

# *Trailing Spouse & Expat Family Challenges & Solutions*

[www.global-xpats.com](http://www.global-xpats.com)

*"There are two powers in the world; one is the sword and the other is the pen. There is a great competition and rivalry between the two. There is a third power stronger than both, that of the women."*

- Muhammad Ali Jinnah

*"When I was 5 years old, my mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down 'happy'. They told me I didn't understand the assignment, and I told them they didn't understand life."*

— John Lennon



# Table of Contents

I. Table of Content .....	2
II. Acknowledgement.....	3
III. Introduction .....	6
IV. The Expatriated Family .....	10
V. History of the Expatriate.....	11
VI. Socio-Economic Changes of the Family During the 20 <sup>th</sup> Century.....	15
VII. The Trailing Spouse of the Late 20 <sup>th</sup> Century.....	17
VIII. The Trailing Spouse of the 21 <sup>st</sup> Century.....	19
IX. The Trailing Spouse's Motivation to Move Overseas.....	22
X. Factors of Adjustment for the Trailing Spouse.....	24
XI. Successful Acculturation .....	27
XII. Hierarchy of Needs and the Trailing Spouse .....	35
XIII. Global Expats & <a href="http://www.global-xpats.com">www.global-xpats.com</a> .....	45
XIV. Conclusion .....	49

# Acknowledgement

I would like to thank Anne B. Braseby, Phd. for her dissertation *Adaptation Of Trailing Spouses: Does Gender Matter?* Her analysis and insight into the challenges of the Trailing Spouse and expatriated family have been invaluable in compiling this presentation. Not only does she examine the psychological and emotional factors expat homemakers face, and how they deal with them, but why they occur.

In exploring the question from a cross-gender and historical perspective she has brought to light many of the socio-economic factors at play in present “modernizing” societies, communities, and within the family unit.

Most studies and literature surrounding expatriates and the expatriation experience only examine Americans, or at least western Anglo-phones.

However, with globalization increasing at an exponential rate, expatriates are more and more often coming from a wide variety of nationalities and cultures, showing many of the same trends as their American counterparts in their expatriation and adaptation process.

These trends, as Dr. Braseby demonstrates, are in part linked to the changing role of women, particularly the homemaker, within a society and how women (and men) are responding to those changes.

By examining the past and present developmental stages of American expatriated families and homemakers, one can anticipate the necessities and challenges of this group, as well as how “emerging” expat markets will develop and respond to their own expatriations.

For example, in the past decades Spain has experienced dramatic economic growth in conjunction with the advancement of women’s rights. As a consequence to the former large corporations have begun to expand into foreign markets, and expatriate a number of their employees. The trends and challenges of these Spanish families show a striking resemblance to Americans expats of the ‘50’s and ‘60’s.

The French are another case in point, whose expatriation trends of today might be comparable to that of the Americans in the 1980's. Or, in the case of Indians whose country is in the midst of dramatic social and economic changes; their expansion into foreign markets and expatriation trends might be compared to American expats of the 1940's and '50's.

How might examination of the socio-economic development of the American expat family over the past 100 years help to understand, and prepare for the challenges that “emerging market” expat families are experiencing, now and in the future?

Further research and examination of trends within expat communities and families, from a cross-cultural, cross-gender perspective and how this affects their wants, needs, behavior, actions, etc. is warranted. However, work done by researchers such as Dr. Anne Braseby's, Dr. Yvonne McNulty, Dr. Anne Copeland, etc. provide significant insight into the motivations, incentives, aspirations, fears, reservations, and biases of expats in their decision making process, which in turn determines consumer-spending habits and investment decisions.

# Introduction

Studies and reports repeatedly demonstrate that the expat spouse/homemakers is the key to the success of the expatriation experience. She (or he) provides the support, stability and guidance needed during highly stressful transitions and challenges, often at great personal and financial sacrifice to her or himself.

These studies also show that the emotional stability, strong coping and problem-solving skills, and cultural agility of the homemaker translates into a well-adjusted and productive family; in the work-place, school, and community.

On the other hand, the various socio-economic reasons that have propelled women to seek gainful employment outside of

the home for centuries, are still omni-present today; leaving the modern woman in a particularly difficult position.

Because of deeply inculcated social norms and traditions “working women” are expected to assume the same roles and duties in the home as past generations, while performing at par, or better, to their male counter-parts in the work-place; resulting in a situation that excessively surcharges their time, energy, and resources.

In part due to these pressures, many highly-educated, professional women are agreeing, and at times embracing the opportunity, to sacrifice their careers in deference to their husbands’ career and transnational opportunities, as well as in the general interest of their families. Such was the case in my own expatriation experience and marriage.

My awareness and appreciation of this situation, its complexities, and my desire to create a suit-case career for myself prompted me in 2006 to create [www.global-expats.com](http://www.global-expats.com).

In the ensuing years the idea developed into a more complex and larger project that aims to offer the same work/family balance and financial independence to other expat homemakers that I have been attempting to provide for myself.

Additionally, during my research and development of Global Expats as well as my studies on women's and children's rights within family courts, I have come to appreciate to what extent the nurturing and socialization role that homemakers play in our societies, has not, and is not, being properly recognized or valued by institutions or social norms.

If solutions to the complex social and economical challenges that plague societies around the world are ever to be found and



implemented, it will ultimately be achieved at a grass-roots level by the care-givers of society and those who serve as our “moral compass.”

In order to accomplish this in an effective and proficient manner homemakers must be provided with the opportunities, means and tools to effectively fulfill the roles they have traditionally played in the family, community and society, while at the same time afforded the opportunity to pursue and fulfill their own personal social and economic needs.

This is the ultimate goal of Global Expats.

*No problem can be solved using the same level of consciousness used in creating it.*

Albert Einstein

# The Expatriated Family

*Expatriate - (1818) "one who has been banished;" main modern sense of "one who chooses to live abroad."*

Dictionary.com. *Online Etymology Dictionary*. Douglas Harper, Historian.

*The term Trailing Spouse is used to describe a person who follows his or her life partner to another city because of a work assignment.*

[www.en.wikipedia.org](http://www.en.wikipedia.org)

*A Third Culture Kid (TCK, 3CK) or Trans-Culture Kid is "someone who, as a child, has spent a significant period of time in one or more culture(s) other than his or her own, thus integrating elements of those cultures and their own birth culture, into a third culture." TCKs tend to have more in common with one another, regardless of nationality, than they do with non-TCKs from their passport country. TCKs are often multilingual and highly accepting of other cultures.*

[www.en.wikipedia.org](http://www.en.wikipedia.org)

# History of the Expatriate

## 1920's

*The 1920s are the years most associated with American expatriates in Paris, as the so-called "Lost Generation" fled the United States in search of "liberation and artistic freedom". Some prime examples are Gertrude Stein, Robert McAlmon, Ezra Pound, T. S. Eliot, F. Scott Fitzgerald, Ernest Hemingway, Janet Flanner, Solita Solano, Djuna Barnes, Kay Boyle, Harry and Caresse Crosby, Walter Lowenfels, Anais Nin and Henry Miller.*

## 1950's - 1970's

*Another famous group of expatriates was the so-called Beat Generation of American artists living in other countries during the 1950s and 1960s. This group included Jack Kerouac, Allen Ginsberg, William S. Burroughs, Gregory Corso, Harold Norse and Ira Cohen. Gary Snyder has studied Zen in Japan. Later generation expatriates included 1950s jazz musicians such as Steve Lacy, 1960s rock musicians Jim Morrison and Nina Simone, as well as 1970s singer-songwriter Elliott Murphy.*

[www.en.wikipedia.org/wiki/Expatriate](http://www.en.wikipedia.org/wiki/Expatriate)

## Global Expatriates 1970 - 1990



*“International assignments are mostly driven by large multinationals base in the US and Europe. These organizations send talent from the HQ country out into the field to manage operations in other parts of the world. Many assignments are from the US into Europe, but oil and gas, mining, and other industries dependent on natural resources regularly send staff to more far flung destinations. Assignee are usually sent off for a two-to-five year period and are incentivized with attractive expatriate packages.”*

Source: Talent Mobility 2020 – Price Waterhouse Coopers

## Global Expatriates 1990 - 2010



*“Demand for global mobility of talent increases as new markets emerge for companies to sell their products and services, and also manufacture their goods at lower cost. Offshoring gathers pace. A new breed of mobile worker emerges alongside the expatriate and meets the globalisation demand through commuter, rotational, and technology-enabled virtual assignments. The flow of talent is still predominantly from West to East or intracontinental, but companies begin to tap into a rich talent pools in emerging markets, particularly India.”*

Source: Talent Mobility 2020 - Price Waterhouse Coopers

# Global Expatriates 2020



*“Global mobility continues to grow in volume. Within the context of closely aligned international regulatory frameworks, the growth of cross-border acquisition by sovereign wealth funds, lingering public investments in private business concerns, greater security cooperation between nations, and information technology that can identify and connect talent in an instant, global mobility becomes part of the new normal. Mobility of talent is fluid. For example, a Chinese company may engage a European team to manage an investment in Africa.”*

Source: Talent Mobility 2020 – Price Waterhouse Coopers

# Socio-Economic Changes of the Family During the 20<sup>th</sup> Century

*The patriarchal family was constructed to give sexual control of men over women to ensure progeny once male inheritance became established (Kimmel 2004).*

*In the 19<sup>th</sup> century biological arguments were used to justify women's exclusion from the labor force; they were too weak, lacked strength, their brains were too small. So those who could, stayed home and looked after the children accepting the role of homemaker and mother.*

*This was reinforced during the Great Depression when it was considered men should have the few available jobs. Although World War I had not lured many housewives into the labor market, World War II did...They proved they could work, keep house, and raise a family. (Kessler-Harris 1982; McDowell 1999; Hesse-Biber and Carter 2004).*

Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby

*When the men returned, the women were expected to return to their previous role of housewife and mother*

*Women resisted, enjoying their new-found economic freedom, so a campaign was launched to redomesticate women in the 1950s... (These) ideals...were to be indelibly fixed in many people's minds to the point of believing that domesticity was a natural, innate feature of women, with men conveniently inept at keeping house."*

*...This model of the traditional nuclear family with the male breadwinner and female stay at home nurturer became insinuated into the popular cultural imaginary where...it continues to hold strong today (Coltrane 1998)...*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*



## The Trailing Spouse of the Late 20<sup>th</sup> Century

*...Despite the “Feminist Revolution” of the 1970s, the business research on trailing spouses still held quite fast to what are now widely recognized as gender stereotypes. Thus, many of the initial approaches to spousal adaptation among expatriates were based on middle-class, middle-aged women who came of age in the 1950s when functionalist ideals of the breadwinner husband and stay-at-home housewife were normalized.*

*Many of these early trailing spouse women, although educated, rarely had careers or professional identities of their own. They had been groomed to marry, take on the identity of the wife and mother and assume a supportive role to their husbands...researchers assumed that the wife would follow her husband; after all that was the “natural” and “normal” thing to do at the time... it was considered that wives had relatively little exertion of power in decision making in the marital relationship (Zvonkovic, Greaves et al. 1996; Brescoll and Uhlmann 2005).*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

*Huge social, political, and economic changes have occurred since those first studies, drawing married women into the paid labor force. Women's opportunities for paid employment expanded greatly during the 1960s and 1970s... Legislation began to break down legal barriers for women to pursue careers in professions that had largely excluded them before, such as law, medicine, and management (Reskin and Roos 1990)...*

*As more women enter the workforce the dynamics within the household have altered. With relatively more economic independence, women have a greater influence in family decision making (Gerson 1993; Goode 1994; Zentgraf 2002) which has led to a marked decrease in the migration of professional couples where two careers need to be negotiated before a move is made (Boyle and Halfacree 1995; Green 1997; Nivalainen 2004).*

*This is borne out in the fact that despite more companies going international and needing additional overseas personnel, they have reported difficulty in recent years in recruiting employees to relocate overseas (Global Relocation Trends Survey 2009).*

# The Trailing Spouse of the 21<sup>st</sup> Century

*“Family considerations” is one of the major reasons given for not pursuing an overseas assignment including spouses not willing to sacrifice their careers by going overseas where finding appropriate employment is unlikely (Harvey 1997; Pellico and Stroh 1997; Harvey and Kiessling 2004; Adler 2007). The middle class trailing spouses of the first decade of the twenty-first century have been raised with very different socio-cultural norms than the trailing spouses of the generation before. Many of them are highly educated women with professional statuses that challenge the sex role stereotypes which dominated the first trailing spouse studies.*

*The struggle by women to acquire all the advantages of the feminist movement are not given up lightly: many are not willing to forfeit them to follow their husbands overseas. Although the feminist revolution is far from complete, women today have greater economic independence and dual career couples often have a much more egalitarian marriage, allowing women*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

*greater decision making powers within the marital relationship (Potuchek 1997).*

*...Successful career women want to perform like men in their professional lives, but men don't have the pull of family responsibilities that career mothers do. Often women try to "do it all;" the supermom syndrome which inevitably leads to role overload...They rarely feel they are doing either to their own satisfactory level and can lead to a negative self image. Pamela Stone and Mary Blair Loy have written about these professional middle class women who have opted out of the workplace to become stay-at-home moms because they felt they could not "do it all."*

*...These many competing pressures to be a successful career woman, a good homemaker, a good mother and a good wife, all driven by the ideals of the traditional sex roles, impact women's lives tremendously. It is these competing identities that determine whether women will become trailing spouses, and will affect their adaptation once they have relocated overseas. Men do not have such competing identities, so their reasons for becoming trailing spouses are much more elusive...*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

*...(The model of the traditional nuclear family) is inherent in women's decisions to become trailing spouses. It is reified by the companies that transfer the families overseas and expect the male worker to have a female support at home so he can give 100 percent to the company. It is constructed within the expatriate community with American Women's clubs and schools defining activities and information needed to be a "good mother." And it is shattered when men decide to become the trailing spouse.*

*...Although stay-at-home fathering is becoming more frequent, it still remains a difficult decision for most men. To many people stay at home fathers have crossed the boundaries that are considered gender appropriate and tend to be distrusted by others, men and women alike...Men are taught to be powerful, that is economically successful, and staying at home...to look after children is perceived as submissive or dependent. Relying on a woman's income makes them appear particularly unsuccessful. Women's work is devalued in many societies and as such stay-at-home fathers are devalued too (Wood 2003).*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

## The Trailing Spouse's Motivation to Move Overseas

*An overseas experience as a trailing spouse can be an interesting, exciting experience, and it can also be a frustrating, disempowering experience...With dual earners being the norm in American families, why would a spouse give up their career to move overseas where they probably cannot work?*

*...People who have decided, for various reasons, to follow their partners overseas, often putting their careers on hold, isolating themselves from family and friends, and agreeing to live a domesticated life in a strange culture where many find difficulty communicating with the host society...*

*..Is the female trailing spouse the victim of gendered social expectations where she trails her husband because she is bowing to the traditional breadwinner role as the name suggests, or is she using the opportunity to become a willing trailing spouse to liberate herself from some of the gendered societal expectations that have persisted even in the post-feminist era? Likewise, when a husband decides to follow his executive wife overseas, is it purely an economic decision if she earns more than he does?*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

*...Two different types of trailing spouses emerge:*

- 1) Those who agreed to relocate not because they wanted to but in order to improve the family's economic position and enhance the partner's career*
- 2) Those spouses who, in their words, were "ready for a change." Gendered societal expectations weave throughout the decision making process.*

*These two patterns are not monolithic nor are they mutually exclusive. Many participants expressed more than one reason as to why they decided to relocate...*

*A study on dual career couples and found even when wives have equal or better salaries, they tend to be unwilling to consider a move to improve their own career prospects if it means their husbands have to find a new job. Conversely, husbands tend to be more willing to uproot their families if it means their own career prospects will improve. The Bielbys conclude that the husband is fulfilling his functionalist role as the "provider" by perceiving economics to be the most important aspect of the move whereas the wife is fulfilling her role as nurturer and taking responsibility for the welfare of the family above her own desires.*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

# Factors of Adjustment for the Trailing Spouse

## How Do I Prepare? Anticipatory Adjustment

*There are numerous ways that spouses can build more realistic expectations, including having overseas experience, collecting information from books, the Internet, or people with experience living overseas, and/or participating in an inter-cultural training program...spousal counseling, language training, career counseling, networking information, and intercultural training help reduce early assignment withdrawals*

*(Trager 1987; Selmer 2001; Copeland 2003; Pascoe 2004; McNulty 2005; Miser and Miser 2009; Cole 2010).*

*...Despite these consistent findings, employers have been slow to implement programs for spouses and families (and) trainers have generally presumed that the training for the spouse is similar to the training for the transferee.*

*(Takeuchi, Yun et al. 2002; Selmer and Leung 2003; McCaughey and Bruning 2005).*

*...previous overseas experience for spouses was positively correlated with adjustment.*

*Black and Gregerson (1991)*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*



## I've Arrived – What Do I Do Now? In-Country Adjustments

*The biggest change is experienced by the spouse, whether male or female... There is a plethora of new services to organize, bureaucracies to deal with as well as navigate the geography of the area to find facilities to fulfill their role as executive of the household.*

*The spouse is left to find stores to buy food they are not familiar with, use a currency they do not yet understand, buy food in weights that are alien, in a language many do not understand. It takes months to get oriented to their new surroundings and familiarize themselves with the day to day running of a home in a foreign country. The constant unknowns can be exhausting...*

*The expatriate bubble are (expats) who chose to live with like members of the community to enhance social and cultural connections. However, expatriate clusters form around language and not just nationality; so Americans, Europeans, Canadians, Australians and British tended to be in one area while Japanese or Indian would be in another.*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

## Different Responses to Managing the Physical Environment

- 1) *They isolate themselves as much as they can from the host environment, living in a “mini America”*
- 2) *They adapt to certain aspects of the environment but also change their environment to make it more similar to their home environment*
- 3) *They themselves adjust until the foreign environment becomes their home environment*

## Factors in Trailing Spouses' Adaptation to Host Society

- 1) *Their motivation to integrate with the host society*
- 2) *The quantity and quality of contact with the host society*
- 3) *Participation in activities with the host society*

*Although most of the preparation for an overseas move is geared toward the host environment and adaptation to the host society, it is often difficult for even highly motivated spouses to integrate into the host community because of reluctance from the host society themselves, language fluency, and differences in cultural values.*

Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby

# Successful Acculturation

- 1) *The honeymoon stage - the immigrant is fascinated by everything new*
- 2) *After a few months immigrant has to cope with real conditions of life, usually characterized by hostility towards the host nation and longing for the familiarity of home country food, media and conational friends.*
- 3) *Immigrant shows some acculturation where functioning in the host nation becomes easier*
- 4) *Immigrant exists comfortably in the host culture*

Oberg (1960)

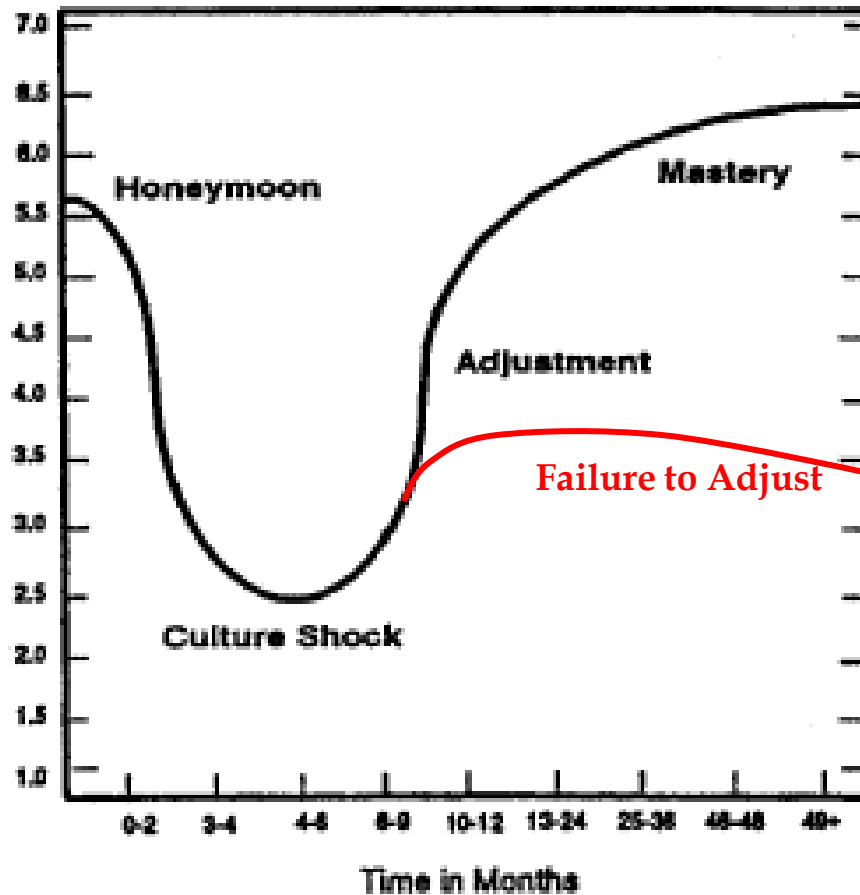
## *Berry's Bi-dimensional Model of Acculturation*

Maintenance of Culture of Origin	Maintenance of Culture of Host	
	Yes	No
Yes	Integration	Separation
No	Assimilation	Marginalization

*Note. Adapted from "Immigration, acculturation, and adaptation" by J. W. Berry, 1997, Applied Psychology: An International Review, 46, p. 5-34.*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

Degree of Adjustment



*Integration*

*Assimilation*

*Separation*

*Marginalization*

Figure 1. The U-curve of cross-cultural adjustment

Derived from Black and Mendenhall (1991)

# What is Cultural Adjustment?

- *Manageability of life* - the adaptation to the physical environment and its social structures which includes environmental and situational conditions such as schools, transportation, availability of goods, weather, the ability to communicate, entertainment, communication facilities etc.
- *Acceptance of diversity and change* - “cultural openness,” “commitment to live overseas,” “acceptance of culture,” “cultural empathy,” and “open-mindedness.”

Trying to communicate interculturally is not just about having a common language, but about understanding each other's cultural concepts. Milton Gordon (1964) posited that there are two different levels of culture, extrinsic culture, which is that which is visible by outsiders and intrinsic culture which cannot be so easily detected nor understood by outsiders.

*Adaptation of Trailing Spouses: Does Gender Matter?* by Anne M. Braseby

# Stages of Cultural Adaptation

## The Honeymoon Stage

**Common thoughts during the Honeymoon Stage include:**

*Isn't this exciting? I can't wait to tell \_\_\_\_ about this!  
Aren't they interesting? Everything here is so \_\_!*

### **Characteristics of the Honeymoon Stage:**

- *You are busy taking care of business (registration, housing, bank account, etc.)*
- *You are observing the new culture and familiarizing yourself with the new environment*
- *You are meeting useful and friendly (people)*
- *You are making your first social contacts with members of the host culture*
- *You are seeing and doing new things and enjoying a new world*

# The Conflict Stage

## Common thoughts during the Conflict stage include:

*We would never do that in my country! Why can't they just \_\_\_\_\_?  
I only have \_\_\_ months before I go home. These people are so \_\_\_\_\_!*

## Characteristics of the Conflict Stage:

- *You begin to desire more personal relationships with members of the host culture*
- *You find you have little time or opportunity to make friends*
- *You are feeling isolated, out of place*
- *You may feel tired, sick, depressed, angry, or frustrated*
- *You have a growing awareness that your home culture's behaviors may not be accepted in the host culture, and you may have to give up, suspend, or modify your own behavior*
- *Your high expectations remain unmet*

## Characteristics of the Conflict Stage (continued) :

- *You blame the host culture for your problems*
- *You spend lots of time with members of your home culture complaining about the host culture*
- *You experience problems with the subtleties of the target language*

## The Critical Stage

### Common thoughts during the Critical Stage include:

*Why shouldn't they say/do that? We say/do that too, but differently*

### Characteristics of the Critical Stage:

- *You choose to become an "explorer" in the new culture*
- *You accept the challenge of self-reflection*
- *You assume responsibility for your own cultural adjustment*

[www.odu.edu](http://www.odu.edu)



# The Recovery Stage

**Common thoughts during the Recovery Stage include:**

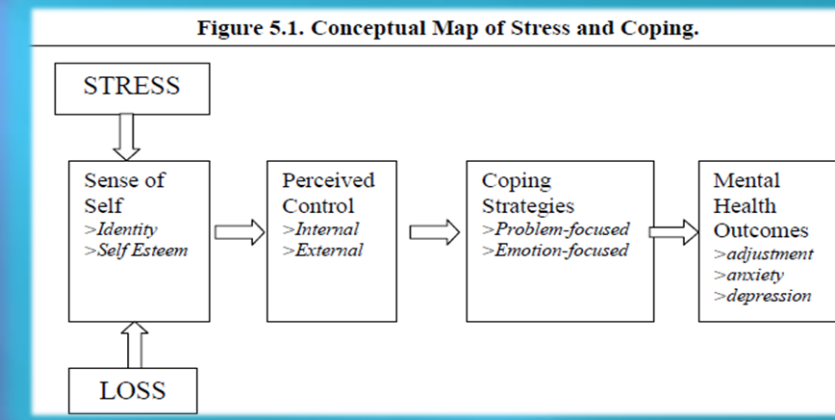
*You don't understand them like I do. I'm beginning to like this.*

## **Characteristics of the Recovery Stage:**

- *Your language skills improve noticeably*
- *You begin to understand the actions of members of the host culture*
- *You have finally made friends and feel part of the community*
- *You develop a greater tolerance for what is strange and new*
- *You become a mediator between the two cultures*
- *You feel proud that you can make yourself understood in the target language and that you can understand native speakers*

[www.odu.edu](http://www.odu.edu)

# The Ability to Cope with Life Stressors



*Individuals who possess high self esteem and/or sense of control over their lives have significantly lower symptoms of anxiety and depression when negative events occur.*

*(Pearlin 1991; Ross, Mirowsky et al. 1991)*

*The most adaptive forms of coping demonstrate the selective use of both functions of coping (problem and emotion-focused,) and that when people match or tailor their coping effort to the specific stressors they face, adaptation is greatest and psychological distress minimized*

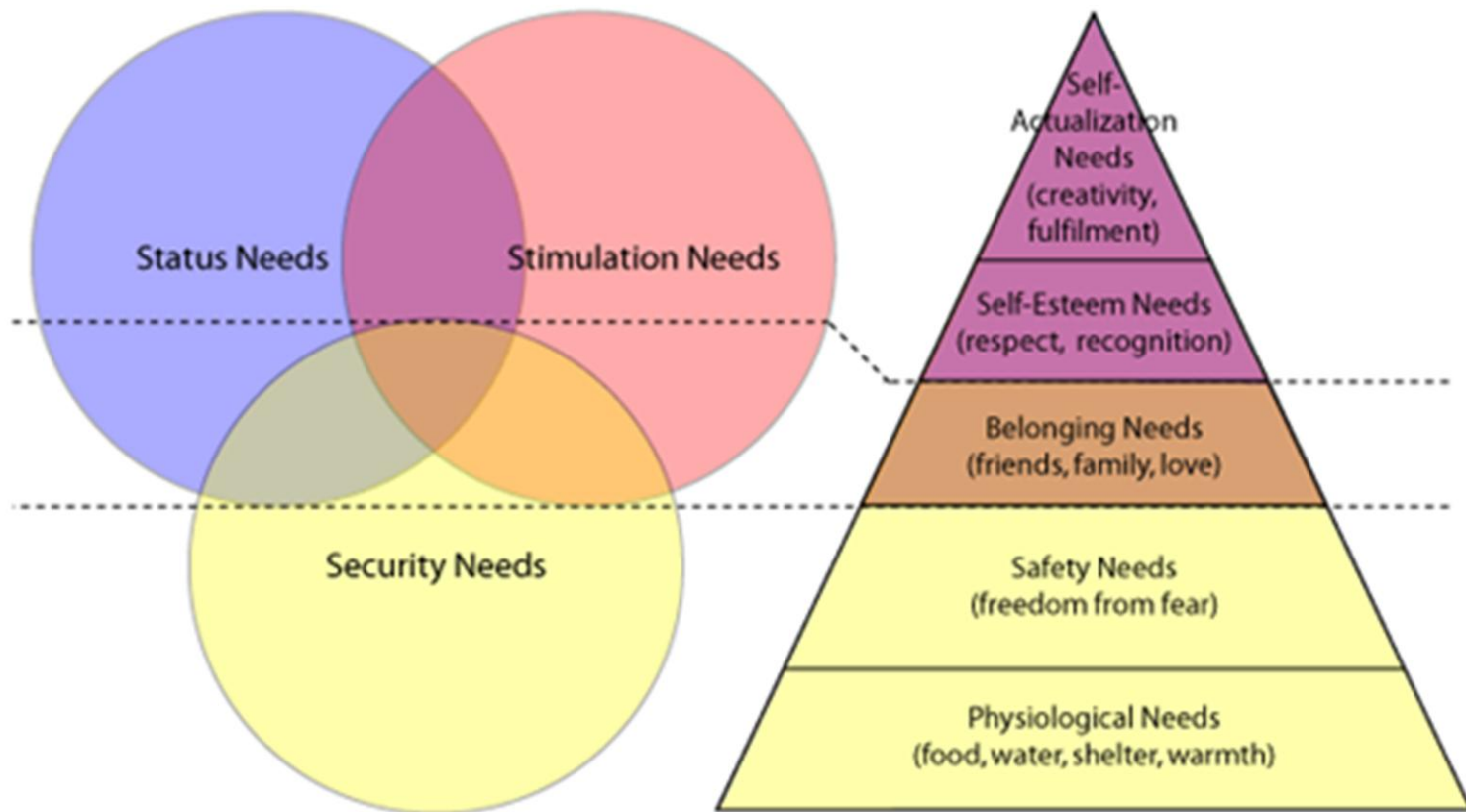
*(Frazier, Hooker et al. 1993; Frazier, Tix et al. 2000).*

*Adaptation of the Trailing Spouse: Does Gender Matter by Anne Braseby*

# Hierarchy of Needs and the Trailing Spouse

## Comparison of the *Fundamental Needs Model* with Abraham Maslow's *Hierarchy of Needs*

© 2008 - Allan Revich



Revich, A. *Three Fundamental Needs Model*, 2008

From Maslow, A. *Motivation and Personality* (2nd ed.) Harper & Row, 1970

# Psychological Needs of the Trailing Spouse

*“What relocation support did you receive that helped your family the most? “*

*“Knowing where the decent suburbs were. What bank to use...how to lease a car... help on all aspects of the move...minimizing time in hotels...finding accommodations...taking (us) places to orient ourselves...help moving in, with people to set the utilities (gas, electricity, internet, telephone) ; help with translator at first; how to buy a car, where, how much; meeting families who can share their experiences of school and living...intensive language courses...show me the shops and business I would need ...a handbook that was useful. It was the only consolidated source of information...books about cultural shock and brochures about moving...information about living conditions in the new location; advice for career development for the accompanying spouse...assistance in moving pets... get our house settled in and start living...*

*Source: “ExpatriExpert.com/AMJ Campbell International Relocation “Family Matters!” Survey”*

*The information received about schools, shopping, and social activities is usually from expatriate (community/spouse) sources...*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

## *What kind of assistance do you get (from HR) at new location?*

*77.9% - Real estate assistance*

*64.2% - Work Permit (for employee)*

*49.7% - Set up bank account*

*34.6% - medical support (names of doctors, etc.)*

*29.8% - School search assistance*

*23.9% - shopping familiarization*

*18.2% - Handyman services*

*10.5% - Technical assistance for home computers*

*9.1% - Career counseling*

*3.0% - Babysitting service*

*Companies have reported...that they make cross-cultural training workshops and other pre-departure training available to almost all families. Respondents...reported a different story...such support may be written down in policy, but neither is being communicated or implemented.*

*The stronger the accompanying family feels, the...happier the employee will be both physically and emotionally, capable of carrying out his or her overseas assignment in a way that is profitable for the company or organization, and enriching for the family.*

*Source: "Expatriate.com/AMJ Campbell International Relocation "Family Matters!" Survey"*

# Safety Needs of the Trailing Spouse

*A change in cultural environment can be extremely stressful as it involves a reorganization of cognitive maps, learning new rules for interaction, changing previously learned behaviors and acquiring skills needed to perform in the new situation.*

(Gullahorn and Gullahorn 1962; Torbiorn 1982; Bochner 1986)

*The level of cultural difference often indicates the amount of stress or acculturation difficulty a person may experience .*

(Sheehan & Pearson 1995).

*If the new culture involves differences in language, humor, human rights, laws, or taboos, the process of acculturation is often more difficult.*

THE IMPACT OF ACCULTURATION by Jonathan Leggett

*...Spouses who had been used to being economically independent before relocation saw the lack of income after relocation as a threat to their financial freedom...(others found) more control of their lives abroad because they viewed their marriage and its resources as a partnership...*

Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby

## Belonging Needs of the Trailing Spouse

*Emotional support, particularly in the first few months is especially important to get spouses through the hostility stage of culture shock (Oberg 1960). One way that social support can help with a stressful situation is by providing the necessary resources to help cope with the stressor...exchanging information within a social network, gaining comfort by sharing, and shaping new interpretations to a stressful situation .*

*Cohen and Wills 1985; Thoits 1986; Aspinwall and Taylor 1997; Hopkins 1997; Haslam, Jetten et al. 2004*

*Spouses who had been stay-at-home parents found the expatriate community much more of a social and emotional support than the support they had at home... The support can be from individuals, but also from community groups. It is a sense of belonging that is important*

*(Felton and Shinn 1992).*

*...employed transferees who do not have to interface with many of the daily hassles that spouses do, do not understand the stresses that spouses go through...did not understand or appreciate what she had given up...Other spouses felt the international experience enhanced their family ties and they became an emotional support for each other.*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*

## Belonging Needs and Expat Wives Clubs

*For many spouses, particularly wives, the expatriate community is a social space where resources, help, and support abound. Resources were found through clubs and societies that were run by expatriate spouses...not only gave information that helped relieve some of the stressors (and) provided a space for newcomers to meet people and make friends...*

*...In some ways the...expat community is a throwback to the 50s when all women stayed at home raising their children and not working. What I have appreciated is the company of so many bright, intelligent women with professional degrees...accomplish great things on a volunteer level. I didn't find that back home...*

*Not everyone felt the clubs and societies were what they needed for social support... There can sometimes be very negative feelings there. They all want to create a "Little America" and that is not why I am here... Some spouses, particularly non-parents, did not want to join the Club for the same reasons ... but could not find another outlet to find their social support.*

*Adaptation of the Trailing Spouse: Does Gender Matter? by Anne Braseby*



## Self Esteem Needs of the Trailing Spouse

*Although some spouses felt a loss for some aspects of their identity, people have multiple identities that are formed along axes of identification such as gender, nationality, ethnicity, relationships, profession, or hobbies.*

*One person can identify herself simultaneously as a mother, a daughter, a wife, a runner, a dentist, an American, and a Republican, but as her social contexts change, so might her identities. That is, identity is not fixed but plastic and contextual.*

*Relocation provokes huge context changes that, in turn, generate pressures to alter or change their identifications. Some identities are lost, others are shifted and some are strengthened. Brett and Stoh (Brett and Stroh 1995) refer to the redefining of personal and social roles as identities in a state of transition.*

*Cognitive dissonance in our beliefs about ourselves can negatively impact our self-esteem and result in a variety of negative emotional states most notably stress, anxiety, and feelings of depression.*

*Adaptation of the Trailing Spouse: Does Gender Matter by Anne Braseby*

## Self-Actualization Needs of the Trailing Spouse

*Two major assets to spousal adaptation overseas are parental status and a readiness for change. Parental status is important to both psychological adjustment and socio-cultural adjustment. Children are an avenue to making social networks to build social support, but they are also a source of an identity that is accepted and respected.*

*By transferring and building identities and concentrating on activities that provided them with an internal locus of control their self esteem grew, and they achieved higher levels of adjustment...*

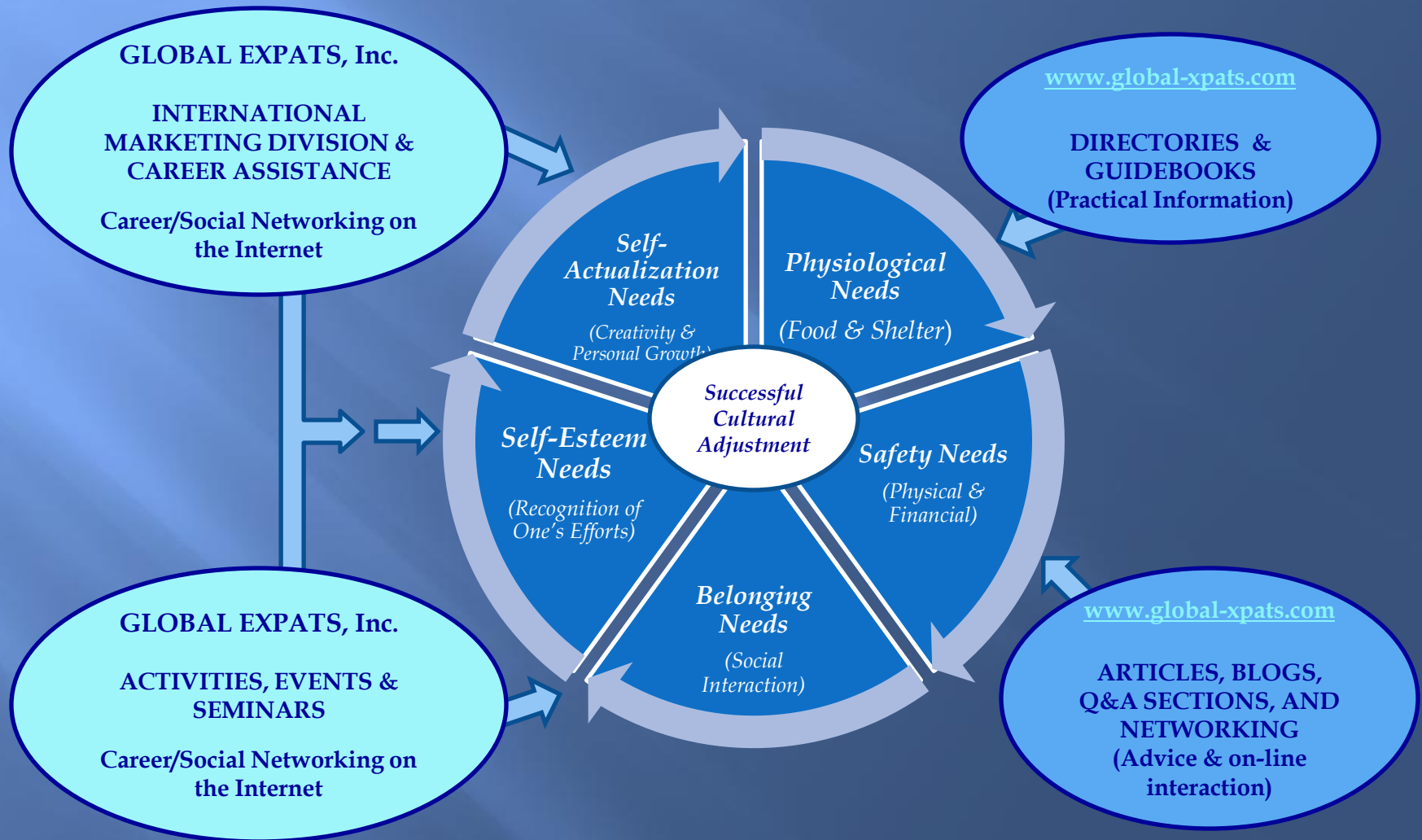
*Those spouses who were and continue to be stay-at-home parents had less identity dissonance than spouses with professional, high status careers... Spouses who have strong professional identities and firm projections for their career will suffer a great deal of loss if they cannot continue with their careers, especially when they see the transferees enhancing and forwarding theirs...*

*Adaptation of the Trailing Spouse: Does Gender Matter by Anne Braseby*

# Acculturation of the Expatriated Family and Maslow Hierarchy of Needs



# How Does Global Expats & [www.global-xpats.com](http://www.global-xpats.com) Meet the Needs of the Trailing Spouse and Expat Family?



# [www.global-xpats.com](http://www.global-xpats.com)

- Build an on-line community which provides practical support and assistance to expatriated families of all nationalities
- Languages: English, French, & Spanish with later expansion into other languages
- Free country/city Directories filled with carefully selected products and services needed by the expatriated families.
- Free social networking section where expat families may find “lost” friends, make new ones, and keep in contact with family and friends around the world
- Destination-by-destination Expatriated Survival guidebooks (on-line & paperback)
- Free articles related to living abroad and global challenges
- Free on-line cookbooks, promoting worldwide culinary traditions as well as nutrition, menu plans and entertaining
- Free country-by-country General Facts section
- Free country-by-country Q&A sections

# [www.global-xpats.com](http://www.global-xpats.com)

## Directories Section

- *Country-by-country directories for every country in the world. Larger countries divided into regions or cities (ie. Spain / Madrid, Barcelona, Costa del Sol, Costa Brava.)*
- *Comprehensive directories (Citysearch.com model ) compiled of carefully selected companies offering the products and services needed by the expat family. Managed by expatriated spouses / homemakers living in host country.*
- *Database of 200,000+ listings per destination, concentrating on neighborhoods where the targeted expats live. Initial worldwide data-base consists of 300,000 addresses with final data-base estimated at 50 million.*
- *Each category and subcategory (ie. Education / Pre-schools) contains helpful hints or links to related articles.*
- *Revenues will be generated by Sponsor and Banner Ads; AdWords; Androids; descriptive texts, email inclusions, web links, video ads, and newsletters.*

# Developmental Stages of Global Expats

*\*see Business Plan for full details*

## 2012

- Uploading of the first 35 destinations (data-base already compiled)
- Marketing of sponsorship advertising space on website
- Creation of Global Expats Survival Guidebooks
- Execution of an integrated out-reach campaign designed to reach targeted audience

## 2013 – 2014

- Development of the remaining 265 Directories
- National and local advertising sales campaigns
- Develop an integrated, global managerial structure for Global Expats at regional, national and local levels.
- Develop an integrated, country-by-country pricing structure for activities, programs and events offered by Global Expats.
- Develop on-line and hard-print cooking and entertaining guides.

## 2014-2020

### Social Networking Events

- Cultural Visits & Art Expositions
- Coffee Mornings, Cooking Clubs & Kids Play Groups
- Annual Receptions, Happy Hours & Dinners
- Children's Manual Arts Classes, Festivals & Events
- Global Expats Bazaars

### International Marketing Division

- Equitable-Pay Artisan Arts & Crafts Lines
- Eco-Friendly, Cloths, Accessory & Jewelry Lines

### Career & Entrepreneurial Development Division

### Cultural Diversity Training Division

### Expat Reality Show Division

### Domestic Abuse Prevention Division

### Trailing Spouse Social Services Division



## Conclusion

*“Man is the only animal that possessed enough cultural agility and enough aggressiveness to have been able to successfully migrate to every continent (except Antarctica) of the earth. Therefore, it may be assumed that humans possess an inherent sense of aggression and competition, and that while this trait appears to have been necessary in the development of civilizations it also appears to be the one trait that may produce our extinction.”*

*“A Brief History of the Human Race”* by Michael Cook

The present migratory trends of man, commonly known as globalization, is nothing new to the human species. For tens of thousands of years homo sapiens have been moving from one corner of the earth to another, culminating in our present domination of the planet.

What is exceptional in the case of human migration in the past 100 years,

however, has been the ease and rapidity with which man can travel from place to place as well as communicate with each other.

Even more amazing is how in the past few decades, with the advent of the Internet and global networking, people all over the world can communicate and interrelate instantaneously, and how it is transforming the socio-political dynamics of our world.

As with all mediums of mass communication, whether it be the first written word, first printed book, or first telecommunication broadcast, the Internet has had, and will continue to have, an enormous impact on social interaction and socio-economic development; positive and negative.

What is perhaps unique in the case of the Internet, as opposed to other forms of mass communication, is the limited ability of governments or any one organization to censor the quantity and content of information diffused. Never before has the capacity of any one person to reach a truly global audience been so great. Once again with potentially negative and positive consequences.

Social networking is nothing new to the human species, has been used throughout history, and is the foundation upon which all of our institutions are based. For thousands of years people everywhere have used it to maintain the status quo as well as initiate change.

The true challenge for the Internet, its' future and those who shape it, will be the capacity to tap into man's innate desire for social interaction, and direct the vast resources at their disposal towards positive social, political and economic change and development.

*A perfection of means, and confusion of aims,  
seems to be our main problem.*

Albert Einstein