy.



Business Critical: What Does It Mean for Global Mobility?



Beyond Employee Experience: Time to Rethink Partner Support, Too?



 [Read the latest news on our resources page](#)

Current framework



Current framework:sociological scenario

Baby Boomer	Generación “Z”
Aumento de la importancia de la vida personal	Compensación económica + Seguridad del trabajo
Horarios de trabajo flexibles	Otros beneficios
Formación en “Soft Skills”	Contribución individual Vs Equipo



Millenials	Generación “X”
Flexibilidad en el lugar de trabajo	“Self-Reliant”
Necesidad de continuo feedback	Querer “marcar la diferencia”
Work / Life balance	Beneficios flexibles



AYER	HOY
Políticas de movilidad standard	Políticas de movilidad flexible y “ad-hoc”
Core/Flex – Decidido por la empresa	Core/Flex – Decidido por el empleado
Servicios “standard”	Servicios a la carta
Comunicación por mail	Comunicación por “chat / bot / IM”
“Prescriptive analytics”	“Predictive Analytics”
Empleados tradicionales	Nuevas formas – Contract workers, Expertos independientes -Gigs-...






Meaning of Digitalization in Global Mobility by ChatGPT

 Digitalization in global mobility

-  1. Connected vehicles: The integration of technology in vehicles has led to the development of connected vehicles that can communicate with other devices and systems.  
2. Smart cities: The use of technology to improve urban mobility and traffic management is a growing trend in many cities worldwide.
3. Mobile applications: The widespread use of smartphones has led to the development of various mobility-related mobile apps, such as ride-hailing and car-sharing apps.
4. Big Data Analytics: The collection and analysis of data from various sources (e.g., GPS,
-  Regenerate response



 new trends in global mobility

-  1. Remote work: With the pandemic accelerating the trend, remote work has become a norm for many companies worldwide.  
2. E-mobility: The shift towards electric vehicles has gained traction and is seen as a solution to reduce carbon emissions from transportation.

In order to revolutionize Global Mobility, it is essential to understand who the audience is and what their requirements are. Engage with a wide range of stakeholders, understand their needs, articulate mobility's mission and devise solutions that meet their unique requirements.

Why Digitalization is needed in Global Mobility?

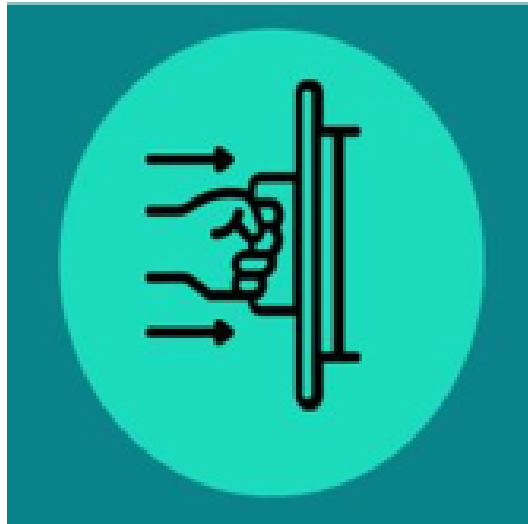
Need the creation of an ecosystem when employee-company and third party interacted to improve Employee Experience in (XE) in relocating – it will retain and attract that lack of talent that many corporation needs to keep developing their core business

3 main reasons to speed up this process:

- Employee Experience
- Employee wellness
- Complexity as a key factor



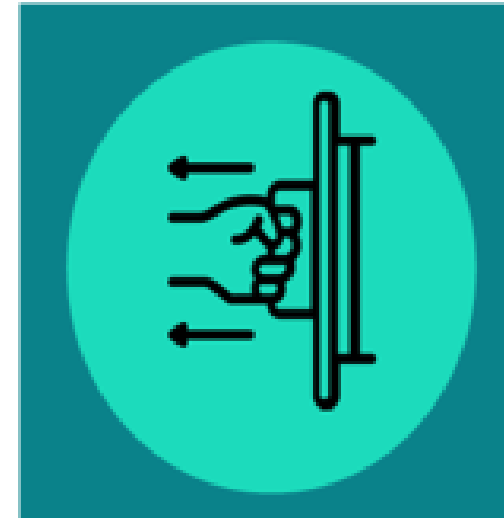
Experience – Employer Push & Employee Pull



Duty of Care – Covid has changed the perception of what is their responsibility to cover

From “nice-to-have” to “need-to-have”

Partners recognized as a pillar of EX (Experience Employee) that has expanded to encompass FX (Family Experience)



Duty of Care – Employees demanding and expecting more prevention Support

Mobile families more aware of their own psychological fragility and Family disconnection

Increase of virtual teams and need for cultural intelligence and empathy

Travel is adversely impacting employee wellness

There is a growing body of research on the correlation between business travel and health.

A recent study from the Harvard Business Review summarised the key themes:



Research shows a strong correlation between the frequency of business travel and a wide range of physical and behavioral health risks



Those who spent more than 14 nights away from home had significantly higher body mass index (BMI) scores and were significantly more likely to report clinical symptoms of anxiety, depression and alcohol dependence.



The odds of being obese were 92% higher for those who spent 21 or more nights travelling per month.

A study by International SOS looked at the psychological impact of business travel and the following themes were highlighted:



- Stress, fatigue, burnout, exhaustion, loneliness
- Diminished relationship and communication with friends and family
- Increased risk taking behaviour
- Increased alcohol consumption, musculoskeletal pain, gastrointestinal issues



A study of health insurance claims among staff and consultants found that travellers had significantly higher claims than non-travelling peers for all conditions considered, including chronic diseases such as asthma and back disorder.



And while many workplace health programmes for business travel provide for immunisations and alerts about how to avoid civil and political unrest, few focus on a more common threat to health: stress, sleep interruption, unhealthy eating and excessive drinking.

So what can you do to make informed decisions about the impact of business travel on your employees, and make impactful change to the way you support wellness in this population?

Source: Vialto Partner

Complexity as a key factor

Three key considerations for Global Mobility in response to immigration complexity

- 1 Revisit recruitment practices and documentation procedures
- 2 Release and reiterate communications to employees to address flexibility and policy changes that have been adapted due to COVID-19
- 3 Understand the remote working impact (e.g. employees not to begin working remotely until necessary immigration actions have taken place)

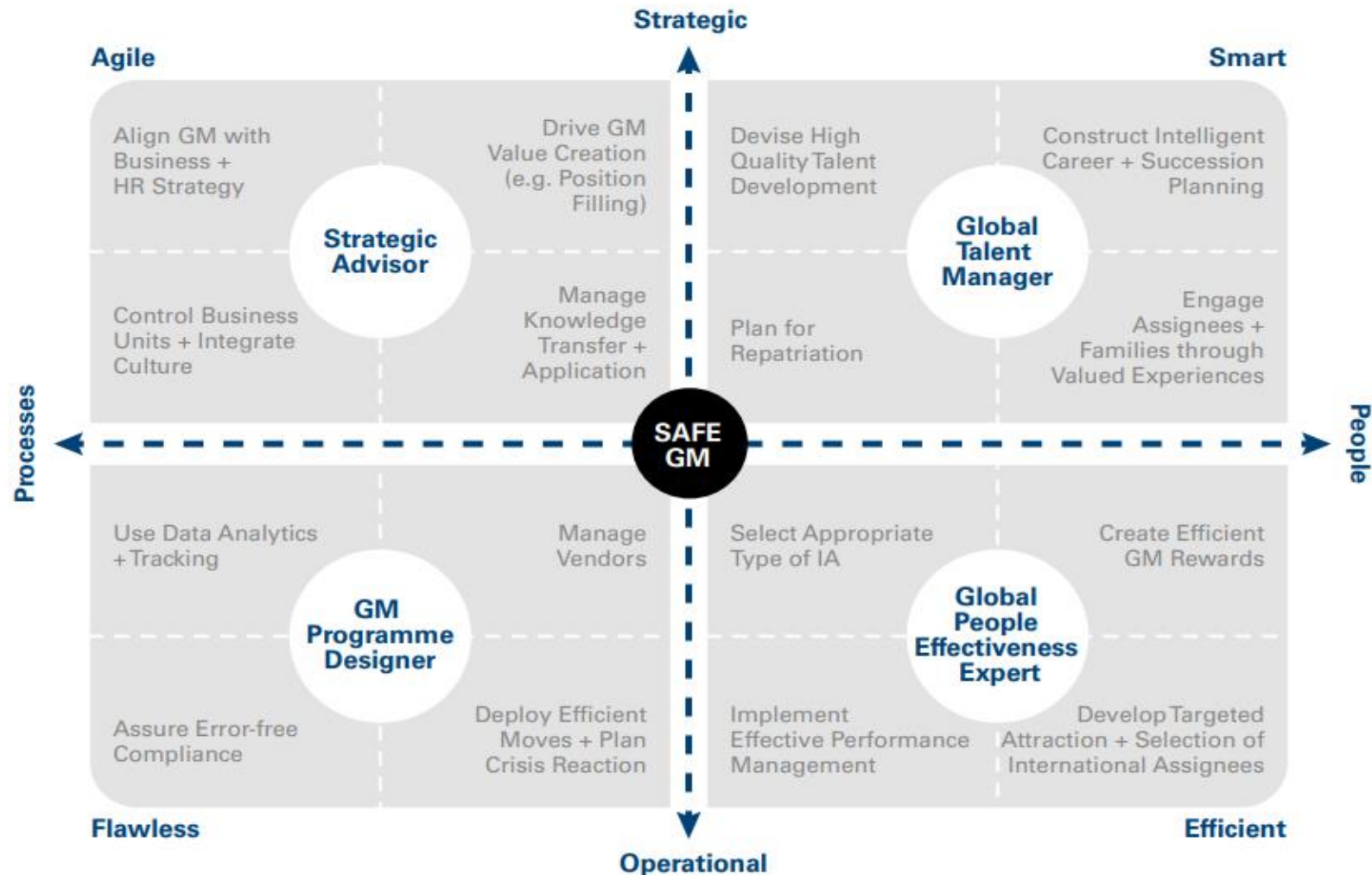
Three key opportunities to enable a Digital Workforce experience

- 1 The use of AI for predictive analysis/insight and to elevate worker and team capabilities
- 2 Automation of repetitive, manual tasks in support of the future of work agenda
- 3 Data-driven insights, including ROI of mobility

Source:

1. Deloitte Human Capital Trends 2021,
2. Airinc, Mobility Outlook Survey Report 2021

Global Mobility of the future: Smart, Agile, Flawless and Efficient

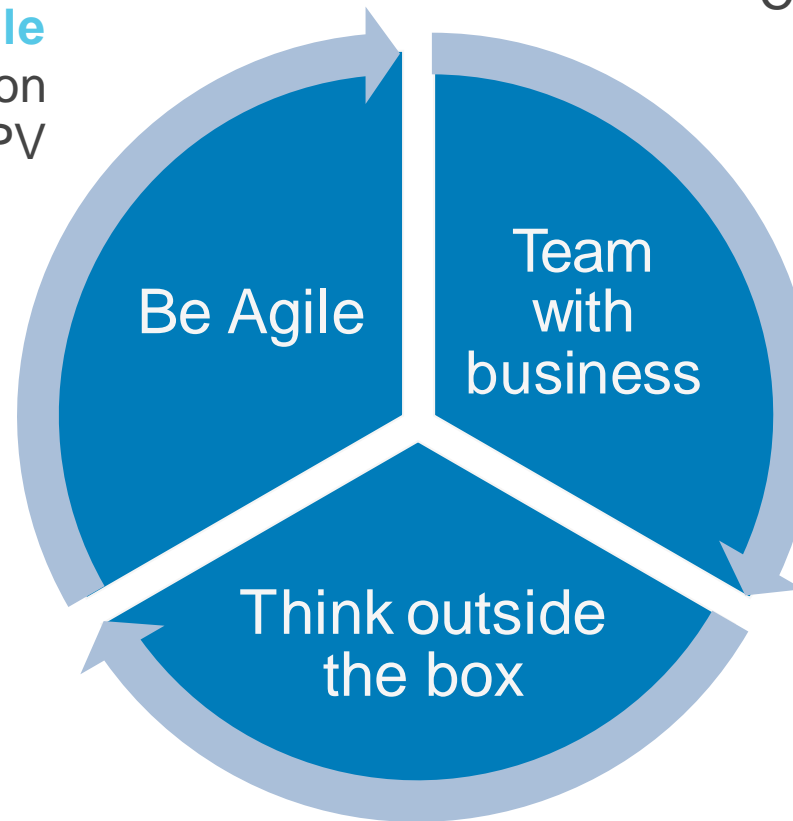


Be “Agile” in Global Mobility



Be Agile

Flexibilidad y rapidez son elementos críticos: MPV



Team with business

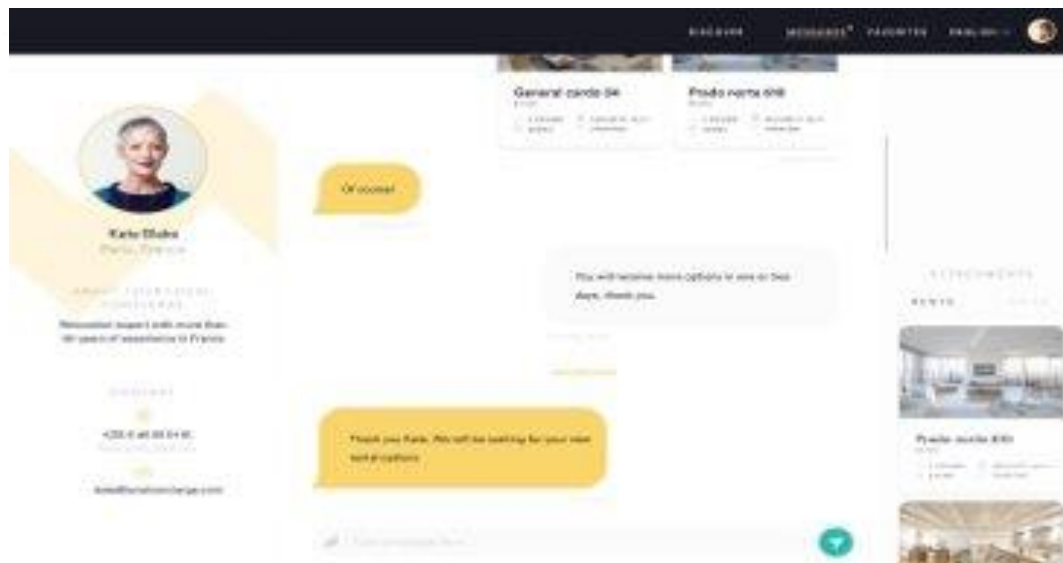
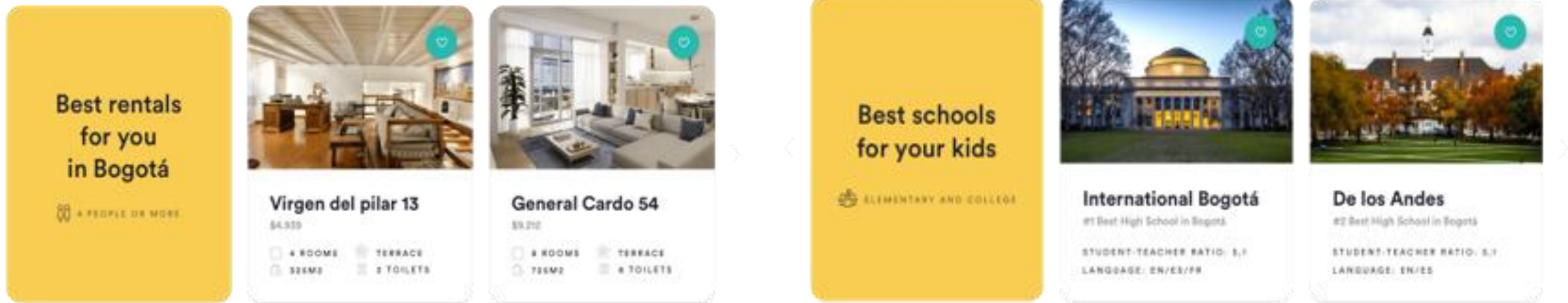
Convertirse en socio asesor para apoyar desde Global Mobility todas las necesidades procedentes del area de negocio



THINK OUTSIDE THE BOX

Inovación a través de traspasar las fronteras tradicionales en cuanto a la prestación de servicio. Redefinir y transformar.

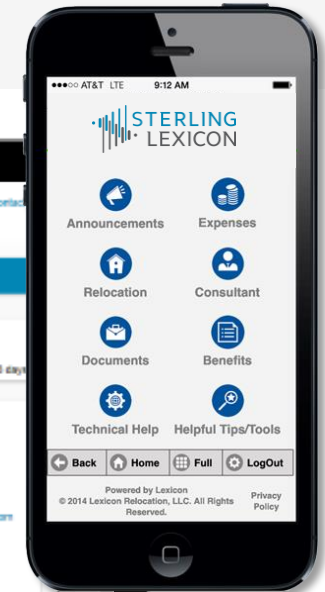
Product & Services available: Mixing Human touch with Technology



Immigration IT platform: Market Place & Websited



L360 Platform + Extranet Portal



Immi Tool: Market Place & Website

Selecciona la tipología de permiso de trabajo

INICIAL RENOVACIÓN

INVERSOR

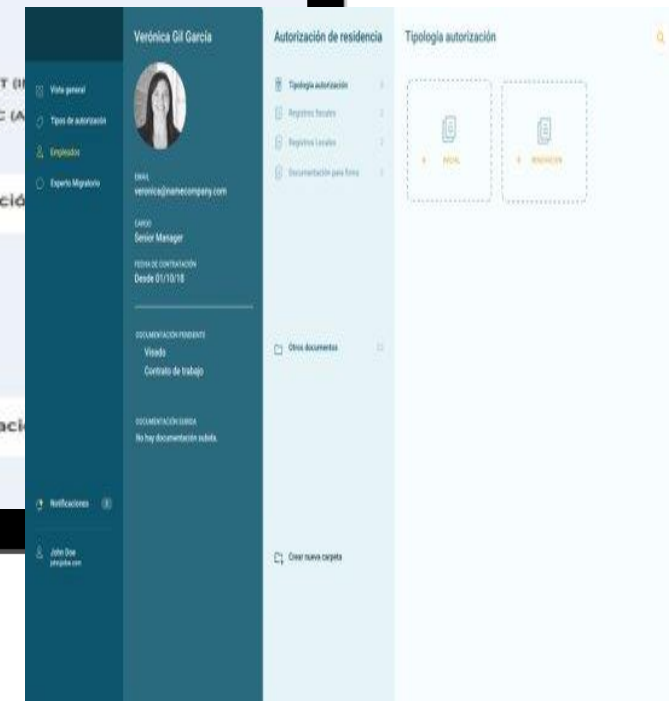
EMPREDEDOR

PROFESIONAL ALTAMENTE CUALIFICADO

+250 trabajadores en plantilla

50M € cifra negocio ó +43M € fondos propios o

✓ ACEPTAR

The screenshot shows the user interface for Verónica Gil García, a User Manager. The interface includes a profile section with contact information and a sidebar menu with options like 'Tipología autorización', 'Registros finales', and 'Documentación por firma'. The main content area displays 'Autorización de residencia' and 'Tipología autorización' with icons for 'NOL' and 'BENEFICIO'.

Final Thoughts and Global Mobility trends 2023

Final thoughts

Revolutionizing the mobility program may sound dramatic; however, we have all seen Global Mobility transform in the last couple of years. The pace of change continues to accelerate. To keep ahead and offer mobility solutions designed for the mid-2020's, nothing short of radical, innovative change will suffice.



-  **Radically design for sustainability**
-  **Default to flexibility**
-  **Proactively promote diversity**
-  **Serve new audiences**
-  **Leverage dynamic technology**

Supporting Team

Thank you for their support



Diana Soloway
Global Sr. Marketing Specialist



Alberto Hernandez
Client Solutions



Barri Sassa
Marketing Manager