

## INTERNATIONAL CAREERS: GLOBAL OPPORTUNITIES AND LOCAL THREATS

Younger generations will most certainly benefit from the opening of emerging markets to international profiles. And most careers of high potential executives will consist in experiences in several markets and countries.

Companies will have to change their mind-set and be creative enough in finding the right package and incentive schemes to attract these new citizens of the world. And international profiles should realize the necessity to bet on more risky challenges through local contracts rather than expat packages where they would feel more safe than sorry.

We're not there yet, but very close in quite a number of large international corporations. The opportunities are huge and multicultural skills are more and more assessed as KPI's in top management recruitments.

Taking a new position abroad is often a career booster. Getting back to your home country is another piece of cake!

Out of sight, out of mind. Most of the time, you're so committed to your mission that you concentrate all your efforts to deliver the expected results rather than managing your internal network. And if by any mischance you're not under the radar of your sponsor any more...

Very few employers anticipate the next step for their employees when they send them abroad. Moving after 3 years is common sense...but where. To another country whenever possible? To a corporate position at the Head Office?

Returning to where you come from can be a choice, but it might also be an imposed decision. And landing can be tricky. Your next job (when there is one) doesn't necessarily fill your expectations in terms of content, status or package. And you have to take into account your spouse's professional repositioning.

HR are working on succession plans and they realize how critical it is to manage efficiently these international profiles. In the past year they have used the services of outplacement firms to secure some of these critical situations, either by helping their employees to reposition outside their company or by supporting their spouses to relocate professionally. Often too late, when they could have anticipated the situation some time before their return.

Outplacement should be the last option. Assessing other internal options a few months before the term with a proper coaching would definitely result in more acceptable solutions.

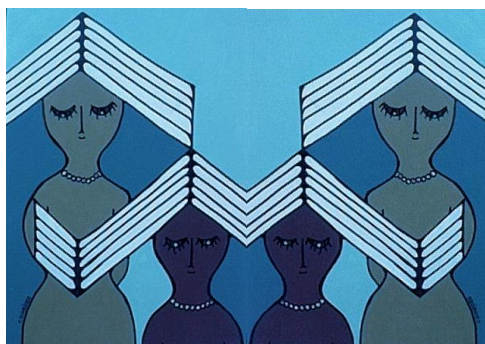


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**INTERNATIONAL CAREERS:**  
Global opportunities and local threats

The April ACF Europe Newsletter will feature an article by Bev White, (Managing Director HR Consulting at Penna Plc, UK and President of ACF Europe)

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Awareness should help you take the right decisions. It involves staying closely in touch with Central HR and your sponsors during your stay abroad. To understand the changes or potential changes in the organization and to get some exposure. Make sure you're remembered and identified as a key contributor in your market.

If you feel you're bound to relocate, you need to find a suitable challenge and sell it to your management. Locally and then centrally. As in any job search, helping people help you by suggesting preferred options will most certainly contribute to set you on the right tracks.

With the assistance of a coach, you will build a sellable project to your management. No need for outplacement at that stage. You will work on your internal personal branding, using a typical SWOT marketing approach. A professional posture sufficiently impressive to maximize your chances of success vs. internal competition.

It will also require managing your network constantly during your assignment abroad. New communication technologies make things easier in that respect. Social media, Skype, discussion groups, season's greetings can help you stay connected to those who might become a resource when you decide to move back to your home country.

The right balance between global and local jobs have to be discussed on regular basis with your management to avoid last minute (mostly poor) decisions.

The role of outplacement firms is as important in assisting and assessing these international profiles before or when they return than it is in convincing their corporate customers to anticipate this return.

Global career opportunities shouldn't be wiped out by local threats in unavailability of proper job repositioning after a successful experience abroad. It would end up with less high potential executives applying for international careers, whereas the needs are growing rapidly.

A strategic issue for the most competitive international corporations. And a learning process addressed and implemented by the outplacement firms in these worldwide organizations.

**Marc Saunder**

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**ACF Europe Conference**  
15 & 16 May 2014  
Paris

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Conference dates:  
**15 May (dinner) & 16 May 2014**

Conference theme:  
**EMERGING TRENDS IN CAREER TRANSITION**

Conference venue:  
**OFFICES OF SYNTEC,**  
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3 Rue Léon Bonnat, 75016 Paris

**HOTEL ACCOMMODATION**  
A limited number of rooms is being held on 15 May at:  
**PLATINE HOTEL**  
[www.platinehotel.fr](http://www.platinehotel.fr)  
20 Rue Ingénieur Robert Keller  
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Room rate: € 210,00 incl. breakfast  
The hotel is a 15 minute walk from the Syntec offices.

For room reservations please email: [reception@platinehotel.fr](mailto:reception@platinehotel.fr)  
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Reference: ACF Conference 15 - 16 May  
Room reservation deadline: 31 March

**CONFERENCE REGISTRATION**  
The registration fee is € 275,00 and includes dinner on 15 May and lunch on 16 May.

Please register by email at: [acfeurope@gmail.com](mailto:acfeurope@gmail.com)

We will confirm your registration, send you an invoice as well as further details about the dinner venue and the conference.

Registration deadline: 15 April

