

★ **EURA** The EuRApean

IS THE CRISIS NORMALITY?

Helmut Berg, RSB Deutschland and EuRA President



The answer to this question is not as easy as it may first appear. "Crisis" defines a limited period of time marked by the dysfunction of our societal, political and economic systems. Therefore this cannot be normal. Crises are extreme situations of upheaval, challenges which appear out of the blue like a virulent virus, taking a sudden and debilitating hold. However they can also hold opportunities for improvement. These improvements can be built from higher quality, more creativity,

determination, diligence and discipline.

In many talks and sessions at the Worldwide ERC Symposium in Chicago, people were exchanging their experiences and methods for weathering the crisis and how to move on and leave it in the past. The approaches sounded strangely familiar. Have you not heard this before? There was much talk about your own cost-saving, cost saving for the clients, finding smarter services and developing them, increased benchmarking, customer care and communication etc., etc. .

This is nothing new. It has been done before and is being done again right now. But now the demand for it is stronger. We have always had to react, have always had to be creative, innovative and client-oriented. But now the pressure is greater, and there is the uncertainty as to whether or not we have lived beyond our means in the past.

Is the crisis normality? Will it only now be shown who will prevail? Crisis is change. And change is constantly happening. *Panta rhei*. In the wake of crisis, change is even more significant. At the same time we learn - how to deal with crises for example.

EuRA is helping with this. Gotthold Ephraim Lessing, a renowned German writer who died in 1781 once said: "The slowest person who does not lose sight of his destination moves still more speedily, than he who hurries about without aim."

Setting and Pursuing Objectives

Setting and pursuing objectives is an effective strategy against any kind of negative developments in the relocation market. EuRA offers at least 3 objectives which, when met, provide better protection against economic challenges. CERP 1, 2 and 3, the EuRA Quality Seal and now also the certificate in coaching for relocation professionals from Oxford Brooks University working with EuRA. EuRA also offers many other sources for training and information exchange and we will strengthen these opportunities in 2010.



Everyone of us can still improve in one way or another! This is beneficial for the individual provider as well as for the whole industry.

EuRA in Chicago

This year we were once again represented with a stand at the Worldwide ERC Symposium in Chicago. And this year we once again extended invitations to an

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evening reception. Both activities turned out to be most effective and fruitful. The stand was continuously surrounded by interested parties and we were able to enlist new members for EuRA, among them also new candidates for the EuRA Quality Seal.

At our reception, which was attended by some 150 people Bob Rosing was invited as a special guest to give an address to our members. . He is the president and CEO of Dwellworks, a very successful merger of 3 former DSPs in the US. It was a smaller but high class event which will in future have a fixed place on the agenda at the Worldwide ERC Conference in Autumn. A gallery of the event is available online. (include weblink)

Members of EuRA are with the right organisation. EuRA is seen, is respected and gaining more and more influence in the Relocation industry.

New Members, Please!

Recently I spoke with a relocation service provider who was interested in EuRA but had no intention to become a member. By way of explanation they said that they had good connections to a EuRA member who was passing on information to them.

This is not how things are supposed to be and it is not fair. EuRA wants to grow in terms of quality and organically. We are facing further undertakings which will entail financial expenditure. The office in Diss, the website, the conference and many other activities need to be financially covered. And every new member helps with this essential planning. All of you can make a major contribution by canvassing new members but not by "feeding" them with information and keep them out.

Please remember: every new member also offers new Network-options.