



EXECUTIVE SUMMARY

FOR MEMBERS

OVERVIEW

Redefining Talent Management in Global Mobility

Veracelle Vega of 21st Century Fox

Global mobility is an increasingly critical talent management tool. What can your organization learn from 21st Century Fox?

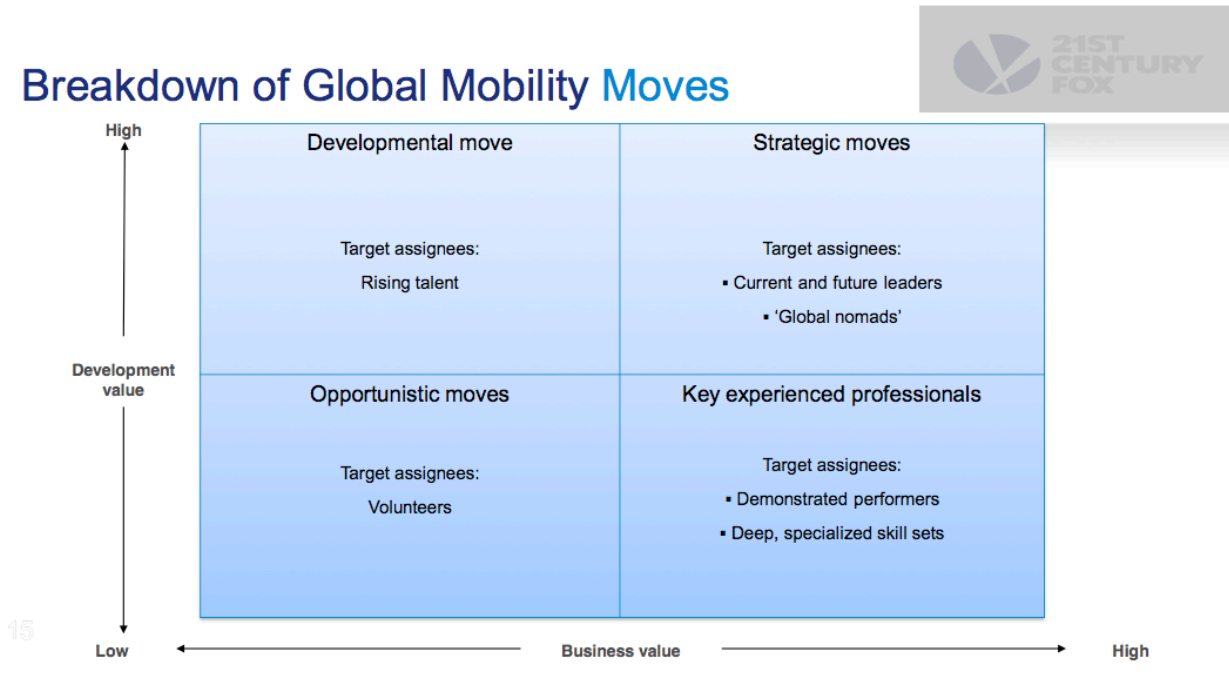
IT STARTED WITH THE JOURNALISTS. In 1989, News Corp. began sending its reporters on “secondments,” temporary assignments with foreign business units to broaden their experience. At 21st Century Fox (21CF), which split off from the new News Corp last summer, the global mobility program has grown across functions as a valuable recruitment, talent management, and workforce development tool.

Veracelle Vega started at 21CF in 2006, coming from a background of HR roles at the State Department and Social Security Administration. As a senior director of corporate human resources, she leads the HR generalist functions in 21CF’s New York headquarters.

“We’re constantly looking for the best and brightest. Once we have them here, what are we doing to keep them?”

“For the younger employees, 37 percent of Gen Y respondents polled put developmental opportunities in their top five attributes,” says Vega. But companies have to carefully consider

the business and development value of temporary reassignments, which she breaks down in this chart:



Growing Your Own Global Mobility Program

Among the suggestions Vega offers for building your own mobility program:

- **Get support from above.** Connect a mobility program with your company’s brand and the values of your company culture.
- **Start small.** A secondment doesn’t have to be six months in Paris. Consider mobility between regional offices, a “swap program” where employees trade apartments, or short-term commuter assignments.
- **Build in feedback.** Have employees to write detailed reports about their experience, and get written reviews from their temporary managers as well. “It’s almost a mini-performance review process.”

“We define global mobility as a talent incubator,” says Vega. “We let them leave the nest after they’ve been here for a bit, and let them get molded into whatever business they’re going into.”

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The executive summary above was written by staff from watching the presentation and many other ideas were presented. Members may watch the full presentation if wished by logging in.