



Lauren Herring, IMPACT Group

Tell us about Impact Group and how it is a different company from 2000-2001?

LH: Just as the workforce continues to grow and expand, over the past five years, IMPACT Group continues to innovate, grow and diversify its service offerings to more global companies. We've also strategically aligned our support services with more partners to provide their clients, in addition to our own existing clients, with our relocation transition assistance, spouse/partner job search support, career continuation, outplacement, and executive coaching services. In addition to our expanded service offerings and strategic partnerships, our technological capabilities continue to advance, improving our processes and service delivery to our recipients and their families around the world.

With a global marketplace, there has been an increased need for support services overseas as well as a person or support system for transferees to rely on. To answer this need, we have expanded our services by offering local support in the United Kingdom, Europe and Asia Pacific. With the uncertainty of a new environment, our support services have provided a safety net for those moving overseas (as well as helped retain the employees for long term).

Over the past year, IMPACT Group has also partnered with the US Department of Defense, providing military spouses with career/job search support services. It is easy to say that at IMPACT Group, we are constantly creating new, innovative approaches to doing business and improving people's lives.

Has demand for "spouse related" services/products changed in the past year or two?

LH: Yes, we have seen a greater demand for our spouse-related career services increase over the past few years. As companies expand their organization on a global scale, the need to support the spouse and family has increased the demand for our services. Now that many spouses moving to the US and throughout Europe are able to work due to recent changes in visa restrictions, spouse/partner career assistance is a very hot topic. Our services can help spouses successfully compete for jobs in the host location. Interest in spouse/partner transition services, designed to help with the long-term acclimation to the new area, is also growing – especially as people move to areas like Asia Pacific. Companies are recognizing the issues families face when confronting the significant cultural gap between eastern and western countries, and are offering services so spouses and partners feel they have a support system to help them get settled in and feel at home again.

How is the service delivered today?

LH: IMPACT Group customizes every program for the needs of the transferee. Our service delivery model is designed with the spouse/partner in the center and our Career and Family Consultant as the one point of contact within IMPACT Group. After we conduct a pre-service assessment with the transferee and/or spouse/partner, a consultant is assigned based on the needs of the individual. The consultant determines on-going needs of the spouse/transferee

and is a coach to them in the settling-in process as well as in their job search. The consultant has access to supporting resources and IMPACT Group internal teams to meet the expressed needs and expectations.

We have been innovators in the industry for as long as we have been in business. Our US domestic business has been rated number one for nine years in a row, and we are taking our core best practices and putting them to work for us now in the global market. We are now offering local support for job search assistance and long-term acclimation assistance through local Career and Family Consultants placed in strategic hubs in the UK, Europe and Asia Pacific. This local support allows us to coach our service recipients face to face as well as over the telephone for a new level of comfort, support and convenience.

IMPACT Group's service delivery can be as "high touch" or as "high tech" as each transferee and spouse/partner desire. Our high touch approach allows us to uniquely focus on the emotional adjustment of the client and the coaching required as a result of the relocation and/or job search. While the electronic resources IMPACT Group has developed allow for maximum information flow and accessibility. Our goal is to meet the spouse/partner at the level of need, technology and service they require.

What product and service is most requested for International relocation?

LH: Our most traditional offering, spouse/partner career assistance is still the most requested service today. Accompanying spouses (especially ones with careers of their own) sacrifice a lot when moving overseas. Realizing this is often a critical decision factor, companies have increased the level of support offered to accommodate the needs of the entire family. IMPACT Group provides the necessary coaching to help them identify how they can best spend their time overseas – whether that is through a full-time job that picks up where the last one left off, or to take some time to learn new skills and spend some much needed time with family. Either way, the services are valuable to not only help through the discernment process, but also help with finding the resources to conduct a successful job search or get networked into the community, and importantly, how to deal with the ups and downs of the transition process. Also, with the increase in localization for international employees, we have found that helping working spouses find employment is a great way to get the spouse/partner invested in the new community, which increases the likelihood of that employee staying for the long term.

Regarding doing business today on a global scale, please describe the unique needs of companies/people based there... and how is it different, if any, from doing business in the US?

LH: More than ever, we have found it to be a best practice to provide regional, if not local representation around the globe. Companies expect it and the recipients of our services need it. There are definitely differences in the way services are purchased between the different regions. For example, I would say that the Asia/Pacific region is several years behind the US with regard to offering programs such as Spouse and Family Assistance, but many relocation managers there are very open to hearing the latest global trends, and as mentioned earlier, are recognizing a great need for these services and are picking up on them.

Please tell us about yourself and background relative to the current position, and what would be her 2005-2006 objectives within the current position?

LH: I joined IMPACT Group in 2001 and have worked closely with existing clients, operations and marketing in different roles throughout the organization. My current role, as Director of International Development requires me to wear many exciting hats. My team and I have set up local operations in various locations around the world, recruit and train new employees in these locations and develop new business opportunities outside of the US. We see so much potential in the global market for Spouse and Family Assistance Services, so my objectives are

to continue to develop the market and grow our service delivery capabilities worldwide.

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