

How Spousecare helps attract and retain international talent

By Beatrice Benavides, 2018



It's been more than 10 years since Anette Pilmark first came up with the idea of Spousecare. What started out as a passion for helping families of foreign workers settle into Denmark is now an integral part of Danish society.

Founded in 2007 by Anette, Spousecare is a private company that specializes in caring for spouses of foreign employees hired by large Danish organizations. An issue that Spousecare aims to address is helping spouses and families of key staff members thrive in Denmark. As Anette says, *"Spousecare helps spouses get to know the Danish culture, and to establish a social network in their everyday life and to pursue a career in Denmark."*

As the managing director and founder of Spousecare, Anette Pilmark has a wealth of education and work experience under her belt, having worked as cultural trainer, project manager, team leader and with education of both children and adults. Anette founded Spousecare in Copenhagen, Denmark, in 2007, and she runs it with some of the most experienced career counselors.

After numerous conversations and meetings with Anette about Spousecare, you really get a sense that it's an integral company in both Danish organizations and in the lives of many foreign families in Denmark.

I've come to realize that you can sum up what Spousecare does in three ways - and what Spousecare does contributes greatly to employee satisfaction in Danish companies.

Here's what Spousecare brings to the table.

- Every spouse/partner situation is unique

The Spousecare program begins even before the family arrives in Denmark. Spouses receive a welcome call or email from Spousecare prior to moving. Anette explains, *"Once they arrive, they get a personal guide and contact person to the local Danish community."*

The spouse's contact person can help them with whatever social or employment goal they have. Spousecare provides a tailored solution to each spouse. *"Every spouse situation is unique. Spousecare thus has tailor-made programs that fit into the goals of each spouse or family,"* Anette says.

The spouse has someone to talk to, someone who can provide career counseling in the job-hunt, job interview training and someone who can help them establish a personal and social network. In other words, Spousecare provides tailor-made integration solutions based on each individual spouse or partner's specific needs and wants.

- Better attraction of international talents

Anette asserts that: *“International talent is a high commodity, and you need to work better at attracting them. Companies are at a war for international talents, so you have to offer the accompanying spouse/partner an add-on, so to speak.”*

And that’s where Spousecare comes in.

Working with Spousecare can help companies better attract international talents. International families get support, as Spousecare is an add-on to the benefits package.

Anette says that, *“We help our client company hold onto their foreign staff member by ensuring that the spouse receives a strong social network and a thriving everyday life in Denmark.”* What more would you need?

- Higher satisfaction from the foreign employees

Spousecare’s goal is to make sure international families are satisfied, happy, feel safe and welcomed. While the client company can focus solely on assimilating the new colleague, Spousecare focuses on his/her spouse. Establishing a high degree of satisfaction for the spouse can help the company hold on to their foreign employee. - And this is a big plus (!) as it would be expensive to recruit and hire someone, only to have them leave before their contract end date.

To sum up, Anette asserts, *“When a company chooses Spousecare as a business partner, they help to ensure the retention of their foreign employees.”*

A good investment

Spousecare is a good investment. They are experts and have been doing this for over a decade now ... and they are ready to bring positive experiences to international families for decades to come!

Stay tuned – we’ll be posting more of Spousecare’s positive influence, and next time, on expat families. For more information about Spousecare, visit www.spousecare.dk or contact Anette Pilmark.

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