



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Maya Hu-Chan is an international management consultant and certified executive coach with Global Leadership Associates, specializing in global leadership, executive coaching and cross-cultural business skills. She was an anchor for the China Broadcasting Company in Taiwan and has lectured at UCSD, USC, and the International MBA Program at the University of Chicago.

Dr. Robert Lee is Chairman and Chief Executive Officer of Achievo Corporation, a leading global software and information technology outsourcing provider with a local front-end and China back-end service model. Dr. Lee is a 30-year veteran of the computer industry, serving as president and CEO of Inxight* Software, Inc. as well as Insignia Solutions prior to joining Achievo.

Dan Mummery is a partner in the Silicon Valley office of Latham & Watkins LLP. His clients have included Charles Schwab, ChevronTexaco, and General Motors. He is a frequent lecturer on outsourcing topics at ITO, BPO and other off-shoring programs organized by BusinessWeek, Gartner, Sourcing Interests Group and more.

Susan Schwartz has more than 25 years of experience creating innovative business solutions to help collaborative teams succeed. She has coached a variety of global, cross-organizational teams targeting customer satisfaction. She's been published in Chief Learning Officer, HR.com, and CEO Refresher.

Coaching and Offshore Outsourcing

MONDAY OCTOBER 1ST, 2007
11AM PT (2 PM ET)

Outsourcing parts of your business can be a strong business strategy.

But your customers – internal and external – need to have a consistent experience whether they are dealing with employees who are stateside or offshore.

Guests on this program discuss how coaching can help companies build cohesive teams in disparate locations in the U.S. and abroad.

HIGHLIGHTS

According to the July 20th, 2006 issue of the Mondaq Business Briefing, the volume of outsourcing activity has doubled in the last decade. One estimate puts the annual growth rate of outsourcing at 20 to 30%.

While outsourcing is big business (estimated at well over \$1 trillion), managing across borders – and cultures – is certainly not without its challenges.

In a November 2006 article titled Managing Multicultural Teams, the Harvard Business Review cites four categories of challenges that can arise on global teams, including direct versus indirect communication, trouble with accents and fluency, differing attitudes toward hierarchy and authority, and conflicting norms for decision making.

Are these issues arising within outsourced engagements?

And how are corporations and outsourcing providers using professional coaches to help?

Our experts discuss these topics and more.

Highlights of the show include:

- An overview of the industry, as well as the benefits companies are experiencing from outsourcing.
- The legal challenges that can arise within offshore or outsourced engagements.
- Why the human components of an offshore or outsourced partnership impact success the most.
- The importance of proactively establishing relationships with offshore partners face-to-face.
- Cultural traits that can be misinterpreted by both Western and Eastern cultures.
- Coaching techniques to improve communication and address conflict within global teams.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

“AS WE COACH GLOBAL TEAMS, ESPECIALLY THOSE FROM WESTERN CULTURAL BACK-GROUNDS, WE ASK THEM TO REALLY LISTEN TO INDIRECT MESSAGES. AND ADVISE THEM TO NOT TAKE SILENCE AS AGREEMENT. FOCUS ON WHAT IS LAST SAID, RATHER WHAT HAS BEEN SAID.”

MAYA HU-CHAN

“WE HAVE A FRONT-END DELIVERY CAPABILITY COUPLED WITH OUR BACK-END CAPABILITY IN CHINA. LOCAL TEAM MEMBERS WORK WITH OUR CLIENTS ONSITE AT THEIR FACILITY. IN ADDITION TO BEING COMPETENT TEAM PLAYERS, THESE PEOPLE ARE VERY FAMILIAR WITH HOW TO EFFECTIVELY UTILIZE THE CHINA BACK-END.”

DR. ROBERT LEE

“CLEAR COMMUNICATION IS EXTREMELY IMPORTANT, BOTH WITHIN THE ORGANIZATION AND OUTSIDE OF IT. IN SOME CASES, IN THE BEGINNING THERE CAN BE A FUNDAMENTAL MISMATCH BETWEEN WHAT IS BEING PROMISED AND WHAT IS ACTUALLY SOLD. IT IS IMPERATIVE TO START OFF WITH A CLEAR UNDERSTANDING – OTHERWISE YOU ARE DOOMED.”

DAN MUMMERY

“SOME CULTURES FEEL AMERICANS CAN BE TOO PUSHY. WE TEND TO HAVE A MUCH BROADER SENSE OF URGENCY THAN EUROPEAN OR ASIAN CULTURES. OUR SENSE OF URGENCY IS NOT NECESSARILY THEIR REALITY.”

SUSAN SCHWARTZ

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