



Partnering with a Relocation Provider to Reinforce Work Culture

How Your Corporate Moving Partner Drives Cultural Consistency



This white paper explores the significance of work culture in recruiting and retaining top talent, and the role of an effective relocation partner in fostering cultural consistency through every move.

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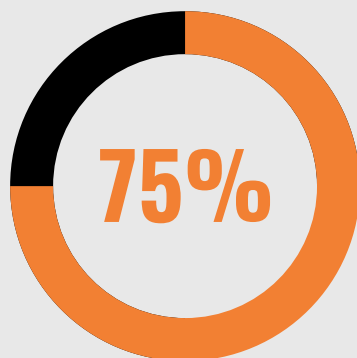
How Work Culture Drives Connection

Culture is your company's identity. It's reflected in how your employees feel about their workplace and the impression clients or customers develop based on their interactions with your business.

In addition to giving your organization a positive public perspective, a company with a desirable culture helps attract new talent while retaining critical employees. It plays such a significant role, more than half of workers ranked a strong workplace culture as more important than salary. In the same Glassdoor survey, more than 75% of employees said they won't even apply to a job without looking into the culture.

A strong culture can also help businesses keep employees connected and secure during transitions. Even after COVID-19 flipped the corporate world upside down, companies are still settling into new structures and determining the best way to move forward for their workforce. Several businesses are navigating the in-person vs. remote vs. hybrid debate. They're also considering cutting costs by downsizing office space or moving headquarters to states like Texas that have more favorable tax laws.

No matter what impacts your business, culture can serve as the pillar that keeps things stable. To develop a strong, positive work culture, the core values you hold in high esteem should be woven into every aspect of your company, no matter where your office is or where each employee's desk stands. If your culture is based on growth, respect, flexibility and loyalty, a relocation provider will be a great collaborator. Partnering with an established relocation provider helps foster this cultural consistency through every move, from recruiting to relocating to philanthropy.



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“ OVER HALF OF THE 5000 RESPONDENTS SAID THAT COMPANY CULTURE IS MORE IMPORTANT THAN SALARY WHEN IT COMES TO JOB SATISFACTION.”

- GLASSDOOR MISSION & CULTURE SURVEY 2019

Recruiting: It Starts with First Impressions

The talent market is extremely competitive right now, with only [six job seekers](#) available for every ten openings. Companies are challenged to step up and stand out in every way they can to attract top talent. This has become even more prevalent as the increase in remote job openings has expanded applicants' search parameters.

In order to catch the eye of prospective employees, your organization's personality needs to be front and center. This doesn't mean just including a list of adjectives like "caring" and "flexible" on your website. Consider how you can exemplify your culture from the start. Show your commitment to diversity and inclusion with a diverse set of headshots on your team page, and exemplify how you invest in your employees from the moment they're hired by offering a relocation package.



A relocation program provides a compelling case for your company culture. When an organization is willing to commit the money and effort to move a new employee and their family, before they even start contributing to the business, it reveals their compassionate and supportive nature. It tells the employee that your company values them as the cream of the crop because you're willing to go the extra mile to bring them in.

Your company can also showcase its flexibility when relocating new employees. According to the [Center for Creative Leadership](#), when flexibility becomes part of your culture, businesses experience increased productivity, stronger engagement and higher morale.

How to Show Flexibility Through Your Relocation Program



Extending moving timelines to allow new hires' families to finish the school semester, look for new schools and homes or manage any other time-sensitive aspects of moving



Providing temporary housing and storage solutions for the transitional periods between selling and buying a house, or if the new hire needs to move before the rest of their family joins them



Offering a lump sum payment for the new employee to allocate funds to whatever makes the most sense for the move, whether it's paying for a moving service or contributing to a down payment on a house

Serial Movers: On the Move Again

If executives or other team members relocate on a fairly regular basis, they should anticipate cultural consistency at every site, and every move in-between. Picking up and moving every few years may be an expectation of a role, but it doesn't mean the process is easy. Offering a smooth transition through your relocation program keeps your culture top-of-mind as employees enjoy support and flexibility through their moves.

Here are a few ways you can reinforce company culture during relocation:

Cost-of-living Adjustments and Relocation Bonuses

Show your employees that you value their work by adjusting their pay to make up for cost-of-living changes (only increase, never cut back) or by offering bonuses in appreciation for the big shift the employee is making. It will always cost a company less to keep an existing employee happy than to replace them (think about [six to nine months](#) worth of the employee's salary).

Compensate Employees for Site Visits

The transition from one city or state to another involves more than just a changing job, especially when the moving employee has a family. Pay for the employee (and potentially their spouse) to visit the new area for a couple of days to explore different neighborhoods, look into schools and check out the new office.

Assist in the Housing Process

A comprehensive relocation program can offer support whether an employee needs to cancel a lease agreement, sell their home, buy a new house or quickly move into a rental property. Assistance in these stressful, time-sensitive situations reveals a sense of understanding and respect from the employer.

Contribute to or Cover the Cost of Moving

This is the big one. Finances are the [number one source of stress](#) for most Americans, and moving can be a stressful, expensive process when handled in one-off cases. Financial assistance through reimbursement, lump sum offerings or a fully covered relocation program can go a long way in showing how much your company cares about the employee's financial wellness.

Managing these serial movers is a lot easier when you partner with a national relocation provider who offers centralized management with local support. Your employees can expect the same support through every move when it's managed by the same program, no matter where they're going. This consistency contributes to your overall culture while instilling trust and loyalty in your employees.

Restructuring: Offer Smooth Transitions

Relocation isn't limited to individual employees. In response to the increase in remote work and in search of ways to reduce heavy tax loads, many companies are restructuring their offices: relocating sections of the business, building satellite locations and fully changing the headquarters location. A large change impacting a large employee base is a large undertaking — and can also lead to frustration and confusion when not managed well.

Close to [300 corporations](#) have moved their headquarters out of California over the last four years, according to Stanford University's Hoover Institution, with the pace rapidly increasing in 2021. Many of these headquarters are [heading to Texas](#), mostly Dallas and Austin, for lower real estate prices, better tax laws and fewer restrictions.

There are also companies that don't want to leave the community they're invested in, but recognize that not everyone wants to move to high-cost cities like San Francisco or Chicago. Instead of moving their headquarters, these businesses are downsizing the main downtown office and renting smaller satellite offices in suburbs and areas closer to where their employees live (or want to live). More employers are interested in this ["hub-and-spoke"](#) office concept as they want to bring employees back into the office as an important aspect of their culture, while respecting that employees don't want the financial restrictions and long commutes associated with a downtown office.

How can your company's culture survive a major restructure that involves relocating even hundreds or thousands of employees? You make the process as smooth as possible by communicating clearly and often, and by providing financial and operational resources to assist with the move. These steps remind your workforce what your company stands for, show the respect you have for their needs during the transition and increase the likelihood employees will remain loyal to the company despite the move.

Whether your restructure includes moving 100 or 1,000 employees, managing it on your own can be overwhelming. By partnering with a talent mobility specialist who offers the experience and resources to handle large relocations, you can trust that your employees are in good hands. An effective relocation partner will maintain constant communication between the employer and employees to ensure everyone is on the same page throughout the move, keeping all parties happy for a smooth transition.



Giving Back: From Words to Action

Regardless of where your office is located or how many employees are relocating, your company culture needs to stand on its own in order to attract and retain employees. That means more than just listing out nice terms and phrases on your career page and truly living out your values. A lot of these efforts can be seen through the social good and philanthropic work of your organization.

In the search for the right job fit, more employees are looking for a company that aligns with their personal values and philanthropic passions. Research from Future Workplace and Blue Beyond Consulting discovered that [eight out of ten employees](#) feel it's important for their company's values to align with their own, while [71% of employees](#) surveyed by America's Charities say it's very important to work for a company whose culture supports charitable giving and volunteering.

Find local charity organizations that align with your business values and culture, investing in the community and offering employees an opportunity to give back. You can go a step further by working with vendors and suppliers who align with your company's values, culture and priority in giving back to reinforce your efforts.

Allied Van Lines helps your employees give back during their move through our partnerships with [Move for Hunger](#) and Salvation Army. Move for Hunger encourages those moving to set aside any unopened food they might not want to carry with them. An Allied moving agency will take those food items to a local food bank rather than throwing them away. Our partnership with [The Salvation Army](#) works similarly by giving families an opportunity to donate furniture and clothes through their mover. We also partner with [Susan G. Komen](#) to raise funds to help end breast cancer.

Working with Allied as your relocation provider supports our efforts with these partnerships while enabling your relocating employees to make a difference.

Maintaining Cultural Consistency with Allied

The call for a strong work culture is not going away any time soon. Weaving culture through every aspect of your organization promotes high morale and loyalty. Not only will your current employees want to stick with you for their careers, your culture (and happy employees) will attract top talent.

Even if there are a lot of moving parts in your business and it feels difficult to nail your culture down, your relocation team can help maintain consistency. Everything your company stands for — respect, flexibility, well-being — can be woven into every move with the right partner.

Allied is committed to keeping your culture top-of-mind. With over 90 years of experience in corporate relocation and one of the largest national moving company networks, we pride ourselves in maintaining top tier service and support for every move. [Learn more.](#)

For more information, visit www.allied.com or contact your local Allied agent.

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