



OFFSHORING + OUTSOURCING

State of the Industry + Best Practices

Learning Outcomes + Expectations

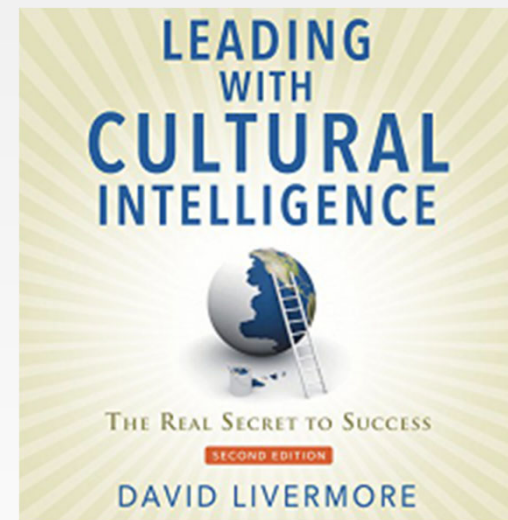
- Differentiate the key components of offshoring and outsourcing.
- Recognize the cultural impacts of both team expansion options.
- Identify best practices for global expansion and US outsourcing.



Navigating Cultural Dimensions in the Global Workspace

Navigating Cultural Dimensions in the Global Workspace

- Importance of understanding cultural dimensions in the global workspace
- Lead researchers:
 - David Livermore
 - Geert Hofstede
 - Fons Trompenaars
 - Edward T. Hall



Geert Hofstede's Cultural Dimensions

POWER
DISTANCE

INDIVIDUALISM

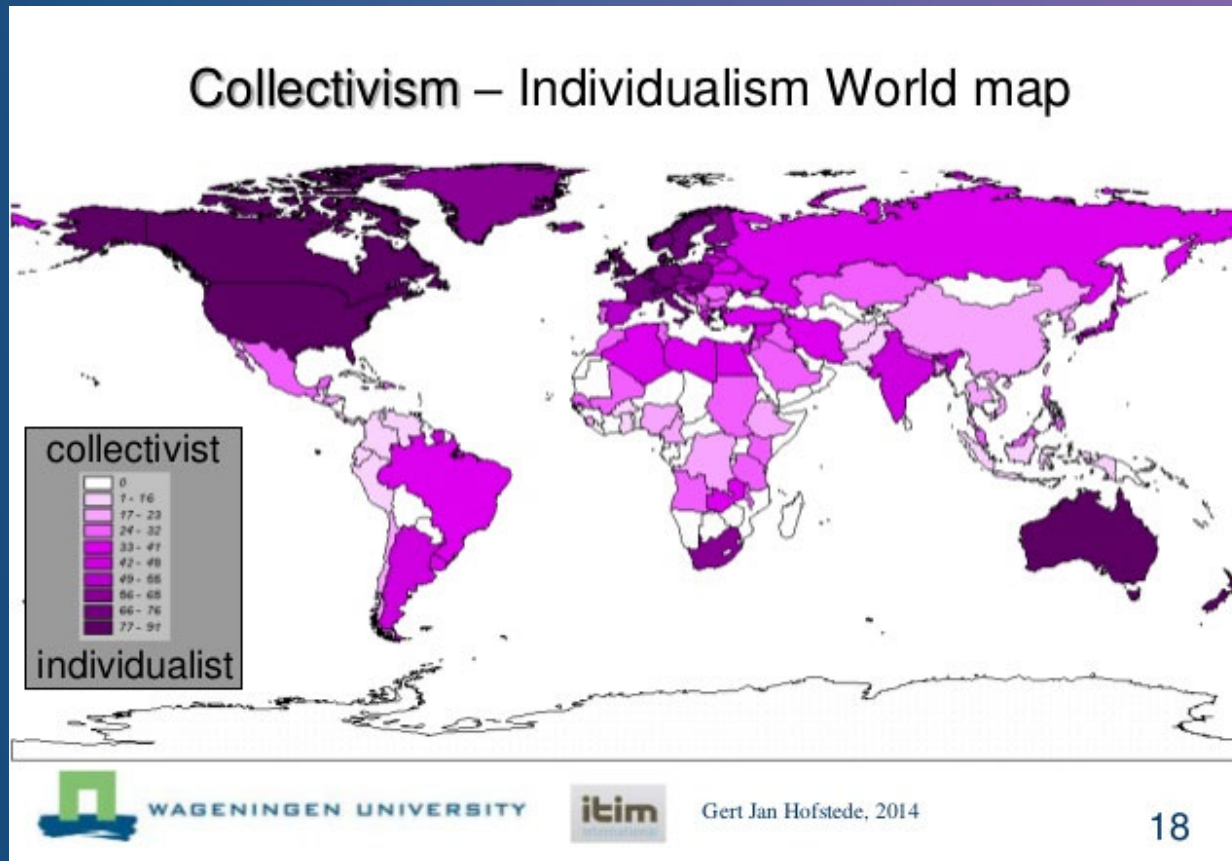
MOTIVATION
TOWARDS
ACHIEVEMENT
AND SUCCESS

UNCERTAINTY
AVOIDANCE

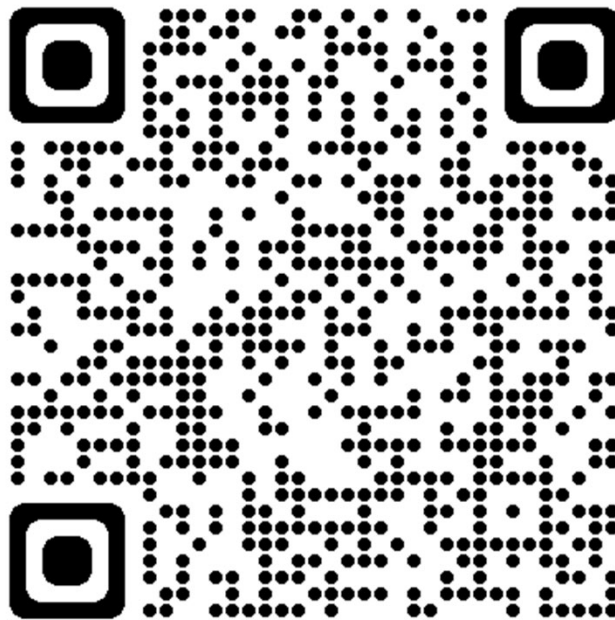
LONG TERM
ORIENTATION

INDULGENCE

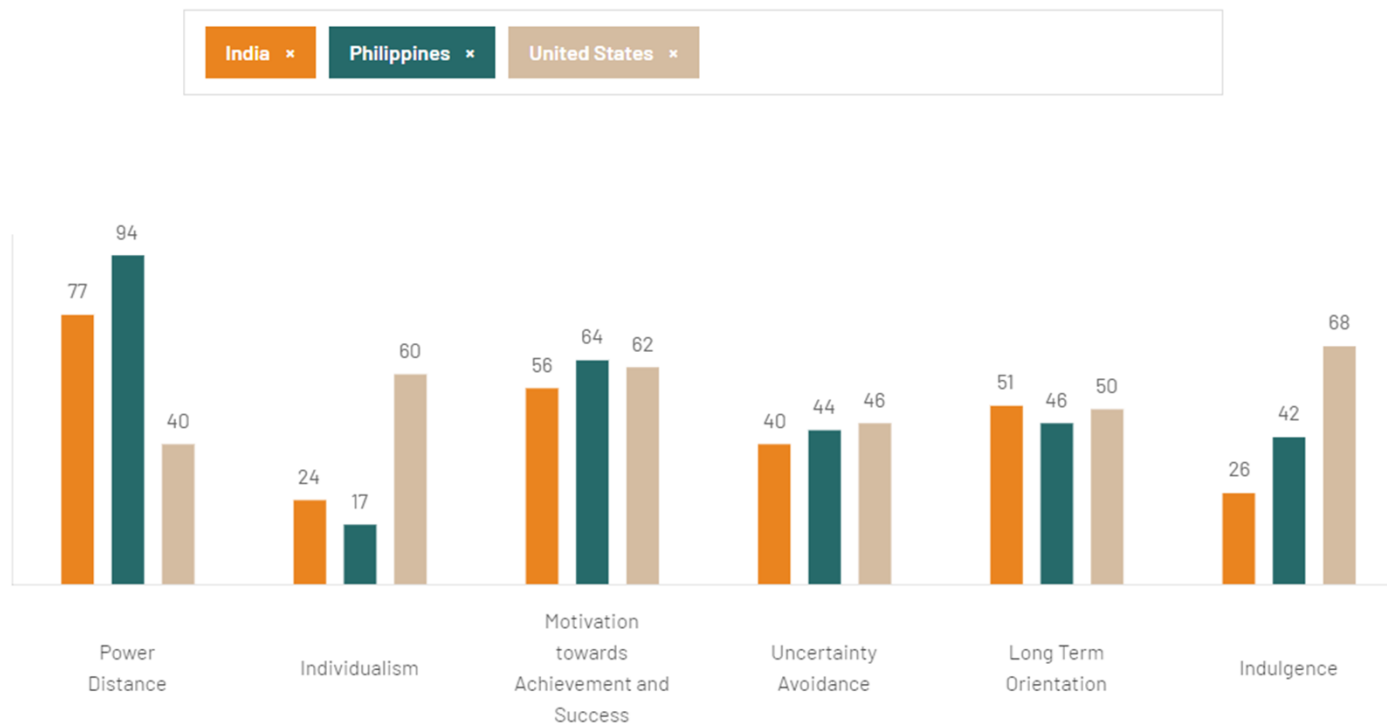
Collectivism - Individualism



COUNTRY COMPARISON TOOL



COUNTRY COMPARISON



David Livermore's Cultural Intelligence (CQ)



CQ Drive



CQ Knowledge



CQ Strategy



CQ Action





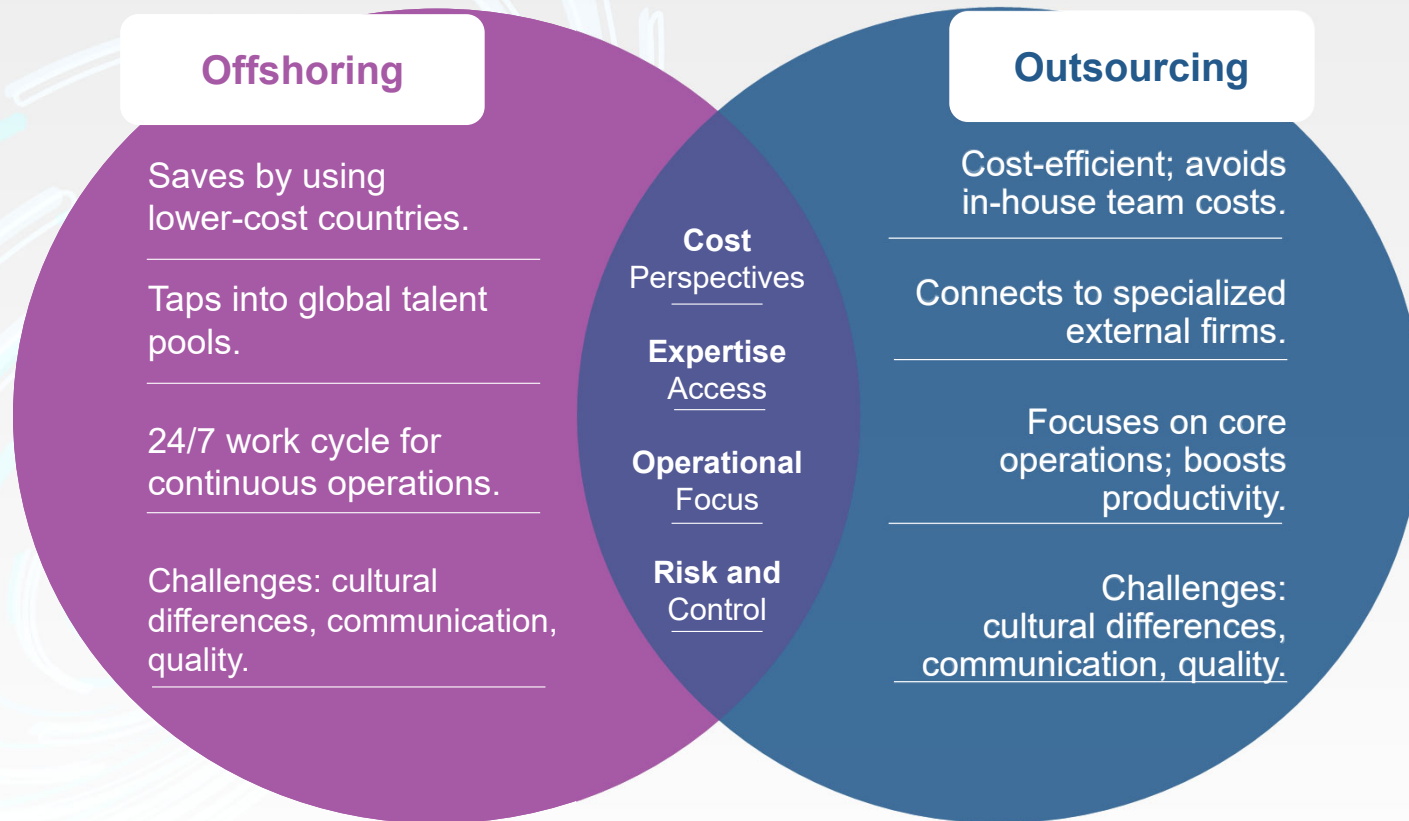
Outsourcing + Offshoring: State of the Industry

OUTSOURCING VS OFFSHORING

**What's the
difference?**



OUTSOURCING VS OFFSHORING



OUTSOURCING VS OFFSHORING

OUTSOURCING

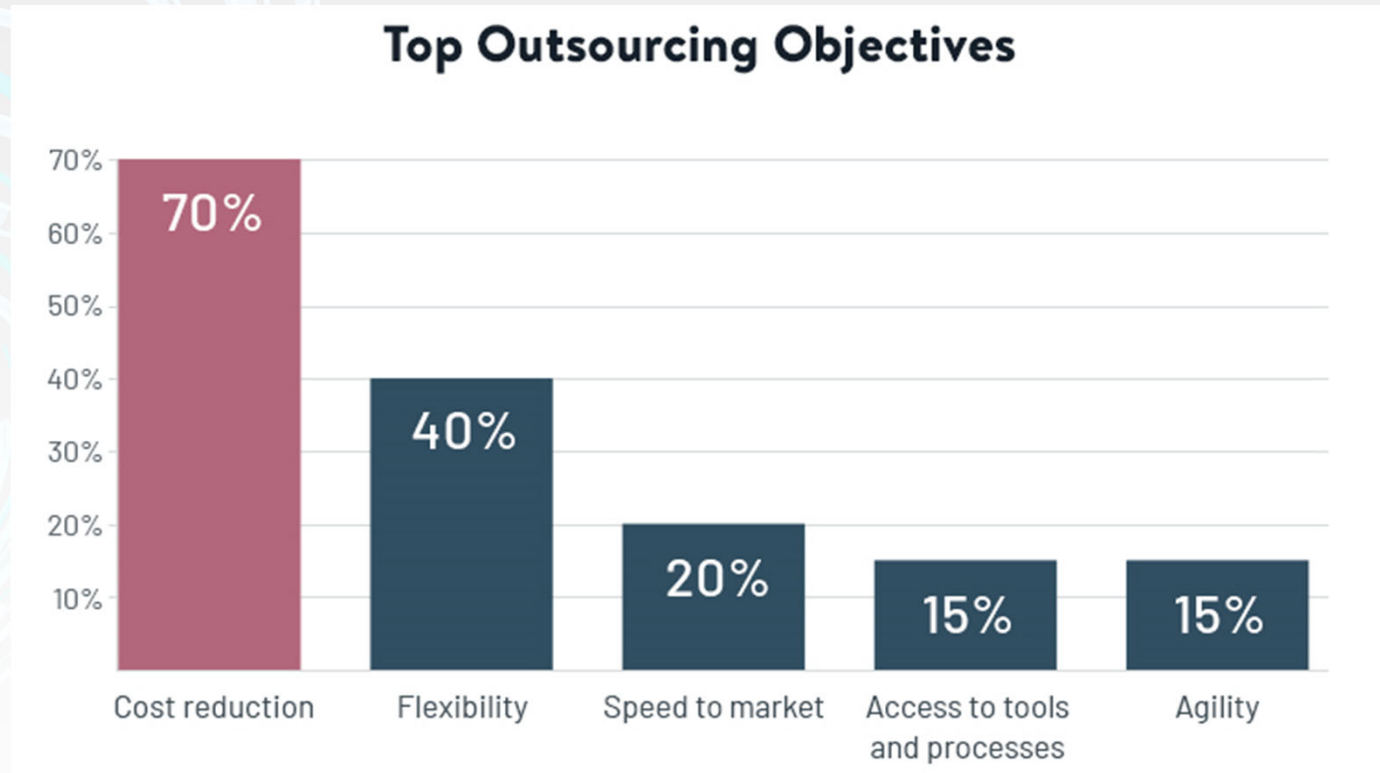
- Local Coordination
- Non-Cost Factors
- Less Complex Oversight

OFFSHORING

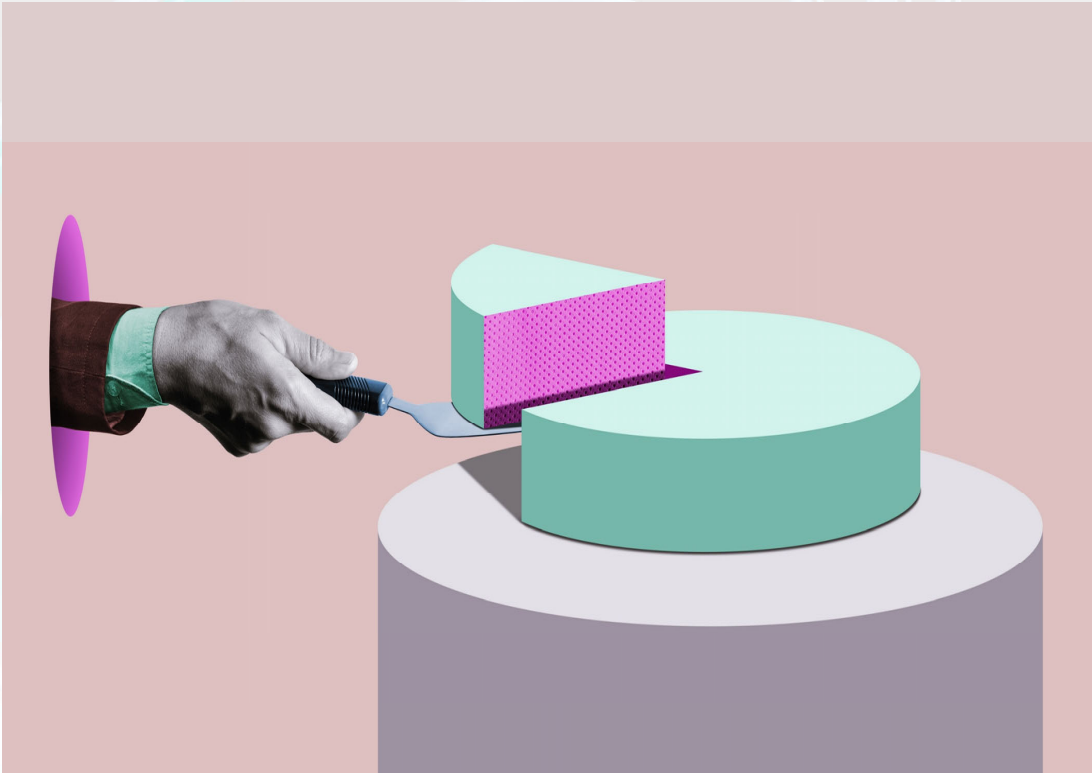
- Cost-Driven Decisions
- 24/7 Operations
- Specific Skill Needs
- Scale and Global Presence

OUTSOURCING

**A 2022 study
by Deloitte
found that 71% of
financial service
companies utilize
OUTSOURCING.**



OUTSOURCING



36% of US
workers
participate in
“gig economy”

OFFSHORING

**The US offshores
approximately
300,000 new jobs
annually, with
over 14.4 million
employees
abroad.**



OFFSHORING



The global managed services market is forecast to reach **\$309.4 billion by 2025.**

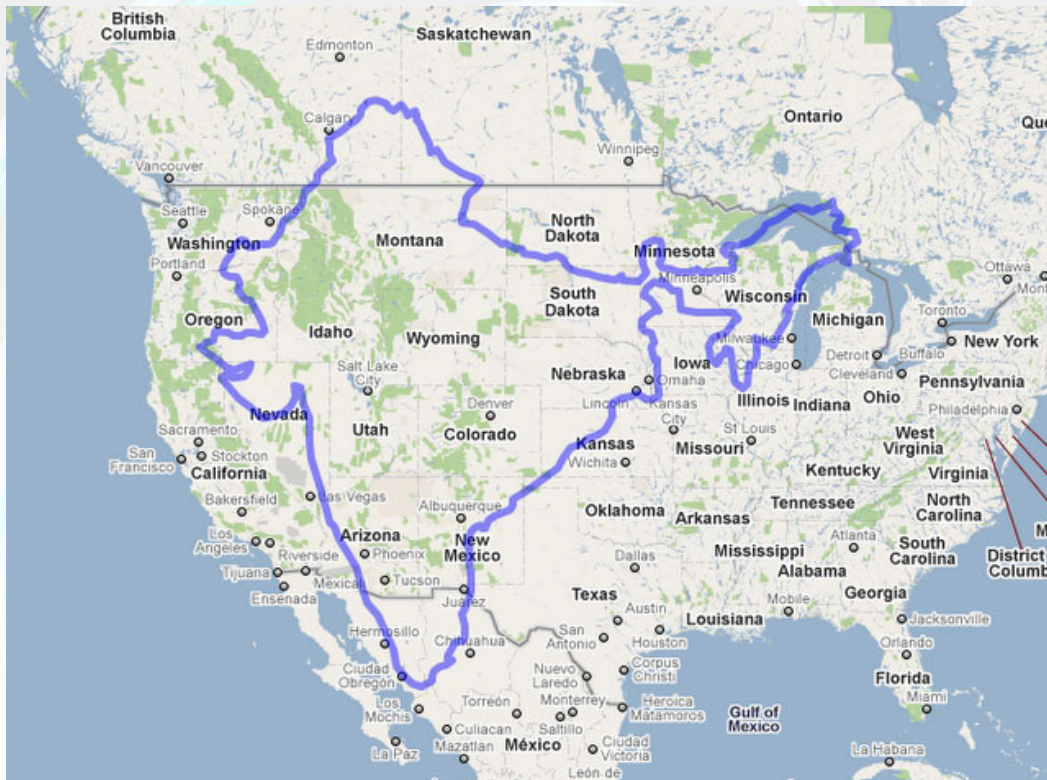
GENERAL BEST PRACTICES

- Focus on strategic alignment
- Risk-informed decision making
- Formal risk management framework
- Learning and adapting



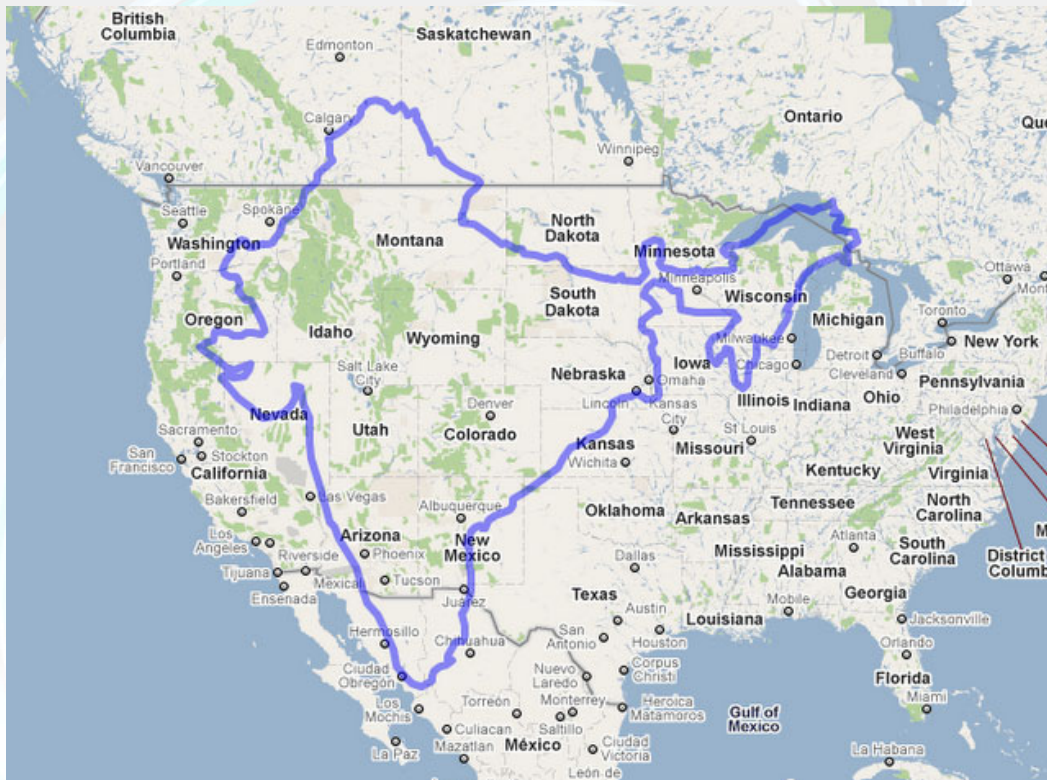
Focus on India + the Philippines

FOCUS ON INDIA



- Population: 1,417,173,173
- Avg # of Ppl per household: 4.4
- Capital: New Delhi (northern India)
- Financial Capital: Kerala / Kochi (southern India)
- Currency: Rupee (80 INR to 1 USD)
- Official Language: Hindi, English, and 21 others
- Average Income: 31,900 INR (\$387 USD)

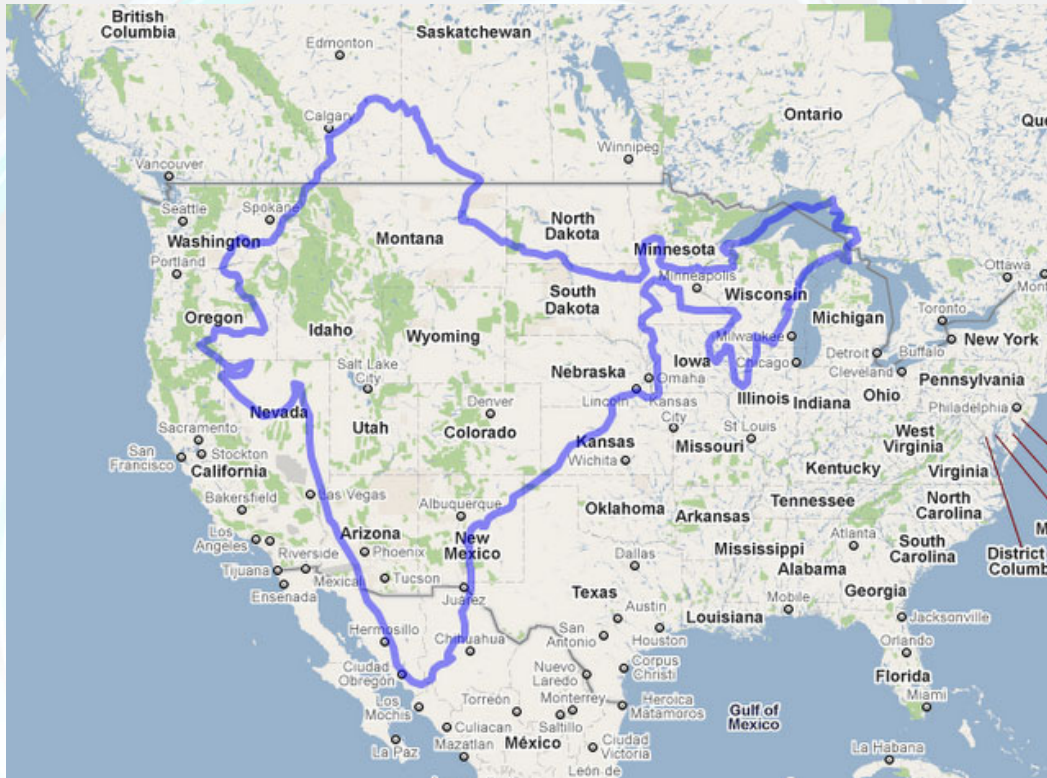
FOCUS ON INDIA



- India BPO/KPO/ITES Services set to reach \$8.8 billion by 2025.
- Government of India has simplified guidelines to ease compliance burdens on service providers, establishing a robust work-from-home/anywhere framework
- Top 5 BPO Industries in India
 - Back-Office Operations
 - Customer Service
 - Data Entry
 - Content Moderation
 - Technical Support

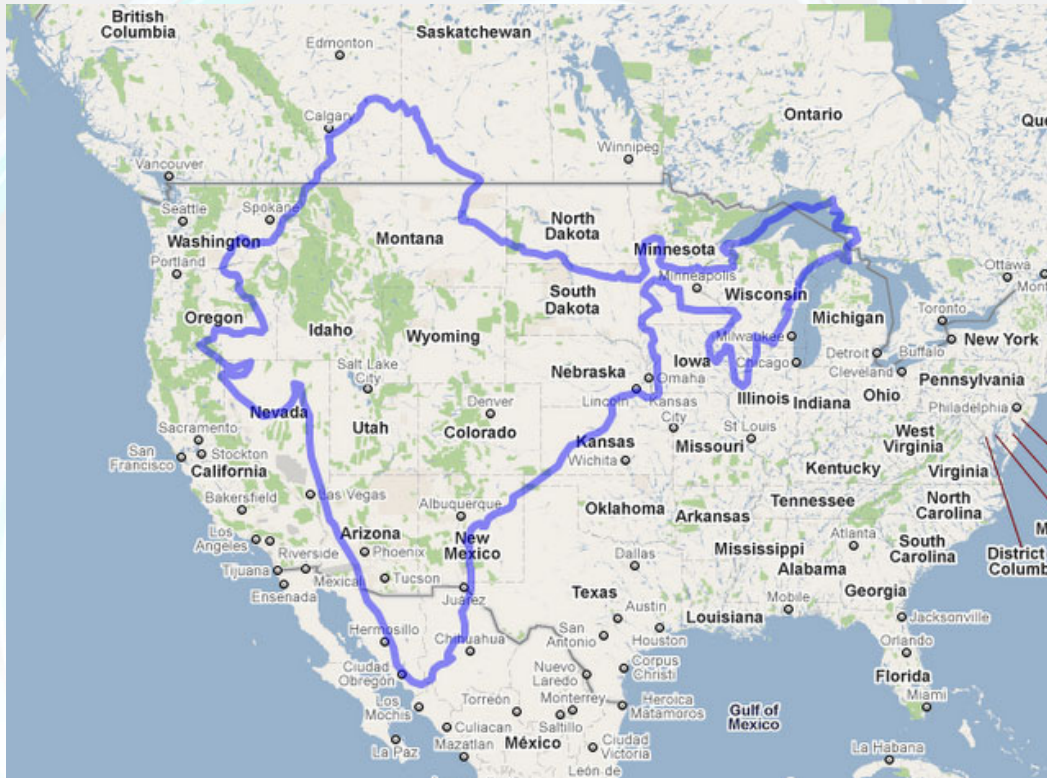


FOCUS ON INDIA



- 13,500+ CPAs in India
 - CPA pass rate: 51%
- 1,800+ EA's
- Kerala state-sponsored 4-year masters program launching in 2024
 - Expectation is another 13,000 CPAs by EOY 2025
- Germany / Europe is the other main international opportunity leader in India

FOCUS ON INDIA



- Current training offerings primarily self-study
- Employees want live content with technical experts
- Leaders want more success skills development
 - Emphasis on communication skills

FOCUS ON THE PHILIPPINES



- The oldest accountancy profession in Asia
- 100,000+ registered CPAs
 - 19% CPA pass rate
- Accountancy education registration decrease / still recovering
- CPE credit disputes

FOCUS ON THE PHILIPPINES



- Exploration
- Partnering with GR8 to identify the right time to get boots on the ground
- Similar approach to India

WHAT'S NEXT?

- Coming from Spiirall:
 - Learning Plans for global employees
 - Time Zone additions and globally-targeted live class updates in our 2025 catalog
 - More global partnerships



PRESENTERS



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