

Understanding the impact of Generation C on Global Mobility

What is Generation C?

A shared mindset of individuals who are empowered by technology, **always switched on** with their smartphone handy, are multi-screen users and have an online presence.

Generation C is a lifestyle where people seek continuous...



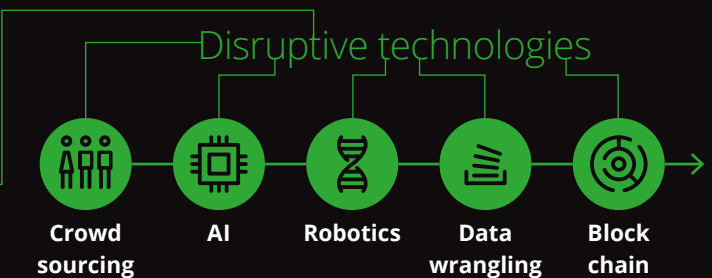
Why should Global Mobility take note of Generation C?

- Their size in the workforce is growing
- An approach that is not interactive may result in low assignee satisfaction
- Digital connectedness should be embraced by all areas of the business to improve efficiency, relationships & compliance



Unlike previous generation groupings, Generation C can be any age. With already 2.6Billion+ iPhones in the world Generation C population is growing.

Generation C embrace change and are curious. With **disruptive technologies** emerging it is Generation C who are likely to drive the new way of working.



How could Global Mobility adapt?

Embed a digital approach throughout the assignment lifecycle:



Develop a self-service single **digital vision** for assignees



Connect assignees, HR and Global Mobility professionals **online** in real time



Create an **online ecosystem** with vendors



Deloitte Global Workforce

Our market-leading Global Workforce team partners with companies to optimise or set up their Global Mobility programme. Having specialists in transformation, analytics, technology and innovation, Deloitte Global Workforce offers unrivalled thought leadership and delivers data driven insights and innovative technology solutions to organisations around the world. With a network of over 250+ Global Workforce professionals, our globally-integrated team will work together with organisations to optimise, reshape and transform their mobility programme.



Andrew Robb
Leader
 +44 20 7303 3237
 anrobb@deloitte.co.uk



Clare Allen
Consultant
 +44 20 7007 4471
 claallen@deloitte.co.uk

 @Deloitte #GlobalWorkforce

Deloitte.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.co.uk/about for a detailed description of the legal structure of DTTL and its member firms.

Deloitte LLP is the United Kingdom member firm of DTTL.

This publication has been written in general terms and therefore cannot be relied on to cover specific situations; application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this publication. Deloitte LLP would be pleased to advise readers on how to apply the principles set out in this publication to their specific circumstances. Deloitte LLP accepts no duty of care or liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

© 2017 Deloitte LLP. All rights reserved.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 2 New Street Square, London EC4A 3BZ, United Kingdom. Tel: +44 (0) 20 7936 3000
 Fax: +44 (0) 20 7583 1198.

Designed and produced by The Creative Studio at Deloitte, London. J10888

