



QUALIFYING  
WITH EuRA



The MIM - Managing International Mobility programme is now available free to all EuRA members via our online platforms.

Launched in 2012, the MIM fixed syllabus qualification combined the old EARP qualification Levels into one simplified MIM programme split into three milestones;

1. MIM Managing International Mobility Graduate (200 credits)
2. MIM+ Graduate (100 credits)
3. MIM+ Fellow

The MIM Managing International Mobility fixed syllabus programme is now being migrated to our EuRA Academy online platform, and is free at point of delivery programme to anyone employed by a EuRA Member company.

Once you have created your personal login and password for the EuRA Academy ([euraacademy.thinkific.com](http://euraacademy.thinkific.com)) just click on the programme you wish to follow. If you're a EuRA Member remember to login to our website first, to get the coupon to access the content for free.

Each module is clearly set out on the EuRA Academy ([euraacademy.thinkific.com](http://euraacademy.thinkific.com)) and consists of an introduction and 6 Components each comprising three sections;

**Section 1** - "Presentation" - a webinar presentation by the primary trainer, 20-25 minutes. This section is assessed.

**Section 2** - "Mandatory Extras" - webinar interviews with industry experts and further reading, web links to other presentations etc. This section is assessed.

**Section 3** - "Resources" - Further reading links, links to EuRA YouTube channel and conference sessions, links to other web based resources etc. This section is NOT assessed.

If you wish to gain credit by taking the assessment you just need to take a short Quiz which can be found on the EuRA Academy

listed as a separate course for which a small admin fee of €50 is charged. Each module Quiz presents questions taken from the "Presentation" and "Mandatory Extras" of each Component. Any further information in the "Resources" section is not assessed.

On the next page is a full description of each MIM module. Modules each comprise of an Introduction and 6 Components. Each Component comprises 3 Sections as described above. Sections 1 and 2 of each Component will have questions included in the Quiz. When you log in to the module's Quiz, you will be asked to pay a €50 admin fee.

## Costs - EuRA Members

The MIM - Managing International Mobility programme is free to access for all EuRA Members and their teams or consultants using the free access coupon available in the members area of the EuRA website. The only time a fee will be charged will be when the Quiz is requested and each Quiz costs €50. So, if you just want to learn, it is free! If you want to gain the first MIM qualification, the cost in total to take all the assessments for all four Modules will be €200. However if you have a team of people in your organisation who would like to get qualified, we have a licensing option which can reduce the cost by up to 50%.

[Contact us for details.](#)

## Costs Non Members of EuRA

If you're not a member of EuRA you can still take advantage of the MIM Online Programme, at the cost of €200 to access each module and €50 for each Quiz. Just set up an account on the EuRA Academy and make payment on the site. Couldn't be simpler!

For full details;

[www.eura-relocation.com/mim-training](http://www.eura-relocation.com/mim-training)

To enroll;

[www.euraacademy.thinkific.com](http://www.euraacademy.thinkific.com)



**MOBILITY INDUSTRY  
IN CONTEXT**

**MODULE 1**

**Mobility Industry in Context (50 credits)**

*Supply chains, clients and processes*

This module looks at how our industry is structured and the logistics of delivering mobility services. We look at the complex supply chains and networks that exist between corporate clients, Relocation Management Companies, Destination Service Providers and other mobility specialists. The module also examines HR policy and regional or global variations in the delivery of mobility services. This

module is the perfect addition to any onboarding programmes and for anyone new to the industry.



**EXCELLENCE IN  
SERVICE DELIVERY**

**MODULE 2**

**Excellence in Service Delivery (50 credits)**

*A new model for service excellence*

This module examines the complex psychological interactions that can impact the service experience of our customers and other stakeholders. We examine six core principles that can affect both the transferees and relocation professionals in achieving excellent customer service. The aim is to look at the individuals and how they interact as people, in contrast to the cross cultural perspective covered in other modules. Anyone holding a current GMS (Global Mobility Specialist) or CGMP (Canadian Global Mobility Professional) certification can take just this module and qualify as a full MIM graduate.



**MANAGING  
INTERNATIONAL ASSIGNMENTS**

**MODULE 3**

**Managing International Assignments (50 credits)**

*Processes for transferee assistance*

This module looks at how international assignments are structured and their key service delivery elements. The EuRA Global Quality Seal sets out the 5 core services of relocation and this module looks at their delivery. We also look at the management of pre-assignment processes, barriers to assignments and the management of repatriation.



**CULTURAL THEORY  
AND INTELLIGENCE**

**MODULE 4**

**Cultural Theory & Intelligence (50 credits)**

*The psychological impact of relocation*

Intercultural competence is an essential skill for any relocation professional and this module examines the long established research and some new perspectives. The central pillars of intercultural theory are a great place to start your learning in this field but we take a more holistic and subjective approach, looking at an integrated, personal skills based model. The module examines the CQ (Cultural Quotient or Intelligence) philosophy and looks at how practice and learning can be highly effective ways of becoming interculturally competent.



### **Achieving Business in an Uncertain World**

In this module Susan Ginsberg looks at the steps you can implement to plan growth in your organisation, from strategic planning and establishing an innovation plan to examining how strategic partnerships and collaboration are central to business planning. 50 credits.



### **Living & Working with Bias**

Following on from the MIM Module CTI, Sabine Baerlocher leads us through how to recognise bias and what to do to work effectively in our globalised industry. Managing bias across all our organisations is more important than ever and effectively enables us to work with intercultural competence and sensitivity. 50 credits



### **Legal Compliance in Mobility**

Compliance is an unavoidable and essential part of our lives and in this module EuRA's Strategic Consultant for Legal Issues Gordon Kerr looks at how you can implement your data protection policies, manage legal risks such as money laundering, check your contracts for accuracy and be mindful of tax issues. Essential learning for all. 50 credits.



### **You Are Your Brand**

Susie Goodall takes us on a journey in brand identity and importance in the mobility industry. Susie worked for many years in vendor network management within Mobility until taking a creative turn to become a designer. Her knowledge in both areas make this module extremely relevant for mobility professionals.

We are adding MIM+ content all the time and if you have a great idea for a module please let us know! Email [dominic@europa-relocation.com](mailto:dominic@europa-relocation.com)



**The Coaching Approaches in Mobility (CAM) Programme is designed to help mobility professionals at all levels to work effectively with expats and families during a time of intense change. It was developed by EuRA in conjunction with Oxford Brookes University and is now online at no cost to members in the EuRA Academy. Each programme consists of three modules and combined are each worth 50 credits.**

#### **CAM Programme A 50 Credits**

##### **Module 1 - Introduction to Coaching and the GROW Model**

Coaching is based on two principles; raising a persons' awareness of what they can achieve and then enabling them to reach their goals. This module looks at the GROW model in the relocation context and helps relocation professionals to identify the needs of the client and work with them to get the best possible outcome.

##### **Module 2 - Coaching Skills**

The relocation business relies on our exceptional communication skills. When working across cultures, be it with customers, suppliers or other business contacts, clear communication is a great asset. The aim of this module is to give delegates control over interactions to ensure they build effective working relationships with others.

##### **Module 3 - Transactional Analysis Part One**

Within the relocation industry we meet a variety of people and often work with challenging personalities irrespective of their culture or nationality. This module introduces the Transactional Analysis Ego States model which can be used to understand and manage interactions with individual clients.

#### **CAM Programme B 50 Credits**

##### **Module 4 - Roles & Responsibilities**

In some cases, the amount of work we are paid to do versus the amount of work we know they need, are very different things. How do we reconcile what we know transferees need, but we are not paid to deliver? In this module, the focus is on building trust while establishing boundaries that enable effective working.

##### **Module 5 - Giving Feedback and Challenging Supportively**

When giving feedback, there are good strategies and great strategies! This module will look at how feedback is best given in order to help our clients realise their goals. We will look at how to manage a potentially

difficult situation and learn to supportively challenge our clients.

#### **Module 6 - Learning**

Some of us are experience driven, some of us are more reflective. Knowing where we are strongest in this cycle helps us to identify where we can sometimes learn more. Conversely, being able to identify where our clients are strongest in this cycle helps us to work more effectively with them.

#### **CAM Programme C 50 Credits**

##### **Module 7 - Handling Change**

Change management is absolutely key to the relocation process and knowing how change impacts on the individual is the focus of this module. The module examines the latest research in neuroscience and look at patterns in the social environment and how we respond to them, using a new model to put this theoretical framework into professional practice.

##### **Module 8 - Emotional Intelligence**

Emotional Intelligence describes the capacity, skill, or the self-perceived ability to identify and assess the emotions of ourselves and others, as well as learning how to manage them. In relocation, the application of this module to our professional practice is particularly evident.

##### **Module 9 - Positive Focus**

The language we use with clients is critical. When guiding transferees and families through transition, it is essential that their expectations are positively managed. This module looks at the difference between positive thinking and positive focus and stresses the importance giving transferees a feeling of positive, personal power.

#### **CAM Programme D 50 Credits**

##### **Module 10 - Transactional Analysis 2**

Following from recognising ego states, this module delves deeper into recognising and matching, or moving, people from one ego state to another. Using the skills of listening, communicating, positive focus and recognition, this module applies the skills learned. In relocation, being able to move between ego states is crucial to getting to the core of the clients' needs.

##### **Module 11 - How Not to Start and Argument**

This may seem obvious, but when we work across cultures, social norms differ greatly. Conflict resolution is an essential skill in relocation and this module provides a valuable toolkit to identify areas of conflict and how to work in a person centred way to enhance communication and limit flashpoints.

##### **Module 12 - Cultural Competences and Personal Development**

EuRA and Oxford Brookes University have formalised a set of consulting competences; a best practice guide for relocation consultants. The Relocation Coaching Programme has delivered a set of usable and transferable skills and this module consolidates that learning into a best practice toolkit for the delivery of on the ground relocation services.

## MIM+

After the MIM Managing International Mobility Fixed Syllabus, extra credits can be earned to gain the higher level, MIM+ qualification.

Students can take advantage of EuRA's Lifelong Learning Programme which is delivered on the EuRA Academy online platform and well as face to face. A further 100 credits must be gained to qualify as a MIM+ Graduate.

Most of our intellectual output is graded as MIM+, so further learning is easy.

A full module, delivered either face-to-face or online via the EuRA Academy is worth 50 credits.

Students have two routes to MIM+ Graduate;

- 1 - Complete all 4 MIM Managing International Mobility modules and gain 200 credits towards MIM+. This is recommended for all participants.
- 2 - Skip MIM Managing International Mobility and gain 300 MIM+ credits from MIM+ delivered content and the CAM Programme. This is only recommended for experienced relocation professionals.

## MIM+ Fellow

Once students have achieved the 300 credits and become a MIM+ Graduate, they are eligible to acquire MIM+ Fellow status. This unique certification is granted to students who go on to complete a 2,500 word case study on some aspect of their training or professional life, graded at undergraduate university level. We run a Fellowship Mentoring Programme to help students gain this prestigious award. Successful Fellowship Case Studies are published in our magazine and on our website and can be found in the Articles. MIM+ Fellows get to use the logo on all their materials and are given the titles of Fellows of the European Academy of Relocation Professionals *and* Fellows of EuRA.

We also have a licensing option for MIM+ modules. Just choose the modules you'd like your group to study and we'll arrange a discount license.

For full details;

[www.eura-relocation.com/mim-training](http://www.eura-relocation.com/mim-training)

To enroll;

[www.euraacademy.thinkific.com](http://www.euraacademy.thinkific.com)

