

The Expatise®

Global Mobility Academy

Manifesto





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About HR Global Mobility

For Expatise Academy, Global Mobility (GM) is about moving the right people across country borders to the right work location at the right time and the right costs, irrespective of whether or not the move is initiated by the company or self-initiated by the worker. If the movement fits this description, it falls within the remit of the Academy.

Following this definition, all actors involved in such a cross-border movement belong to the GM domain and are of interest to the Academy, irrespective of their role, capacity, rank, reason for involvement, country of origin, and destination. However, the key focus of the Academy is the “spider in the web”, the actor who bears the ultimate responsibility: the HR GM professional.

Historically, the HR GM function was seen as a provider of mere transactional services and cost center within the HR department, often regarded by the Business as a barrier to international expansion.

Although that still is the case in some organizations, in general, the function nowadays gains attention as an enabler of growth for the Business and its high-potentials (Talents). This development, however, not only brought the complexity and importance of the GM function to the surface but deficiencies in the core competencies of HR GM professionals as well. Moreover, they suddenly had to meet new expectations and demands of the many GM stakeholders without being equipped accordingly in terms of extra staffing, budget, and ... education to eliminate these deficiencies.

Why does Expatise Academy exist

Many years of experience on the job and research into the Global Mobility domain led to the inception of the Expatise ideology in 2002, the Expatise® brand in 2003, the didactic methodology in 2009, and the foundation of an educational institute dedicated to Global Mobility (GM) in 2010: the Expatise Global Mobility Academy, an independent and not-for-profit collaborative network organization.

It is the Academy’s ambition to achieve worldwide recognition of the complexity of the GM domain and the importance of the HR GM function for the overall success of the company and the professional development of its workforce.

To reach this goal, the Academy will improve the knowledge and skills of GM professionals, contribute to enhanced performance and visibility of the HR GM function, and bring about a change of mindset regarding the responsibility of stakeholders toward the proper functioning of the HR GM function and, ultimately, the recognition of HR GM as a unique Discipline and Profession.

This ambition is driven by the following observations:

- The high pace of globalization and fierce international competition leave hardly any room for a long-term vision and strategy, but instead force the Business into short-term and often ad hoc decision-making to safeguard the company’s competitive advantage or at least hold on to its market share;
- In this challenging environment, organizations are moving away from a power-based organization model (“hierarchy rules”) to a value-based model (“the customer rules” and “the employee rules”) and need to move quickly and easily to where the fast-changing customer demands and Talent availability lead them.
- This pursuit of agility directly affects the HR GM function: stakeholders expect operational excellence as well as strategic support and advice.
- At the same time, there is a discrepancy between demands and expectations from stakeholders on the one hand and the reality of the GM practice on the other hand, due to various factors:
 - The absence of adequate resources to cope with day-to-day operations, the implementation of new technology, policy adjustments evoked by ongoing internal reorganizations, continuous change of legislation, and geopolitical developments causing countries to close their borders, protect their domestic labor market, optimize tax revenues, and social security contributions;
 - Shortcomings in basic competencies because intrinsic HR GM education opportunities were missing for a long time and, once available, investing in education has not been a priority;
 - Lack of awareness about the rapidly increasing complexity of the GM domain;
 - The tenacious illusion of knowledge with HR GM professionals who think they are still in control and do not need to adapt to the new order;
 - Lack of involvement of key stakeholders who do not take responsibility for the proper functioning of the HR GM function;
 - Unawareness on the side of leadership about the relevance of the HR GM function;
 - Leadership’s “Hear no evil – see no evil” mentality;
 - Leadership’s “Penny wise – pound foolish” mentality;
 - “Fee-earners versus fee-burners” mentality on the side of the line managers;
 - Ignorance on the side of HR transformation consultants who attribute an insignificant role to the HR GM function.



CFO: What happens if we train them and they leave?

CEO: What happens if we don’t and they stay?

The Expatise® Core Values

1. Dedication to HR Global Mobility

We are passionate about creating the HR GM Profession and educating professionals in this unique field of expertise. This is our core business which we carry out in close collaboration with carefully selected partners who are also passionate about transferring their expertise for the good of the personal and professional growth of our learners and the professionalization of the GM Domain.

2. Not for Profit Motive

Expatise® is driven by high-quality content and affordability, not by commercial motives. To emphasize this value and create full transparency, we established the Academy as a Foundation.

3. Independence

The selection of lecturers and knowledge partners takes place based on their expertise, teaching qualities, and content, not on the funding they want to provide. At all times we will prevent that Expatise becomes financially dependent on service providers to avoid jeopardizing quality and creating (the appearance of) conflicts of interest.

4. Non-competitive but collaborative

We do not compete with GM service providers. On the contrary, we publicly advocate assistance from subject matter experts and strongly advise our learners to refrain from taking up matters without prior expert help. We train our learners to become T-shaped professionals, who specialize in HR GM as an area of unique expertise where they must understand the adjacent disciplines to connect the dots while working closely together with subject matter experts in these disciplines.

The Dawn of the Global Mobility Profession



Why HR GM education is imperative

Before 2008, there was hardly any interest in education in the area of Global Mobility. Not surprisingly, since the complexity of the disciplines involved was still manageable, the departments were adequately staffed, and there weren't any serious restrictions on financial resources for external consultancy and support. Moreover, governments were still struggling to get a grip on the non-compliance of cross-border workers, and the occasional penalties and reputation damages were embarrassing but not disruptive.

In 2008, things changed. Almost overnight, HR GM departments were confronted with severe constraints on resources due to the financial/ economic crisis. In the years to follow, the situation became even grimmer. Economic, political, and demographic developments forced countries to protect their labor markets and national treasury. As a result, strict enforcement was introduced resulting in delays, extra costs, penalties, reputation damage, etc.

At the same time, business demands changed due to growing international competition and a shortfall of talented employees. HR GM departments had to cope with diversification in assignment types and compensation approaches, the growing demand for flexibility and agility, and the need for strategic support and solutions. Last but not least, the profile of the assignee changed: the influx of the "millennial generation" brought new challenges in terms of requirements regarding their work-life balance.

In this climate, HR GM staff started to feel the full weight of the shortcomings in knowledge and skills. The importance of education became obvious.



Embedding HR GM in "New School" learning

Not only has the world of Global Mobility changed dramatically; but the world of education changed as well. New insights into learning and the development of learning technology opened up a playing field with unprecedented opportunities for in-depth and lifelong education.

Without delving too deep into the world of education, to grasp the effectiveness of the Expatisse "New School" Learning Concept, you first need to be aware of the five stages of learning, relevant to HR GM education:

Stage 1 Awareness

Awareness is recognizing what you don't know. It is driven by data (facts and figures) and information (the context in which data is presented) and initiates learning provided there is an interest and a sense of urgency.

In practice, awareness is often confused with knowledge, but having read an article or attended an event does not mean one has gained knowledge on the topic that has been discussed. Even worse, without knowledge to validate the underlying data and information presented to you, acting upon these data and information is hazardous.

Stage 2 Knowledge

Knowledge is comprehension, cognizance and the ability to perceive, interpret, and apply the information correctly. Knowledge is gained by studying, repeating, and testing. However, knowing does not mean understanding.

Stage 3 Understanding

Understanding is instilled knowledge that has been built layer-upon-layer by repetition over a longer period. It enables you to reach a higher level of abstraction, consider the subject matter from different perspectives, and apply it strategically to different situations and purposes.

The path from awareness to knowledge and from knowledge to understanding needs a purposefully designed curriculum, defined learning objectives, proven methodology and methods, skilled teachers, attuned study materials, substantial time investment, and ... perseverance.

Stage 4 Skill

It's often presumed that knowledge and skill are identical, but that is not the case. Knowledge is about theory, skill is about performance. Skill is a developed proficiency based on knowledge and is gained by experience and (specialized) practice training.

Stage 5 Maintenance

Knowledge and skill need maintenance. In a world as volatile as GM, ongoing education and training are imperative to prevent it from fading away or becoming obsolete.

When designing and implementing education, these 5 stages need to be taken into account; they are the framework of any learning journey.

Another building block for designing effective education is the profile(s) of the target audience and the learning objectives that fit the profile(s). For that, you need a thorough analysis of the landscape, which of course was quite a challenge in the light of the myriad of cross-border movements, HR GM tasks being scattered over corporate departments¹ and service providers², stakeholders with competing (and often conflicting) interests, (academic) disciplines with a strong interdependency, and wide geographical spreading.

To make embedding HR GM in education even more difficult, the landscape is constantly changing in terms of business demands, stakeholders' expectations, statutory and regulatory requirements, technology, and ongoing internal reorganizations leading to ever-changing job classification and associated competencies.

¹ Such as HR, Comp&Ben, Talent Management, Travel, Compliance, Payroll, Legal, Tax, Finance, etc

² Relocation Management Companies (RMC's), Destination Service Providers (DSP's), Consultants, Technology Providers, Moving companies

Against this background and without having any reference or experience to guide us since an in-depth, wing-to-wing, and worldwide approach to HR GM education was missing³, Expatise Academy had to create education from scratch.

We started with the dissection of the GM landscape: who are the actors, what are their roles, motives, interests, activities, responsibilities, and relations, and which development path, job classification, titles, and required competencies are in place across the industry.

Next, we had to unravel which actor is connecting all the dots in terms of operation, tactics, and strategy and has the overall and ultimate responsibility for a flawless, timely, and – in terms of an employee experience – successful assignment within the designated budget.

Finally, we had to take developments and trends into account: where are the GM Domain and HR GM Profession heading in the years to come?

The next step was to distill our learning principles suitable for “future-proof” HR GM education from the “New School” laws of learning.

Expatise Learning Principles

It took us five years to analyze and test which learning principles are imperative for effective learning in each stage of the learning process, considering the complexity and dynamics associated with the GM domain, the wide variety of profiles of the target audience, and the time and budget constraints that still exist within the majority of multinational enterprises. This is the result:

1. One size does not fit all

In this domain that is versatile in so many ways, education must be versatile too. It doesn't make sense to put corporate GM professionals, HR business partners, Relocation Agents, junior Consultants, etc. in the same class. But it also doesn't make sense to offer function-related education without taking adjacent tasks into account or disregarding other functions in the value supply chain.



³ In some countries there were some local initiatives, but they lacked the global, holistic and in-depth approach.

Even more pointless is an in-depth assessment when basic knowledge is non-existing and a silo approach when the disciplines involved are so entangled with each other, as is the case in the HR GM domain. In other words, HR GM education needs diversification.

2. Leading perspective: the corporate HR GM Profession as the Focal Point

Our elaborate analysis brought transparency into the HR GM Profession's habitat and underpinned its critical importance for the company's competitive advantage in the international arena and the personal and professional development of its Talents. In this multi-player environment, it is the HR GM function that is in charge of and ultimately responsible for delivering operational excellence and strategic support. Thus, it is HR GM that must be the focal point when designing HR GM education.

The HR GM Profession as focal point principle would become our key differentiator as opposed to existing courses that provide just a piece of the puzzle by focusing on a single stakeholder's perspective, be it from a relocation, destination services, immigration, tax, or assignee's point of view.

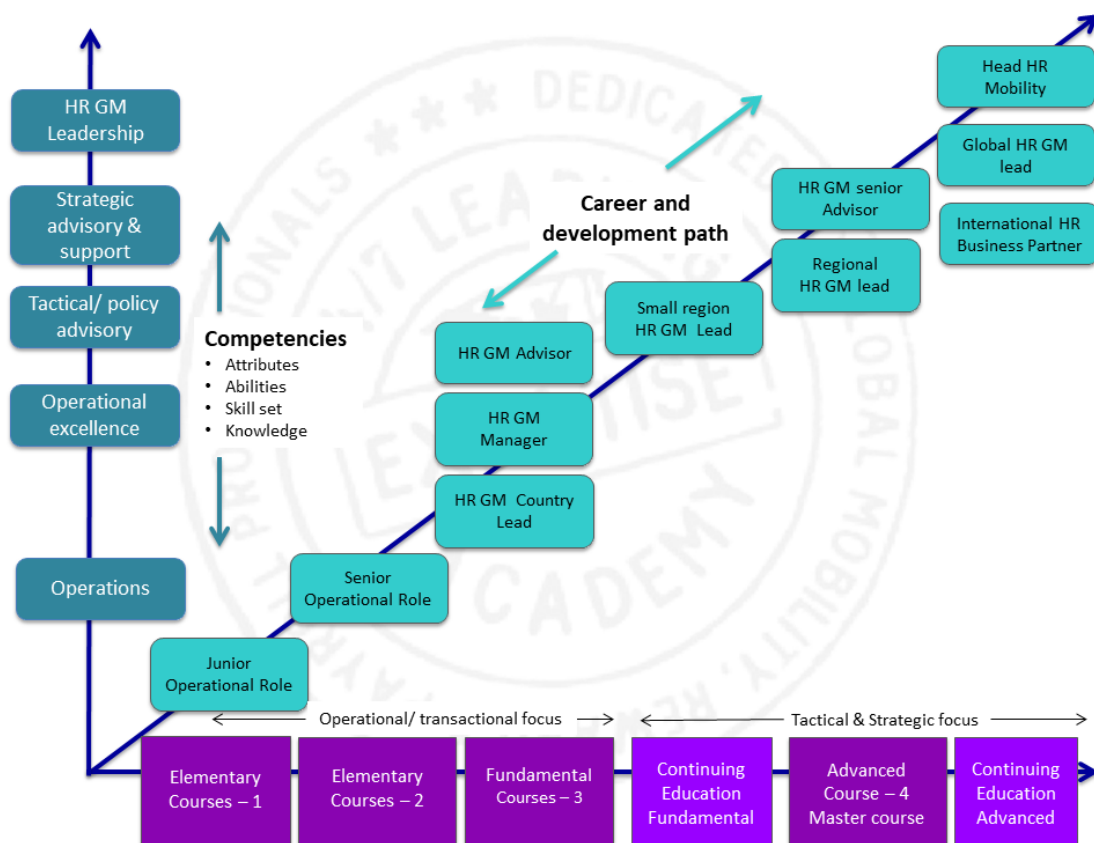


The image depicts the HR GM Professional as the focal point in the GM domain, leading its many stakeholders (each with their interest: the score they are holding) to achieve a common goal. Characteristic is the absence of the conductor's score: due to the many, sometimes conflicting interests and the constantly changing scenery within the organization and outside the organization, the conductor has to improvise continuously to keep the stakeholders on the same page and make all contributions sound coherent.

The HR GM professional cannot fulfill his/her task and serve stakeholders' interests without their full cooperation. Any weak link in this value chain will jeopardize the assignment. Hence, all stakeholders need to be aware of the fact that HR GM is in charge and that their performance needs to be impeccable too.

3. Competency-based approach

Having analyzed the HR GM Profession, its habitat, and organigram made it possible to dive into the width and depth of the profession itself and map its development path in terms of roles and required competencies from level 1 (orientation) to level 2 (elementary competencies), level 3 (fundamental competencies), and level 4 (advanced competencies).



The chart embraces the various approaches that exist in organizations around the world regarding GM roles, tasks, competencies, job classification, and titles, and depicts the way education can be aligned with the needs of the organization involved and the development of its HR GM Profession.

This analysis enabled us to identify competency-based learning objectives, purposefully design curricula for each level, and create a learning and development path geared towards any setting of the HR GM Profession as well as the HR GM professional's personal growth and career ambitions.

For employers, the chart offers transparency in roles, tasks, and required competencies, and insights into how to arrange their GM organization accordingly (in-house, outsourced, offshored). For HR GM professionals, the chart enables them to easily identify their positions and career opportunities within any organization.

4. Individualized approach

Every person is unique, has specific preferences when it comes to learning, and is very well capable of determining for themselves which competencies they need to improve to meet their purpose and potential.

GM education must incorporate this individual approach, simply because traditional learning is not enough to guarantee effective learning for working professionals in the GM domain. After all, as opposed to other highly specialized professions, there was no intrinsic HR GM education and training available for a long time. This resulted in a generation of HR GM professionals who had to learn the profession by themselves on the job or with the help of colleagues who had to learn it on the job as well.

To repair gaps in their basic knowledge, eliminate misconceptions, and bring them to the level that matches the required competencies within the limitation of available time and budget, traditional learning –even if differentiated as described above – is not sufficient. What they need is a personal learning journey based on a personal development path that is in line with the requirements of their tasks.



At Expatise Academy, we place the learner at the center of his/her individual learning experience whereby the learner decides to gain knowledge on which specific topic, when, where, and how.

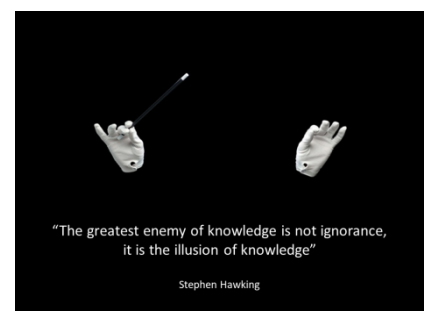
Moreover, we provide learning technology that adapts to the level, performance, and pace of the individual learner. This self-directed, performance-responsive, and self-paced learning is a powerful method, not only measured in study time and costs but more importantly in success rate.

5. Getting the basics right

The importance of mastering and maintaining the core principles of HR Global Mobility cannot be stressed enough: in this complex and critical line of work, one cannot afford any flaws.

Although there are still GM professionals who like to think they are still in control based on their many years of “experience”, we witness daily the gaps and profound misconceptions in basic knowledge that exist due to the lack of intrinsic education in the past. Moreover, we know how difficult it is to repair these gaps and misconceptions once internalized.

To prevent building knowledge on quicksand, we have developed a comprehensive program on general principles. This online preparatory program is mandatory for all participants regardless of the course for which they signed up. Being prepared like this ensures education will address the individual’s needs and truly grow expertise.





6. In-Depth and Overall Approach

The HR GM Profession harbors many (legal) disciplines that are highly interrelated and interdependent. This makes a skin-deep approach to HR GM inadequate and a silo approach hazardous. An in-depth but, above all, holistic approach across disciplines, countries, stakeholders, and cultures is imperative for intrinsic understanding.

Expatis Learning Principles at a glance

1. Diversification
2. The HR Global Mobility function as the Focal Point
3. Competency-based approach to education in line with a development path
4. Individualized learning
5. Getting the basics right
6. In-depth and overall approach

Expatis Proven Methodology

Next, we determined the didactic methodology: which methods, strategies, techniques, procedures, and technology ensure that our learners gain and retain the knowledge and skills we want them to gain and retain.⁴

Preparatory Online Learning

Online tests are essential in the Expatis Learning Concept. They reinforce learning objectives and provide reliable knowledge acquisition and information retention.

Mandatory preparatory online self-study brings participants to the level they need to start and accomplish the course. Moreover, it improves the effectiveness of classroom sessions because participants are on the same level of understanding.

⁴ In 2016 we acquired the “proven methodology” status by adding an official master course at the internationally renowned Erasmus University Rotterdam to the HR GM learning and development path.

In-Class Learning

Traditional practice-driven classroom lecturing still is an important component in the Expatise Learning Concept, albeit in small groups, highly interactive, and revolving around job performance. Group dynamics and discussions enable participants to reach a deeper understanding of the topic involved and gain new insights about the HR GM profession and its role in the GM environment.

Furthermore, it enhances their peer-to-peer network which is vital to share experiences and exchanging information, and provides easy access to the Expatise Faculty: senior subject matter specialists designated by multinational companies, renowned consultancy firms, governments, universities, and service providers.

Adaptive Learning

In a truly individualized approach, learning needs to adapt to the individual learner. Our smart e-learning exercises are equipped with performance-responsive algorithms that generate study content in response to the learner's level, performance, and pace.

Repeated learning

Research shows that people forget about 80 percent of newly acquired knowledge within 24 hours. Research also shows that the human brain accepts new concepts largely through constant recall and that certain knowledge areas need more attention than others to store them in our long-term memory. To minimize the risk of knowledge evaporating, Expatise provides learners with Memo Training™: the key to not forgetting. This learning tool is designed to challenge learners through selective repetition: the knowledge that learners struggle with will be tested more often, thereby creating a personal (!) repetition scheme and ensuring newly gained knowledge is stored in their long-term memory.

Performance Learning

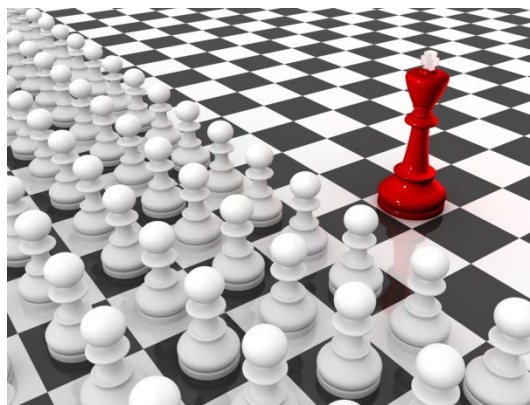
HR GM education and training should be practice-driven to a high extent to make it more authentic, engaging, and meaningful to the learners. The Expatise curricula and study materials address situations, questions, issues, and challenges the learners experience in real life.

Social Learning

Social learning is about people connecting in physical or virtual discussion groups for intervision: discussing ideas, insights, trends, developments, opportunities, best practices, and worst-case scenarios with each other. At Expatise Academy, we offer our participants an online Learning Environment with access to discussion groups, physical networking opportunities during in-class sessions, and reunions during alumni events.

Continuous, Lifelong Learning (ConEd)

Lifelong learning is the ongoing, voluntary, and self-motivated pursuit of knowledge. At Expatise Academy, we encourage learning at all stages of their career, whether to fill in the remaining blanks, stay up-to-date, refresh knowledge, or pursue the next step on the career ladder. We select the topics for the Expatise ConEd curriculum in close collaboration with our alumni and partners to ensure practical relevance and provide engaging tools such as the



Educate Yourself Portal, online MemoTraining™, and educational News Service™ in combination with well-attended Learning Events.

Two-stream Learning: Comprehensive and On-demand

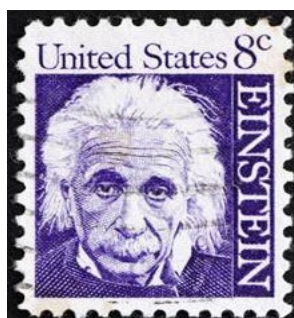
Expatise Academy not only offers comprehensive, multi-topic learning journeys but learning at the point of need as well: short, online courses on a specific topic right there and then when the learner needs information or wants to gain knowledge anywhere and at any time when it suits the learner best.

Certification and re-certification

Certification sets a person apart from anyone else who does something in Global Mobility.

It provides a feeling of satisfaction for achieving another milestone and reflects the importance and complexity of the GM Profession. It also ensures excellence and credibility towards stakeholders, provided it is proof of a truly remarkable achievement, not of mere attendance.

Based on the unbiased results of our online tests, participants can obtain an Expatise Certificate as proof of their achievement. Once someone has mastered a specific combination of knowledge fields, they may even obtain one of the professional Expatise certifications that participants obtain when passing the final exam of the course they're attending and yearly recertification upon completion of the ConEd program.



I never teach my pupils, I only provide the conditions in which they can learn

Albert Einstein

Multi-Media Approach

Everyone has a different learning style. Some like to read, while others need visuals or at least audio to keep them focused. Video provides it all: text, visuals, and audio. You can access video lessons at your own pace, whenever and wherever it suits you best, watch them several times, and skip the parts you are not interested in. In other words, video lectures are an engaging addition to traditional learning and help cater to different needs and paces.

Expatise Methodology at a glance

1. Blended Learning: in-class and online
2. Adaptive and Repeated learning
3. Performance Learning
4. Social Learning
5. Continuous Learning (ConEd)
6. Two-stream Learning: Comprehensive and On-demand
7. Certification and re-certification
8. Multi-Media Approach.

Expatise Cutting Edge Learning Technology

At Expatise Academy, we not only offer a broad array of formats to tailor education to the full potential of the participant and the requirements of his/her employer, but we also provide the technology to make a truly individualized learning approach possible.

All learners at Expatise Academy have 24/7/365 access to a personal learning environment – the Online Campus – containing robust, state-of-the-art learning technology that supports the Expatise Learning Principles and Methodology, and enables adaptive and repeated learning.

Customization

There are only a few employers left that do not offer their staff a training and development path. At Expatise Academy, we can help employers build their own (online) training program. Moreover, we can customize the e-learning component to the employer's look and feel and embed it in the company's employee recognition program.

The Expatise Online Campus at a glance

A private, secured, and web-based environment accessible 24/7/365

Profile-driven courses in multiple languages

Digital Handbooks

Video and Audio Lessons

Adaptive Tests & Assessments

Repeated Learning through Memo Training™

GM Libraries per topic

Online peer-2-peer communities: intervision and networking

Easy access to reliable subject matter experts: the Expatise Faculty

Learning management information system

Knowledge retention information system

Expatise Partners ensuring Quality & Continuity

Alongside the development and implementation of HR GM learning solutions, we committed the main stakeholders (employers, providers, governments, and universities) to collaborate with Expatise Academy in creating the infrastructure needed to secure quality and continuity. These Partners form the pillars of our foundation by supporting our core values (integrity, independence, and non-profit motive) and helping us to sustain high-quality, practice-driven, and affordable education.



Our Partners are well aware of the fact that education is the most powerful investment in the future of the GM industry. That is why they actively support the Expatise Academy by using their influence on behalf of our objectives and providing us with resources, knowledge, skills, insights, and tireless dedication.

Their involvement in Faculties, Advisory Boards, the Supervisory Board, and Knowledge Partnerships not only guarantees quality and continuity but also accelerates awareness regarding the recognition of HR GM as a Profession and GM stakeholders' responsibility toward supporting HR GM professionals.

As an extension of our commitment to quality, integrity, and involvement, we have established:

National Advisory Boards

Ensuring core values: High Quality, Independency, Practice Orientation, and Non-Profit Motive.

Each Board is composed of approx. 10 experienced Leaders per country. They all have a proven record and reputation in the GM domain, a passion for educating their staff, in-depth knowledge of current and future organizational structures, and necessary qualities and competencies for trend watching.

They believe in our mission and are dedicated to ensuring the quality of the Academy's Programs by sharing with us the learning and development requirements of their staff regarding

- Specific learning needs
- Course content: curriculum, tuition fee, course duration, study materials, etc.
- The selection of Faculty members
- The selection and role of Knowledge and Content Partners.

Supervisory Board

Ensuring Governance and Continuity.

The Board is composed of external stakeholders advising the Expatise Management Board on matters of continuity:

- Long-term decision-making, and strategic process of the business
- The dismissal, and the designation of members in the Management Board, to ensure long-term succession planning.

The Supervisory Board is composed of max. 5 experienced senior representatives of important stakeholders with a proven record and reputation in the GM arena, passion for educating GM professionals, relevant international network, and necessary qualities and competencies for strategic planning.

Education Partners

Ensuring a sound didactic methodology, educational standards, and innovation.

Our partnerships with universities not only brought proven product status but also secure high-standard quality and continuity through innovation.

Faculties

Ensuring learners discover their purpose and potential and supporting them in achieving their learning objectives.

The Expatise Faculties consist of best-in-class experts in their field of knowledge, delegated by corporates, advisory firms, government, and universities to teach and share their knowledge for the good of the personal and professional growth of their students.

Knowledge Partners

Ensuring the creation, development, and sharing of knowledge worldwide.

The Expatise Knowledge Partnership is an arrangement, usually concluded at the level of institutes, meant to create a working environment for larger programmatic cooperation in the field of knowledge creation, development, and sharing.

Expatise KP's are international in outlook and experience and distinguish themselves by their specialist knowledge, reputation, and high-quality intelligence-based research.

They endorse and support the Expatise Academy and contribute to our offerings by providing lecturers and content. As to the selection and appointment of teachers, KP's may advise but the ultimate decision lies with Expatise.

Appointment to Expatise Knowledge Partner (KP) follows nomination by the National Advisory Board. Leading principles are trust, transparency, equality (every KP gets the same chances), long-lasting relationships, and regular meetings for the exchange of information. Evaluation of the collaboration takes place annually.

The Expatise Governance Structure

Expatise Academy is a non-profit, collaborative network organization, legally embodied in the entity of a foundation. Its governance structure consists of a Statutory Management Board responsible for strategic management and an Operational Management Board responsible for operational activities.

The Academy's main activities consist of developing, implementing, executing, and selling courses. To mitigate the risks resulting from substantial investments in highly specialized content and technology, Expatise Publishers Company was founded. Within the Expatise Publishers framework, content, teaching skills, and technical know-how are forged into an online learning infrastructure. Access to this learning environment follows a license model based on membership in Expatise Academy.

The Academy's offerings are distributed via partnerships with highly motivated GM specialists. This choice is based on the Academy's ambition to make high-quality learning affordable and available for colleagues all over the world. A partnership structure creates the effective framework we need to achieve this objective, as it is a powerful tool to expand rapidly under coordinated leadership in combination with individual ownership by motivated partners while ensuring high quality and continuity.



In short, Expatise Academy is about dedicated, affordable, well-thought-out, lifelong education for HR GM Professionals.

Part 2 What does Expatisse Academy offer

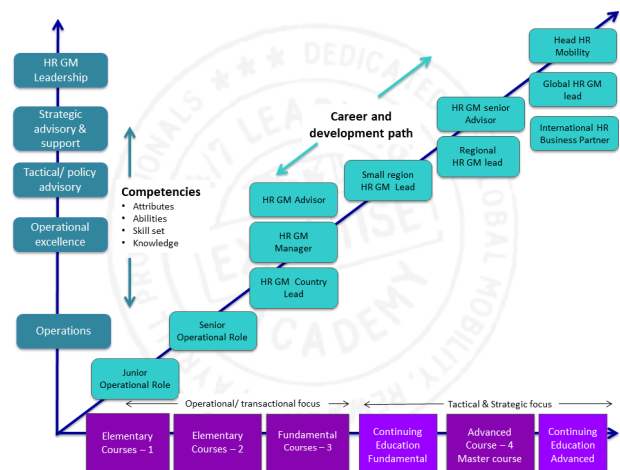
In our learning approach, we place the learners at the center of their individual learning experience. We offer them a broad array of learning solutions: from comprehensive, wing-to-wing courses to on-demand single courses or a handpicked selection of courses.

All offerings have in common that they are driven by high-quality content, not by commercial motives, and conducted by teachers who are all passionate about transferring their expertise for the good of the personal and professional growth of their students.

Stream 1 Comprehensive learning

Comprehensive courses are competency-based learning journeys covering the full spectrum of the HR GM disciplines, in-depth and holistically, taking into account the interrelations and interdependencies between disciplines, stakeholders, countries, and cultures.

The journeys are aligned with a development path that stretches from level 1 (orientation) to level 2 (elementary competencies), level 3 (fundamental competencies), and level 4 (advanced competencies). Before the start of the course, each participant is invited to an intake meeting and/or provided with preparatory online tests to challenge their understanding of specific fields of knowledge, identify gaps in their knowledge, but also to determine their educational level (beginner, intermediate, advanced).



This prevents participants from ending up in a course that doesn't fit their requirements and expectations.

Each level has its examination protocol and professional certification upon passing the exam.

To qualify for re-certification, the Expatisse certified professional needs to take part in the Expatisse continuous education scheme to fill in the remaining blanks: participating in a handpicked selection of online courses and/or learning events⁵.

Please find more information about the curricula and tuition fees on our website: [Comprehensive Learning | Expatisse Academy.](#)

⁵ One-day in-depth, interdisciplinary and multi-country classroom events on specific Global Mobility topics.

Stream 2 On-demand learning

We are all familiar with that nagging uncertainty about whether your knowledge is still up-to-date, whether you fully master that particular case you are working on, wishing for immediate help and access to knowledge there and then, right when you need it. That is the reason why Expatise Academy offers a second stream, that consists of

a. The Expatise Educate Yourself Portal

At Expatise Academy, we understand that in a working environment as challenging as Global Mobility it is impossible to know everything you need to know at all times. We are also aware of the time and budget constraints HR GM professionals encounter and the delicate balance between work and lifestyle they want to safeguard.

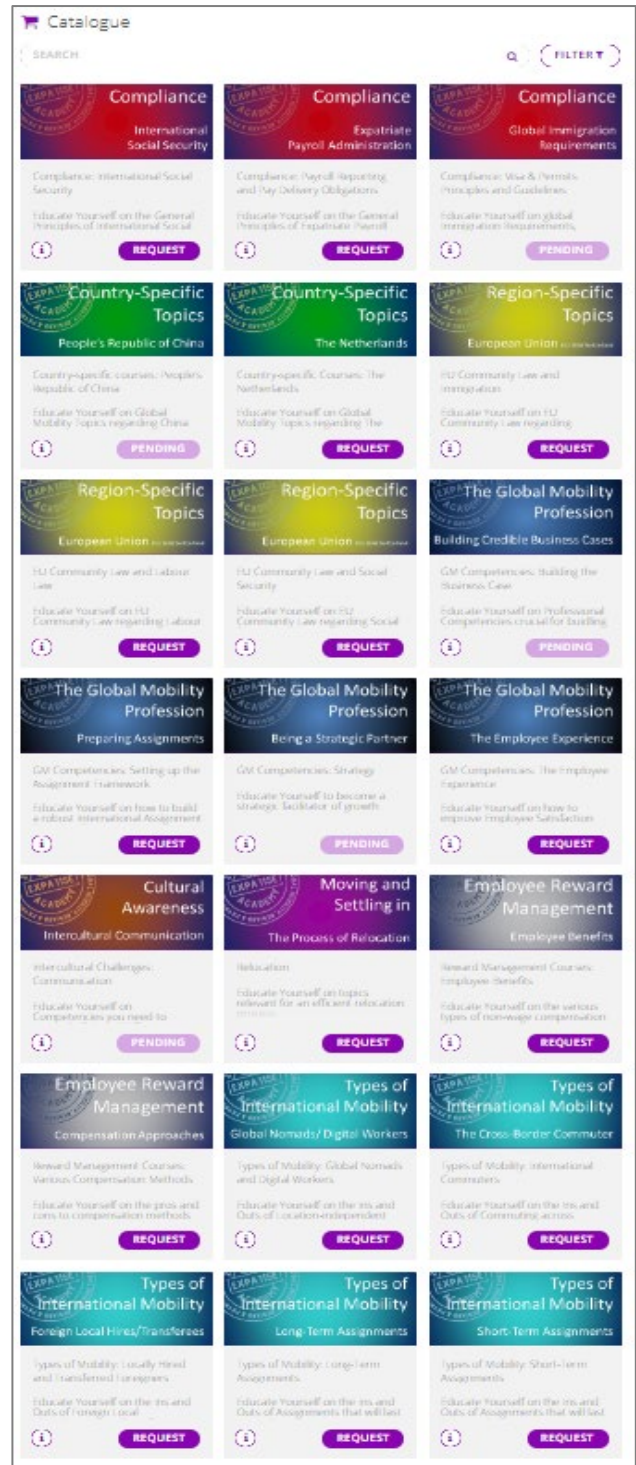
That is why we have developed a second stream of efficient and effective lifelong learning: "on-demand" learning. It enables the learner to gain knowledge on a specific topic at the point of need, whenever, wherever, and on whatever device.

The Expatise on-demand learning solution has been incorporated into the Educate Yourself Portal (EYP): an online learning environment equipped with a wide selection of one-topic profile-driven courses for users to choose from whenever it suits them best.

Each course consists of a digital handbook and one or more engaging video lessons, followed by online tests to check if the learner understood the topic that has been explained in the handbook and videos.

Subsequently, memo training ensures the newly gained knowledge is stored in their long-term memory.

Furthermore, each course has its library, a virtual discussion space for intervention and networking as well as easy access to reliable subject matter experts: the Expatise Faculty.



This link leads to the EYP catalog: [On-demand](#)

b. Continuing Education

To ensure HR GM knowledge remains current and tailored to practice, we have composed a ConEd program that consists of the following parts:

1. Learning Events – Compliance Requirements

It has become apparent that there is a great need for in-person meetings where subject matter experts explain laws and regulations and, more importantly, train the participants in applying them based on real-life practice cases. Our Learning Events provide one-day in-depth training on key topics.

2. Test Yourself Routine

Using the MemoTrainer app, participants can detect and eliminate gaps in knowledge, but also refresh and expand knowledge. They receive feedback on their answer and can if desired, switch to video lessons, manuals, and more tests to delve deeper into the subject in question.

3. Online News Centre

Current events and insights regarding HR GM issues at home and abroad are shared and explained with the participants in a private environment. Any questions can be submitted to experts. The answers are shared with the participants and stored in their private online learning environment.

4. Participation in the discussion meetings of the Platform for Multinationals

In a weekly, 30-minute, live online meeting, HR GM colleagues can exchange experiences and best practices with each other. If desired, external experts are invited to answer questions and explain important developments.

5. Weekly Webinars

On Mondays from 4:00 PM to 5:00 PM, a live online video lesson is given (max 30 minutes) on specific Global Mobility topics. After the lesson, there is an opportunity to ask the teacher questions. The topics for these lessons are selected in consultation with the participants and teachers.

At the beginning of each month, participants receive an overview of the topics that will be covered in that month. The lessons are recorded and stored in The Expatise Educate Yourself Portal where they remain available 24/7/365.

c. Ancillary services

Besides stream 1 and 2 offerings, we provide career support, in-between-jobs support (discounts on in-class sessions: up to 100% discount), coaching, sourcing internships, in-house training to boost your team, and insourcing/ offshoring training advice and support.

Learning aligned with a Personal Development Strategy

Stream 1

- Comprehensive learning Courses up to and including academic level.

Stream 2

- The Educate Yourself Portal
Highly efficient, short one-topic courses: learning at the point of need, whenever, wherever, and on whatever device.
- The Continuing Education Program

Ancillary services

Career support, in-between-jobs support, coaching, sourcing internships, in-house training to boost your team, insourcing/ offshoring training advice, and support.

In short, a broad array of effective and engaging Learning Solutions

Motives for employers to send GM staff to Expatise Academy:

- Function maturity;
- Risk awareness;
- Compliance performance;
- Working relations with providers;
- Employee recognition and employer's image;
- Time and cost efficiency;
- Topicality.

Motives for HR GM staff to take out Expatise courses

- Personal development strategy;
- Professional certification and making a difference;
- Self-confidence;
- Leadership development;
- Development of skills and routine to operate in a global and complex environment;
- Network of peers;
- Career support.

Attachment

Expatisse Milestones

2024 ...

2023 Celebrating the 20th anniversary of the Expatisse® brand

2023 Launch of the Expatisse Weekly Webinars concept & the Expatisse Educate Yourself Portal

2022 Building the cross-border Remote Work learning environment

2021 Building the EU Posted Workers Learning Environment

2020 Launch of the Multinationals Platform: weekly 30-minute online Peer-to-Peer meetings

2019 Building the Expatisse Educate Yourself Portal: bite-size online courses

2018 Building the Expatisse on-demand learning solution: just-in-time learning

2017 Expansion of Expatisse Academy into Europe and the USA

2016 Proven product status & start internationalization of Expatisse Academy

2016 Start of the International Comp&Ben course

2015 Accredited Academic status for Master Course HR & Global Mobility

2014 Introduction of Expatisse Blended Learning Concept

2013 Introduction of Comprehensive and Elementary HR GM Course

2012 Launch of our first learning program: master class Brazil

2011 Foundation Expatisse Academy: start testing our methodology

2010 Foundation non-profit Expatisse Research Centre: building the Expatisse didactic method

2007 Start of conference series "Out of the Box into Practice": gathering stakeholder's needs

2006 Start building the Expatisse community

2004 Start building the Expatisse online Global Mobility Information Portal

2003 Registration of the Expatisse® Brand

2002 Inception of the Expatisse Concept, kick-off awareness campaign

