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ASK AN EXPERT: MICHAEL JOHNSON

BIO

Michael joined Capital Ges in March 2017 as VP of Business Development. Michael is one of Capital's employees that works remotely and is based out of Raleigh, North Carolina. Before joining Capital, Michael spent over ten years working for the two largest Professional Employer Organizations in the US. His previous roles have been in the world in sales and sales leadership and prior to joining the PEO industry, Michael also owned his own company and managed the operations and sales for another. This varied experience has helped Michael understand the challenges and rewards of being a business owner and employer.

Q: DESCRIBE YOUR ROLE AND HOW IT HAS EVOLVED?

My role is to strategically grow the US market by implementing and executing sales initiatives, developing key partnerships, and working closely with marketing and executive leadership to grow Capital's brand in the US. Fundamentally, my role has stayed the same, but the initiatives to achieve our goals have evolved to ensure we are staying in front of local, regional and global trends.

Q: MOST CHALLENGING PART OF YOUR JOB?

The most challenging part of my job is helping US-based companies understand that being an employer in the US is vastly different than being an employer in other countries. Sometimes companies I talk with, assume they can use a US offer letter when hiring employees in other countries, terminate at will, and/or just hire someone and figure the details out later. These misconceptions, along with many others, can be extremely costly, but are easily avoidable.

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Q: WHAT PART OF THE JOB GIVES YOU THE MOST SATISFACTION?

Global expansion is not a quick, easy, or inexpensive decision. It is usually a decision by committee approach that can take months to finalise. Anytime I can help a company achieve a major milestone like expanding their footprint into a foreign country under budget and ahead of schedule is easily the best part of my job.

Internally, it's the people I work with, and the culture that is fostered by Capital's executive leadership. In my 25-year career, I have never worked for a company that cares more about its employees.

Q: HOW DO YOU MANAGE CLIENT'S EXPECTATIONS AND CLIENT RELATIONSHIPS?

I try to understand the goals of our clients and why they are expanding into a foreign country. This process usually starts with an executive and expands to include others involved in expansion plans. Once companies agree to move forward with Capital, they are engaged by our dedicated service teams to support current and future needs. This allows Capital to be a true partner and provide expert guidance aligned with our clients' ongoing needs.

Q: WHAT DO YOU THINK WILL CHANGE FUNDAMENTALLY IN THE NEXT 12 MONTHS?

Companies are increasingly moving toward a flexible and agile business strategy to help them quickly predict and/or react to changing economic conditions, legislation, client needs, and new market opportunities. At the heart of this shift in strategy are the evolution and integration of technology. I believe this will continue to dominate how businesses operate in 2019.

Q: WHAT IS ONE PIECE OF ADVICE YOU WOULD GIVE A COMPANY CONSIDERING FOREIGN EXPANSION?

Don't do it alone. Find a partner with direct knowledge of the country you are considering, to guide you through the complexities of foreign employment. Ultimately, this will save you time and money, create a better environment for foreign workers, reduce risk, and increase your chances for success.





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