



Introduction to the "BACK HOME" Project

In a globalised world, many international companies spend millions of Euro on posting of staff abroad. The entire process from recruitment of staff through to their repatriation requires a significant amount of resources from the companies, while for the families involved, out-posting represents an exciting challenge both at personal and professional levels. Out-posting is an important element in the training of future global leaders – hence cross-cultural management competence is necessary for any company in today's business environment.

UNDERSTANDING CULTURE is a consultancy based on specific cross-cultural competences developed by anthropologists. We have substantial experience in assistance to companies and international organisations concerning out-posting. We undertake training of employees in cross-cultural techniques and prepare them mentally for the challenges to come. We discuss problem areas likely to occur when people are posted in a foreign country. In this way we assist companies in providing their staff with cross-cultural competences crucial to the understanding of other business concepts and practices. Our consultants are experienced from working in a large number of different countries.

Through our training courses and advice sessions we have learned that, to a great number of employees, it is not too difficult to leave for a new posting abroad – it is often more difficult to settle down upon coming back to the company.

With the project "Back Home" we want to analyse whether communication related to repatriation issues is functioning optimally between companies and their employees. We will clarify whether companies make the most of experience brought back by out-posted staff members:



- Which are the new competences gained, and does the company take full advantage from such new experience? How can we make sure that vital experience is utilised in searching for new markets – at home or abroad?
- How can companies ensure that excellent staff is kept in the organisation so as to avoid loss of investment made in out-posting, when staff looks for new external job opportunities as a result of disappointing conditions and challenges when he/she returned back from abroad?

With a view to producing replies to the above questions we have introduced a survey involving 15-20 big and medium-size companies in Denmark. These are companies holding valuable experience in out-posting of employees during the last few decades.

Based on questionnaires to the HR departments and qualitative interviews with staff returned home, we will trace and work out a number of efficient tools that HR departments can apply in bringing employees back home successfully to meet new challenges within the companies.

We can offer you to conduct a Back Home survey in your company. Please contact us for further details and a price offer:

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