



MOVERS AND SHAKAS

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www.moversandshakas.org

MOVERS AND SHAKAS runs place-based immersion programs designed to attract, integrate and retain key talent, especially returning kama'āina, to learn, contribute and connect in Hawaii.

“Brain drain” is an enduring challenge for Hawaii as we lose key talent and family to economic opportunities on the continent.

A program of the Hawaii Executive Collaborative (a 501c3 nonprofit), M&S focuses on "brain gain" to grow and diversify Hawaii's economy so that local folks can come home or never have to leave in the first place.

Our place-based immersion programs aim to build enduring personal relationships, professional collaborations and long-term impact on Hawaii through three components:

LEARN about Hawaii's unique culture

CONTRIBUTE through volunteering

CONNECT with community & cohort

About Our Programs

Cohort Fellow Program (CFP)

Our 30-day flagship experience directed towards remote workers, especially returning kama'āina, to relocate and/or build economic ties to Hawaii.

2022: Cohort 2 (spring) and 3 (fall)

Impact: **\$5-8M** from direct economic spend, pro bono consulting, new remote jobs, and marketing /branding for Hawaii

HI Talent Onboarding Program (HITOP)

Our 8-week community orientation to facilitate newly relocated talent's cultural, social and professional transition to HI.

2022: Pilot (spring) and Group 2 (fall)

Impact: **\$2M+** from increases in talent retention, tax base and productivity

SPONSORS

DIAMOND	Omidyar Ohana Fund	Zippy's
PLATINUM	United Air CPB Foundation	DBEDT
GOLD	Island Holdings Kosasa Family Fund	Alaska Air
BRONZE	Inkinen	IQ 360

Media Links

- [Visiting 'Movers and Shakas' helping rebuild Hawaii's economy](#) (Star Advertiser)
- [Remote Work & Attracting Kama'āina Back Home](#) (Hawaii Business Round Table: 8/24/21)
- [How Hawaii's Remote Worker Initiative Connects Students To Industry Pros](#) (Civil Beat)

Hawaii Talent Onboarding Program (HITOP)

Background on Brain Drain

From 2017-2020, **Oahu lost ~54K people** in net domestic migration, resulting in unmet talent needs and cultural dilution (source: DBEDT, Census). This brain drain drives the need for many sectors such as healthcare, education, banking and hospitality to recruit from the mainland.

When mainland hires do not acculturate to Hawaii (exacerbated by two years of COVID-19 isolation), local businesses can suffer costly churn, stunted strategic momentum, reduced business productivity and PR / community relations challenges. **HITOP will help newcomers learn about Hawaii, increase work effectiveness and life satisfaction, build a social network and become better community members.**

Our Approach to Integration and Retention Challenges

Challenges (vs. mainland)	M&S impact	M&S Approach
FINANCIAL <ul style="list-style-type: none">High cost of livingLower pay / higher taxes	✗	
SOCIAL <ul style="list-style-type: none">Fewer family/friendsNo sense of belonging	✓	<ul style="list-style-type: none">Social pau hana with localsChance to bond with other relocated professionals
PROFESSIONAL <ul style="list-style-type: none">Friction w/ local teamsLimited network	✓	<ul style="list-style-type: none">Business culture trainingCross-industry participants
CULTURAL <ul style="list-style-type: none">Culture shockLack of familiarity with places	✓	<ul style="list-style-type: none">Cultural educationTalk story sessions to ask "dumb questions"Community service to connect w/ 'āina

Many businesses have a company orientation, but very few have a **place-based community orientation to facilitate the professional, social, and cultural transition of employees (and their partners) to Hawaii, boosting talent integration and retention.**

HITOP Program Overview

- **Purpose:** Integrate and retain talent through facilitating cultural, social and professional transition (back) to Hawaii
- **Open to:** (new) employees (out-of-state, returning kama'āina) and their partners
- **Price:** \$5,000 per person (paid by employer)
- **Logistics:** 8 weeks, 7 required events, 2 optional (employer to enable req'd times)
- **2022:** Pilot (Apr/May), Group 2 (Oct/Nov)

2022 Pilot Calendar (TBC)

- Sat. 4/2: Kickoff / cult. edu. (half-day)
- Sat. 4/9: Community service #1
- Wed. 4/13 (optional): Talk story #1
- Wed. 4/20: Social pau hana #1
- Sat. 4/30: Community service #2
- Wed. 5/4 (optional): Talk story #2
- Wed. 5/11: Social pau hana #2
- Sat. 5/21: Community service #3
- Wed. 5/25: Closing ceremony

**For more info or to enroll,
email nicole@moversandshakas.org**