

Guiding Mobile Talent Through Emergencies



The Issue

As more companies understand the impact of natural disasters and geopolitical events on business operations, they are rising to the challenge by developing emergency preparedness plans. While preparation is key to ensuring the well-being of employees, ultimately, a company must also navigate the **aftermath** of life-disrupting incidents.



The Mobility Impact

In 2024, approximately 11 million Americans were temporarily displaced within the US due to natural disasters. And that's just the impact on a national scale. Typhoons, flooding and fires impact countries globally, from the Philippines to Spain to Canada, and many communities in between. These widespread disasters can leave unprepared mobility teams scrambling to ensure the safety of their relocating employees and assignees.

Many companies prepare for such events by tracking employees, enabling them to promptly contact them and ensure their safety when events occur. While this is an important piece of a company's duty of care, further assistance may be needed by those mobile employees who have been displaced.

Employees also need to know how such events impact their work location. While their residence may have been spared, their office, factory, or lab may have suffered damage.



Extreme events can lead to power losses for extended periods of time, leaving SMS messaging as the best way to reach employees. Keep communication succinct and remember that internet access may be impacted.

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Client Impact

Your mobility partners may be the first to connect with your mobile employees. Recent storms in Houston prompted Weichert Corporate Housing to pull data for our clients with relocating employees and assignees in the area and proactively reach out to them to ask:

- Are you safe?
- Do you have power?
- Do you have water?
- Is your residence damaged?

After ensuring the employee's safety, alternate accommodations were quickly secured for those who were unable to inhabit their current residence. Weichert Corporate Housing developed and distributed daily updates to the client so they had **full visibility** into the status of their mobile population in the area.



By the Numbers

To fully comprehend the financial impact of natural disasters and emergency events impacting business continuity, here's a look at the data:

\$417 Billion

Total Economic Losses
(15% increase over the decade average)

\$154 Billion

In insured losses

\$263 Billion

Roughly 63% of total losses were not covered by insurance



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Our Recommendations

Reacting to a disaster goes beyond the immediate needs of the mobile employee. While ensuring their safety is paramount, lingering effects can often be ongoing and disruptive. Employers must be flexible, accommodating, and supportive as their employees try to regain a sense of normalcy. Employees may need more time in temporary living as long-term housing availability may be limited. Household goods shipments may be delayed due to infrastructure damage. Personal items may need to be replaced due to loss or damage.

Overcommunication is the goal when it comes to mitigating any further distress and retaining your talent. Keeping all internal stakeholders updated on the situation, both before, during, and after the event, limits any surprises. Distribution lists and email templates to stakeholders should be developed as part of a company's disaster preparedness plan and updated on an ongoing basis.



Above and Beyond

Some companies have implemented no-interest or low-interest loan programs for employees who have been displaced from their primary residence due to natural disasters. These loans can vary from \$25,000 USD to much higher amounts, depending on the circumstances and company culture. Strict guidelines for administering such programs have been developed, and the process for approvals of such loans has been formally documented.



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The Bottom Line

The unthinkable may be unavoidable, but how you prepare and respond can make all the difference. Supporting employees through disasters and times of uncertainty isn't just the right thing to do; it reinforces your commitment to their safety and well-being. In turn, it builds lasting loyalty, helps retain key talent, and strengthens your reputation as an employer of choice. Now that's worth planning for!

To learn more about disaster response and recovery initiatives, check out our [Emergency Preparedness Strategy Guide](#) or [reach out to our team](#).



References

Global Report on Internal Displacements 2025, Internal Displacement Monitoring Center

"Natural Disasters Cost Global Economy \$417 Billion in 2024", Risk & Insurance, January 21, 2025



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Email us at solutions@weichertwm.com

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