



Building a Strong Company Culture Through Global Mobility

Objectives

- Explore strategic connection between **company culture**, talent management & **mobility**
- Discuss examples of how culture shapes mobility policy and programs
- Share **better practices** of how mobility supports company culture while attracting and retaining talent

Visioning Exercise – Company Culture

- Reflect on your **company culture**
 - The people you work with
 - The leadership
 - The spaces you work in
- **What words / phrases come to mind?**



Debrief

- Was this easy?
- Was this hard?
- **If easy, you likely have a strong company culture:**
 - Clear and well positioned
 - Employees talk about it
 - Leadership models it
 - Shared throughout offices and regions - **integrated**



Visioning Exercise – Mobility

- Reflect on your **company's Mobility function**
 - The policies
 - The programs
 - The people
- **What words / phrases come to mind?**



Visioning Exercise – Alignment

- Now let's compare the **Mobility** words / phrases with the **Company Culture** words / phrases!
- Aligned? Divergent?
- **Ideally, the words should be somewhat close!**
- **Be a Mobility Superhero and fly back to your teams with this exercise!**



Panel Discussion

- How would you describe your company culture?
- How does the culture attract and engage talent?
- How does your Mobility function reflect the company culture?
- Are you ready for change if the company changes / grows?

airbnb:



*Wherever AirFam is moving - Mobility is There ...
Our Values Drive our Mobility Program*

- *Be A Host - Care & Belonging*
- *Embrace The Adventure - Innovate*

We Practice - Mindful Mobility: Balance, Flexibility, Stability and Strength

Balance: Assess, Anticipate and Analyze all mobility elements -paying attention to the details, cost, and **equally... to the employee experience of belonging**

Flexibility: Strategic, Simplified and Flexible Options to fit a variety of Airbnb Mobility Programs

Stability: Supportive Mobility Operational Expertise in partnership with our valued internal cross-functional teams and external vendor partners

Strength: Nimble Service which is fully committed to remaining adaptable in changing environments

Pinterest:

Pinterest is a catalog of ideas - to inspire you, and help you discover the things you love

Mobility@ provides Pinployees with a core program, but with flexibility to meet individual needs.

Our Values reflect our Guiding Principles:

- **Put Pinner First** - extends to Pinployees
- **Be Authentic** - personal issues creep into work
How can we help minimize or alleviate stress?
Feedback driven culture. *Say the hard thing*
- **Knitting** - working with others (our amazing partners)
- **Go!** - When in doubt, Go!



At ebay:

- We are Courageous- bold, confident, nimble, and not afraid to take risks.
- We are Driven- results matter and we are each accountable; we keep our promises.
- We are Inventive- creativity and innovation should happen in every corner of our business.
- We are Richly Diverse- we believe in the power of inclusion- the thought, the talent, the Person.



Key Takeaways

- Actively discuss and assess your company culture – don't assume it's understood
- Align your Mobility function with the company culture and regularly meet with important stakeholders
- Develop and market programs that share the company culture globally – rotations & exchanges with internal sharing platforms
- Be prepared for change – discuss strategy with key leaders



May the Force Be
With You,
Superheroes!