

Expatriate Partner Support



KATHARINA VON KNOBLOCH
expat partner coaching & consulting



FROM....

feeling lost, left
out, and alone



TO....

feeling energized and
confident about this new
opportunity, eager to
embrace change



**Supporting the Expat Partner
succeeding professionally is the
key element to secure the
overall assignment success and
avoid additional costs of early
returns**

KEY SERVICES & BENEFITS



Virtual Coaching Sessions

Expat Partner Coaching aims to develop an **action plan** to ensure the partner experiences as positive international experience. The result – an **engaged, confident, and supporting partner**.



Virtual Group Coaching Sessions

Group coaching sessions create a **support network** for the expat partners that lasts beyond the individual sessions. The partner realizes that his concerns and fears are universal and learns from the experiences of others.



Specialized Content

Expat partners often feel overlooked by companies. Personalized content that highlights their situation shows that the company cares and helps to strengthen and **grow the talent pool** for assignments.

WHY THE EXPAT PARTNER MATTERS

Unhappiness of the partner is the **main reason for families to return early**. 1/3 of all expat assignments are failing due to family issues.

With dual-career couples as the new norm, **companies struggle to attract first choice candidates**: 84% of companies state that the employment situation of the partner has a slight or even significant impact on attracting first-choice candidates

The work situation of the partner remains key: 39% of companies state that expat partner career planning will increase in importance in the decision-making process of going abroad.

BGRS, 2016



THE EMPLOYMENT
SITUATION OF THE
PARTNER HAS A
SIGNIFICANT EFFECT
ON THE OVERALL
EXPATRIATION
SUCCESS.





**Expatriation is an iron ceiling for
those who followed their
spouse because their career
becomes untypical.**

GOOD TO KNOW...

Dual-Career Couples



Dual Career Couples are the new norm and both partners aim for a linear career. Highly educated and at the same time concerned about financial independence, expatriation can be a major professional as well as personal challenge for these traveling partners.

Partner's support function



It is evident that married expatriates fare better abroad than their single colleagues. Partners are strongly interested in improving the expatriate's professional situation and the family situation in general, and they also promote this by backing their partners and actively promoting integration on-site.

Compensation



Millennials are feeling disconnected from the traditional Expat Package. Whereas 20 years ago secondments were still very lucrative in financial terms, today the loss of a salary is no longer necessarily compensated for by a corresponding salary package in the long term, especially for highly qualified dual-career couples.

COACHING ...

... has proven to be a suitable tool for accompanying expat partners due to its individual and autonomy-promoting character. In view of the increasing equal distribution of roles within families, it will become even more important in the future to promote communication throughout the assignment period and to draw attention to the accompanying change in identity.

MY SERVICES

All my services are detached from geographical focus and digitally accessible to everyone. The expat partner in Japan undergoes a similar identity change as the partner in Russia. Many can integrate independently to local conditions. What language courses do for cultural adaptation does coaching for the personal, interpersonal, and professional area.

1

1:1 COACHING

Digital Coaching Packages usually from 3-5 sessions depending on need. Including a workbook with supporting reading material and coaching exercises.

2

GROUP COACHING

Digital, weekly sessions with expat partners from around the globe. Supervised by a coach and accompanied with an extensive workbook.

3

CAREER CONSULTING

Development of a career brand and creation of a CV and LinkedIn profile for the European and American market.

4

CONTENT

Ebooks for Expat Partner Support. Also possible in the corporate design of the respective company.

MY EXPERIENCE

Katharina von Knobloch, M.Sc., studied Management and Entrepreneurship at the University of Brighton with a focus on management in an international context.

She worked in England, Spain, and Taiwan, among others for the German Trade Office in Taipei. For the Hubert Burda Media Group in Germany, she was responsible for projects in the marketing and business development areas for many years in the form of a corporate career before moving to Chicago for three years as a classic expat partner.

There she started her own business as a certified coach (International Coach Academy) and Global Mobility Expert with a focus on expat partners and career planning in an international context.

She was a speaker at the Families in Global Transition conference (FIGT) in Bangkok, and her work combines academic insights from the global mobility field with candid communication around identity exploration and career realignment.



WHAT OTHERS SAY

"Having lived and still living "the experience abroad", I love that Kate puts into numbers and words what we all go through. I enjoy her articles which are helpful as well as inspirational. **Joining one of her mastermind groups put things into motion for me** as I took the personal deadlines "very personal". Wherever you are at your journey, if you need the very first input and structure or if you need the final push to move forward, having this exchange with other expat partners lead and coached by Kate will facilitate the process! I had so high expectations on myself and so many ideas but our discussions and exercises helped me make peace with the fact that values have changed along the way... while the weekly to-do list made me explore new waters and opened doors to brand-new job opportunities. Thanks, Kate!"

Ute de Boer

"It was great to meet Katharina for the coaching session today. It helped me a lot in clarifying different questions I had. **I wish every expat spouse would have the opportunity for such a coaching.** I also recommend her workbook which I used the last weeks very much. It really helped me to get a clear understanding of what it means to go abroad, being an expat spouse, make yourself ready for the new job market etc. I strongly recommend sending Katharina's workbook to other spouses prior to their move. I am very happy that I was lucky to find her services myself and I would like to thank Katharina for her great job!"

Claudia Schwegman

Let's talk

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