



What gets measured gets done

2024 KPMG Global Mobility Forum

28–30 October 2024

—
Austin, Texas, USA



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Introduction and overview



Let us take you on a journey



01

“If one does not know to which port one is sailing, no wind is favourable.”

- Seneca

02

“What gets measures, gets done.”

- Anonymous

03

“Measure what matters.”

- John Doer

04

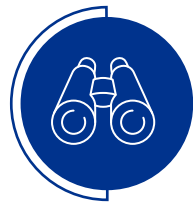
“Manage the cause, not the results.”

- W. Edwards Deming



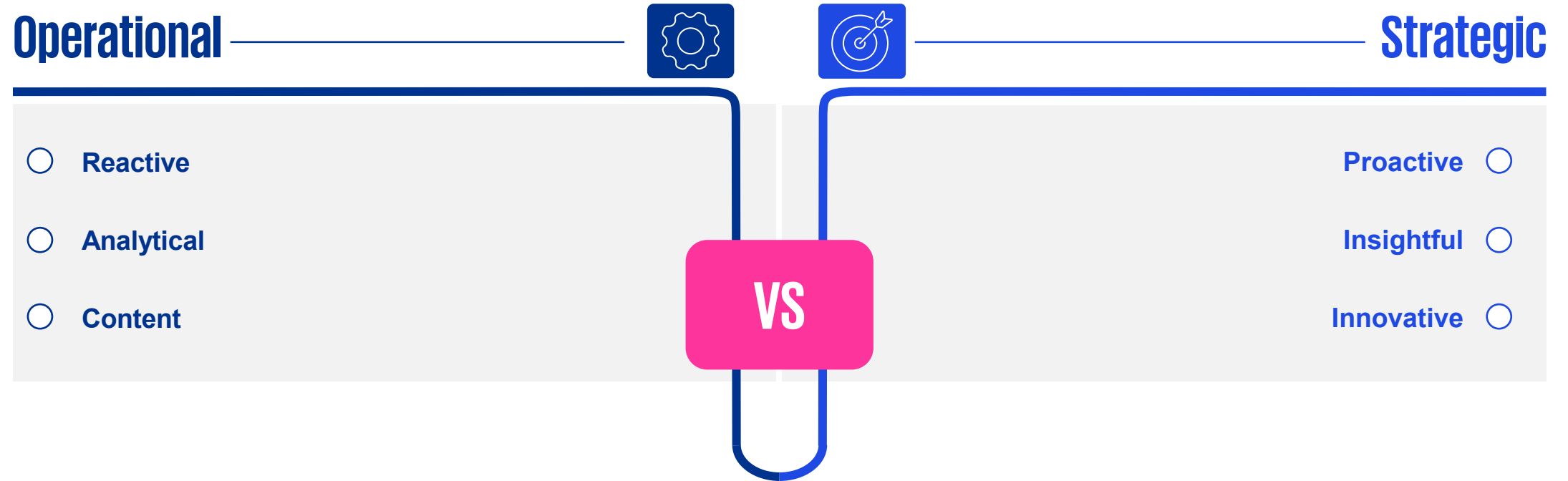
Table exercise

Where does
mobility come in?



What goals is your business trying to achieve and what actions do you take based on your data?

Strategic mobility... what is it?



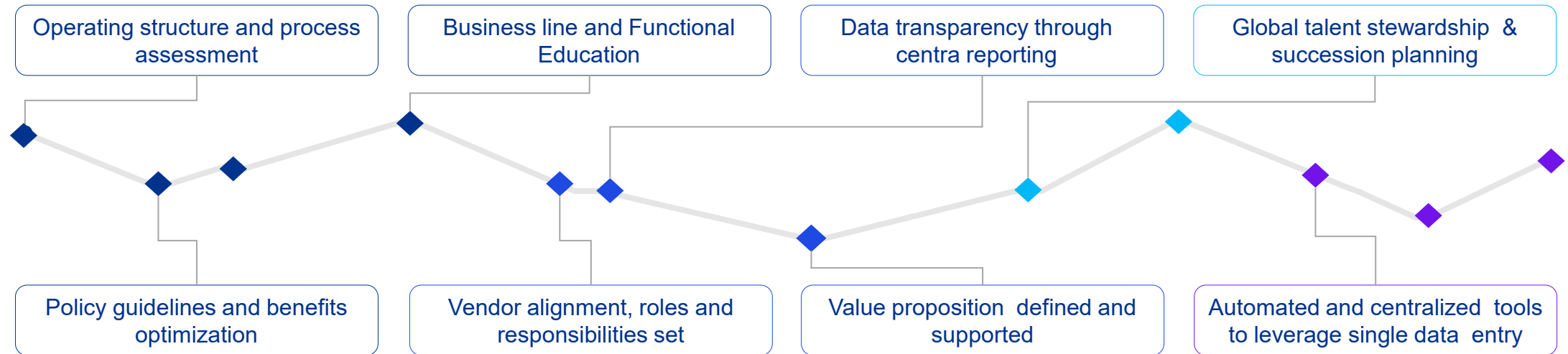
“ In a world where people across geography, industry and profession are quickly emerging ”

02

Strategic implementation and data



Navigating your strategic journey



03

Making it real for mobility



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From our headquarters in Seattle to our teams based in regional offices across four continents, we work with partners around the globe to help everyone achieve their full potential.



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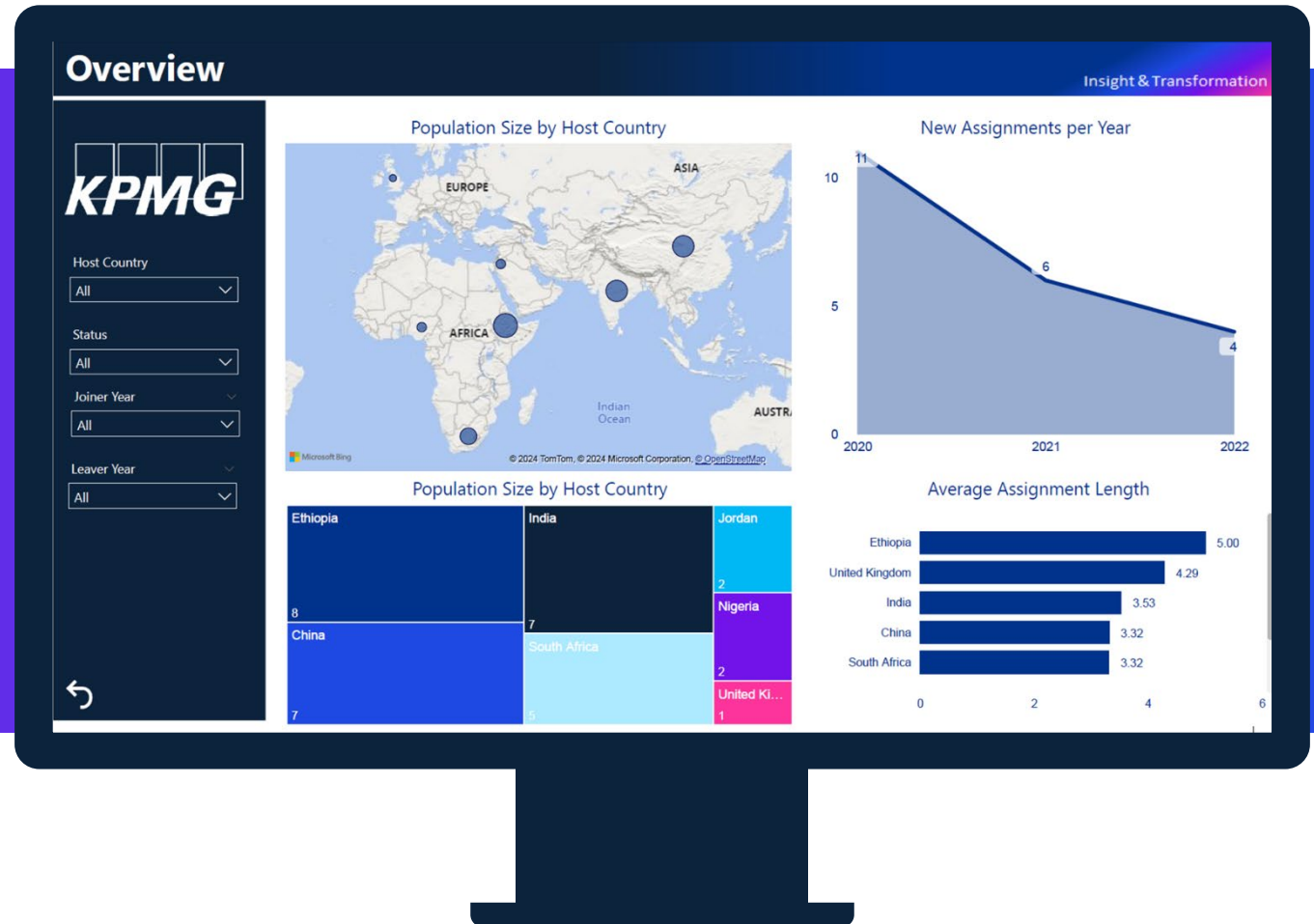
Bill & Melinda Gates Foundation – Our work

We work with partners worldwide to tackle critical problems. **We build partnerships** that bring together resources, expertise, and vision—working with the best organizations around the globe to **identify issues, find answers, and drive change.**

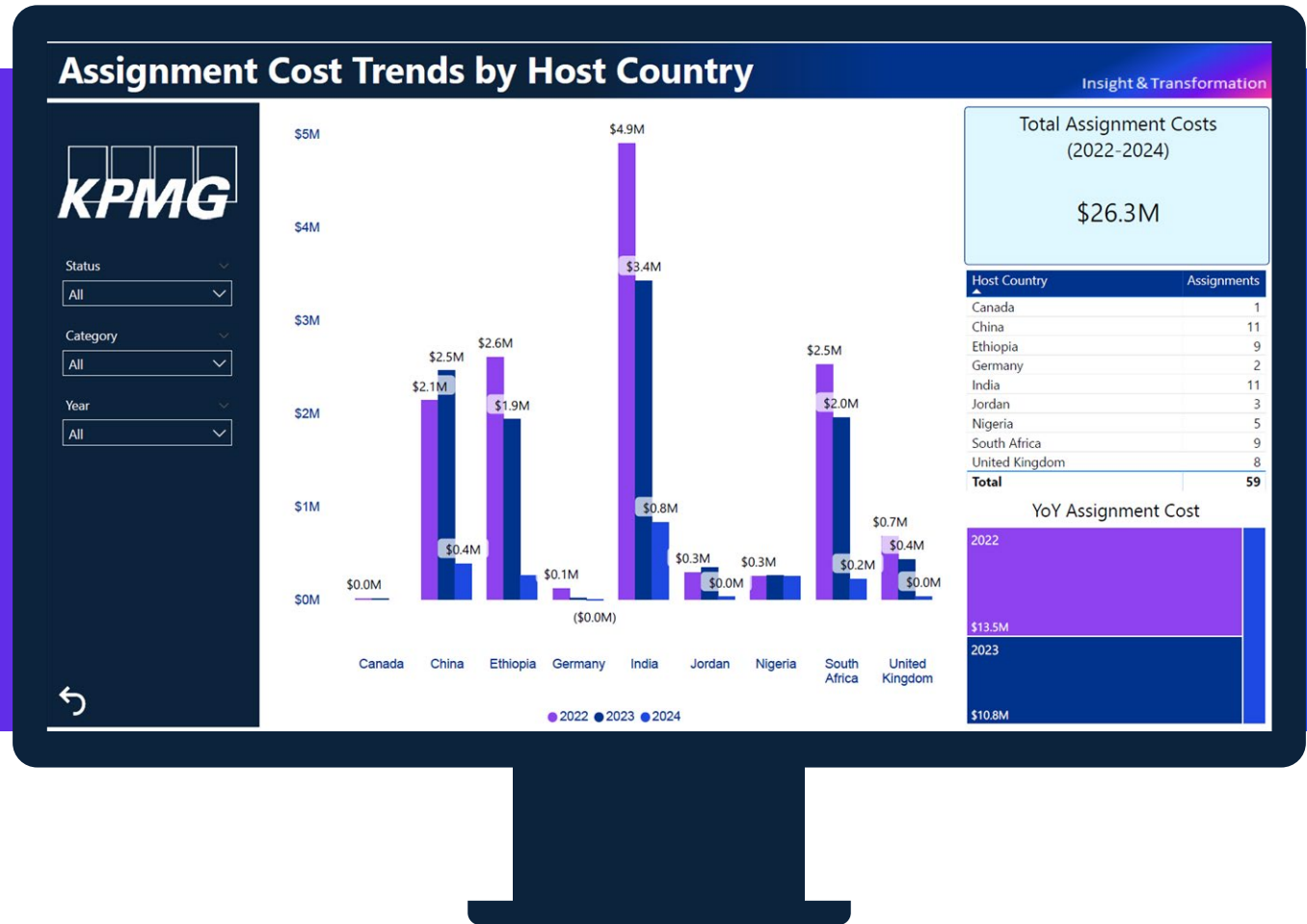
Everything we do is focused on helping those who would otherwise be unfairly left behind, **by putting people in charge of their own futures and enable them to achieve their full potential.**



Dashboarding



Assignment cost trends by host country



04

How to use data to tell a story



How does mobility measure ROI?



Imagine how much value your mobility program could drive if your data strategy allowed you to measure results in a simple and efficient way

Proving impact through data strategy

Putting a **data strategy** in place that aligns to your **strategic goals** as an organization is essential to supporting that journey and **proving impact**



Intention

- What are your strategic goals?
- What benefits and policies can help support progress in those goals?



Outcomes

- What points will you measure to indicate progress?



Attributes

- What could have influenced the progress?
- Are there factors/attributes that may have influenced movement?



Reflection

- Is this truly progress?
- Did other anomalies bubble up?
- What might need to be tweaked?

How will you know once you've reached your goal if you can't measure your progress?



Making it real: Measuring risk

Key expected benefits of measuring data



Fast identification of value proposition



Quantification of potential savings/risk

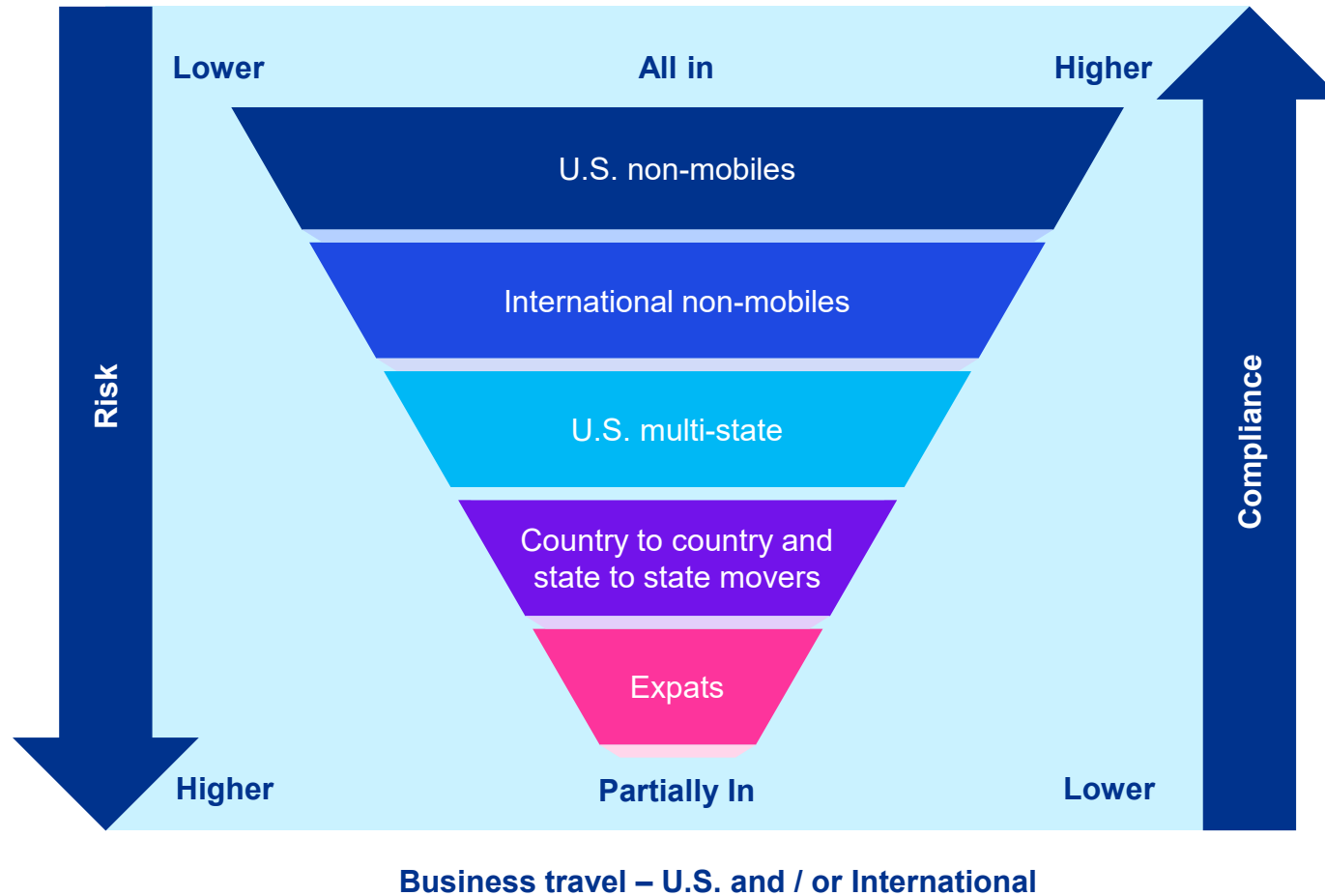


Visualization of potential outcomes

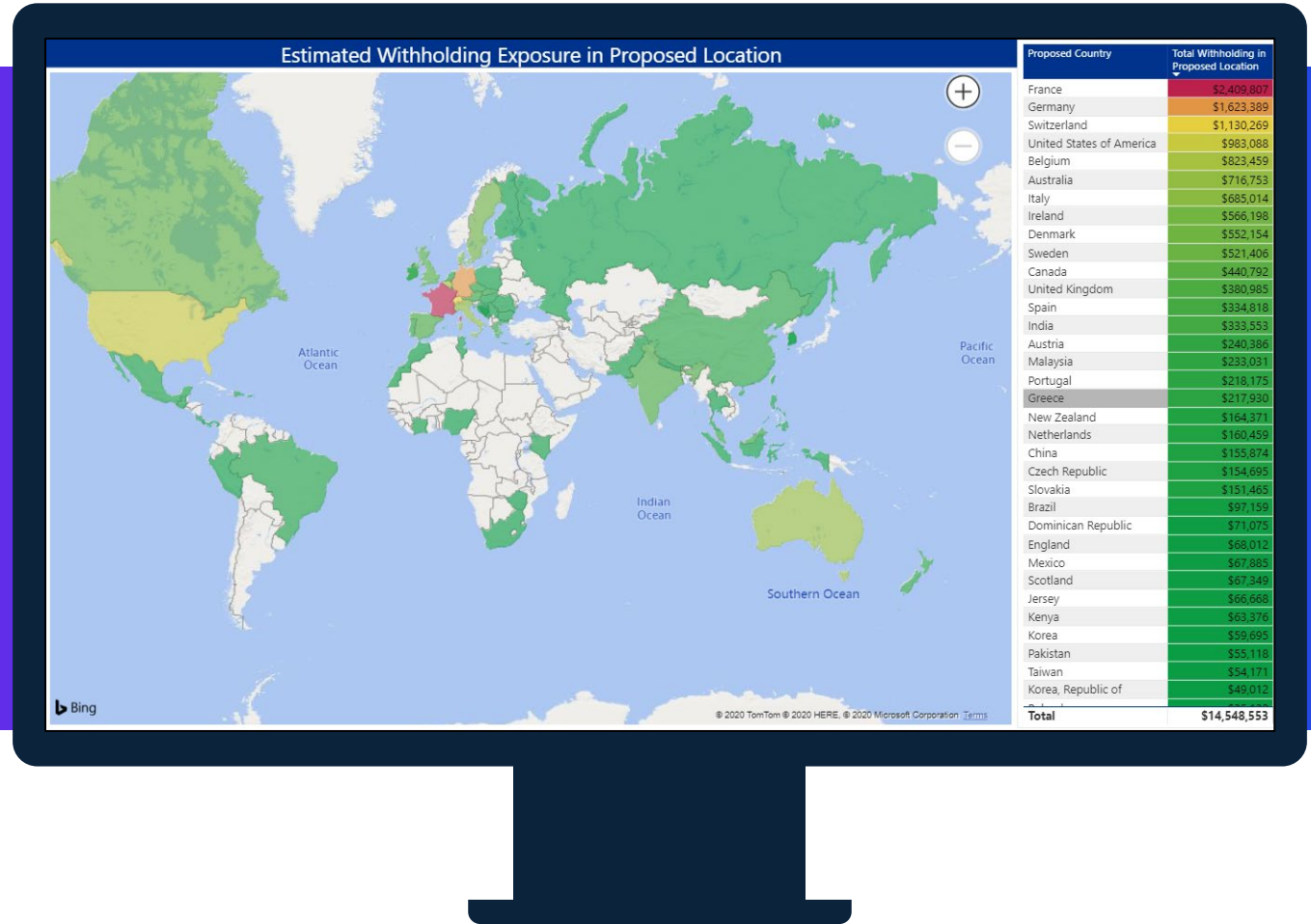


Expedited formulation of business case

Use data and analytics to determine risk tolerance



Storytelling – A picture is worth a thousand words



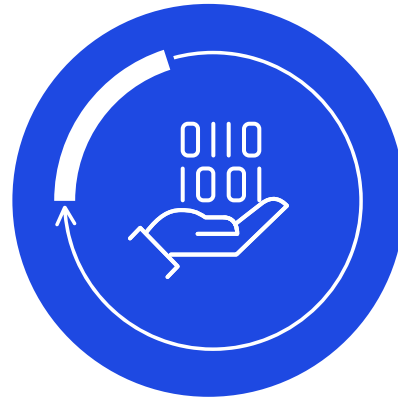
How to use data to measure risk

Data:



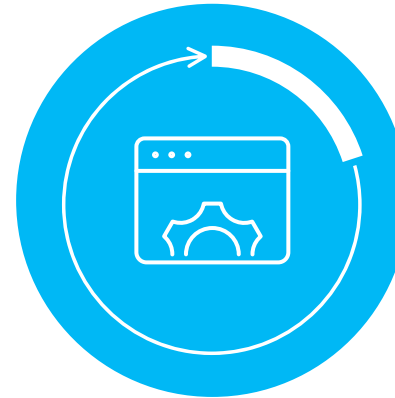
Mobility data, employee data, award data
Obtain employee, mobility, compensation and other pertinent data for the purposes of enabling evidence-based decisions

Analyze:



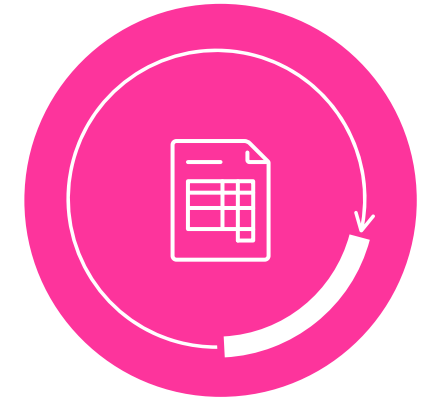
Using data and analytics to measure, predict the potential outcomes of given situation for the issue being analyzed to enable identification of potential risks/ opportunities

See:



Create visualizations of the analysis outcome to interact with the results and quickly determine the impact of proceeding with the proposed recommendations

Act:



Creates insights to support a business case and plan of action to proceed with implementation of proposed recommendations

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