



CONVERSATIONS WITH MOBILITY LEADERS

Well-Being Matters:
Retain Talent or
Risk Losing It

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In our continuing Conversations with Mobility Leaders series, Sirva explores the topic of enhancing the well-being of your mobile employees, including how to integrate:

- **Comprehensive well-being frameworks:** Developing policies supporting mental, emotional, and physical health through every stage of relocation.
- **Holistic support services:** Offering well-being services that address all aspects of employee welfare.
- **Customized relocation packages:** Tailoring packages to meet the specific well-being needs of employees and their families.
- **Feedback mechanisms:** Learning how to collect and apply employee feedback to improve relocation policies.

Following are highlights of our discussions in which industry thought leaders weigh in on the ways they are taking the lead in supporting employee well-being within their organizations and Mobility programs.



WELLNESS IN EMPLOYEE MOBILITY: A STRATEGIC IMPERATIVE

The wellness market is booming—valued at \$1.8 trillion and growing at 5-10% annually—and it's reshaping how organizations approach employee well-being. Wellness today goes beyond fitness to include mental health, sleep, nutrition, and overall life experiences. As companies seek to support their mobile workforce, integrating wellness into employee relocation programs is no longer optional—it's essential.

According to McKinsey, by 2035, projections suggest that 50% of the global population will be overweight or obese. This global health shift creates an opportunity for mobility leaders to prioritize wellness services that support healthy lifestyles, helping employees navigate both personal and professional transitions. In regions like South Asia, East Asia, and the Middle East, wellness spending is doubling compared to other markets, indicating that wellness will continue to be a global priority.

In countries like China, 60% of Baby Boomers plan to increase their fitness spending, reflecting a broader trend across generations toward prioritizing health. The growing demand for wellness solutions in these regions, along with increased investments in wellness services, highlights the need for organizations to integrate these services into their employee mobility programs.

\$1.8 trillion global wellness market

The rapid growth of the global wellness market shows its increasing importance in today's business landscape, making it a key focus for mobility programs moving forward.

– McKinsey

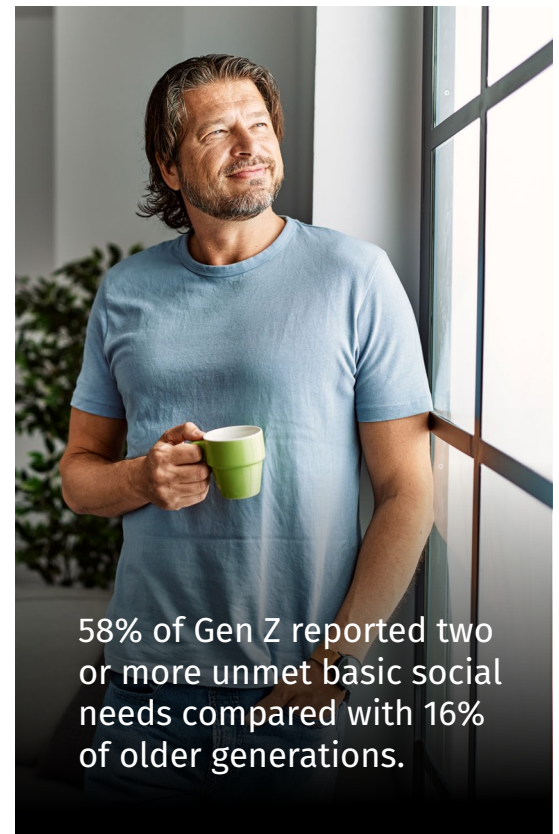




ADDRESSING MENTAL HEALTH AND WELLNESS NEEDS ACROSS GENERATIONS

The wellness needs of today's workforce are complex, particularly as mental health concerns rise. In the U.S., Gen Z faces an unprecedented behavioral health crisis, reporting the lowest levels of optimism and the highest rates of mental illness compared to other generations. This is largely driven by socioeconomic pressures, including financial concerns, global unrest, and growing "climate anxiety", the distress caused by worries about the future of the planet.

According to McKinsey, a striking 58% of Gen Z respondents reported two or more unmet basic social needs, compared with 16% of people from older generations. These perceived unmet social needs, including income, employment, education, food, housing, transportation, social support, and safety, are associated with higher self-reported rates of behavioral-health conditions. This is hardly surprising, given the rise of social media platforms that create a paradox of hyperconnectivity, leaving many young people feeling isolated and disconnected from in-person interactions. This underscores the importance of integrating mental wellness support into mobility programs to ensure employees feel connected, supported, and equipped to thrive personally and professionally during their relocation journey.




CASE STUDY: ELEVATING THE EMPLOYEE MOBILITY EXPERIENCE THROUGH HOLISTIC WELL-BEING

Toward this end, one of Sirva's financial sector clients has proactively integrated holistic wellness into its employee mobility program. By offering services like mental health support (including therapy and life coaching), alongside physical health resources such as annual physicals and flu shots, this company prioritizes its employees' mental and physical well-being. These wellness initiatives not only help employees stay engaged and productive during relocation but also improve morale and reduce turnover.

This organization focuses on the following objectives:

- **Mobility goes beyond logistics;** it's about ensuring a soft landing for employees and their families.
- **Prioritizing the whole self,** focusing on both mental and physical wellness.
- **Trusting experienced service partners** to coordinate logistics and manage the relocation process according to their area(s) of expertise.
- **Focusing on meeting the specific health and wellness needs of employees,** which are often overlooked aspects of the employee relocation journey—but equally, if not more, important.

A man and a woman are sitting on a light-colored couch. The man, on the left, has a beard and is wearing a white t-shirt. He is smiling and looking towards the right. The woman, on the right, has dark hair tied back and is wearing a striped shirt. She is looking down at a dog. The dog is a beagle, sitting on the couch and looking up at the man. The background is a plain, light-colored wall.

The company also offers tailored solutions, including pet support, LGBTQ+ resources, and educational consulting, ensuring that employees and their families have the tools to navigate both relocation and daily life with confidence. By fostering a sense of community and belonging, this organization demonstrates how prioritizing wellness leads to stronger employee retention and overall satisfaction

If you are interested in joining Sirva's "Conversations with Mobility Leaders" program, please reach out to your Sirva representative or email us at concierge@sirva.com.

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