Northeast Supply Chain Conference

Global Outsourcing – Relationship Building and Communications

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Agenda

- Challenges in Effective Collaboration
- Exercise
- Tips for Productive Relationships
- Questions
- More information

Activity Instructions

- Take a paper from the center of table
- Move to face the wall
- Listen carefully and follow facilitator instructions
- Concentrate on your own work
- No talking

How does this exercise relate to your work?

What are the challenges in developing relationships with folks offshore?

Tips for creating effective relationships

Tip # 1: Be explicit

Make the implicit explicit in areas such as:

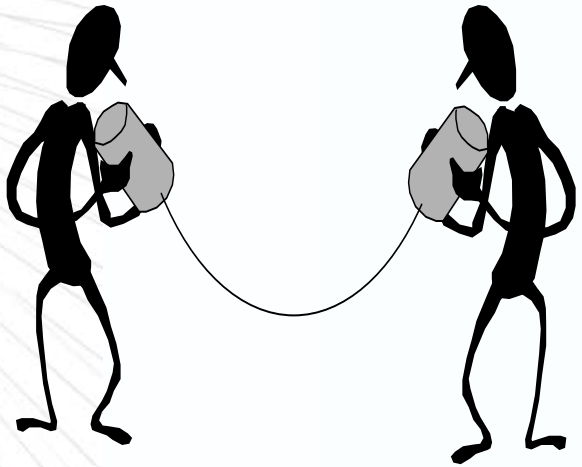
- **Contract areas**
- **Processes and procedures to follow**
- **Decision-making – levels of autonomy**
- **Communication plan and protocols**
- **Availability – hours, holidays, for what reasons**
- **Sharing of Ideas**
- **Others?**

What is a Communication Plan?

A plan for how a group or team will share information

Includes:

- Who
- What
- Where
- When
- How



Areas for Communication Plan

- When to use and not use which medium
- How to use each medium - conventions and protocols
- What information is needed by when
- Goals tracking and status updates
- Version control
- External stakeholder communications

Tip #2: Create Presence

Using "presence" to create better relationships and connections with key folks at the offshore site(s)

- What do we mean by presence?

- Why is presence so important in the virtual arena?

Importance of Presence

Presence fosters connections

- **helps create trust**
- **overcomes isolation from leader and others**
- **elevates team priorities**
- **keeps leader informed about contract sites**
- **motivates through connection**
- **feedback**
- **models what you want from contractors**

How does presence impact virtual relationships?

Behaviors That Create Presence

- being in touch regularly – reaching out
- getting needed resources
- encouraging involvement
- being available
- knowing about activities at sites
- knowing about people at sites
- pushing information to sites
- getting input in decisions

Tip #3: Influence through Reciprocity

Using influence and reciprocity to achieve goals

The Law of Reciprocity

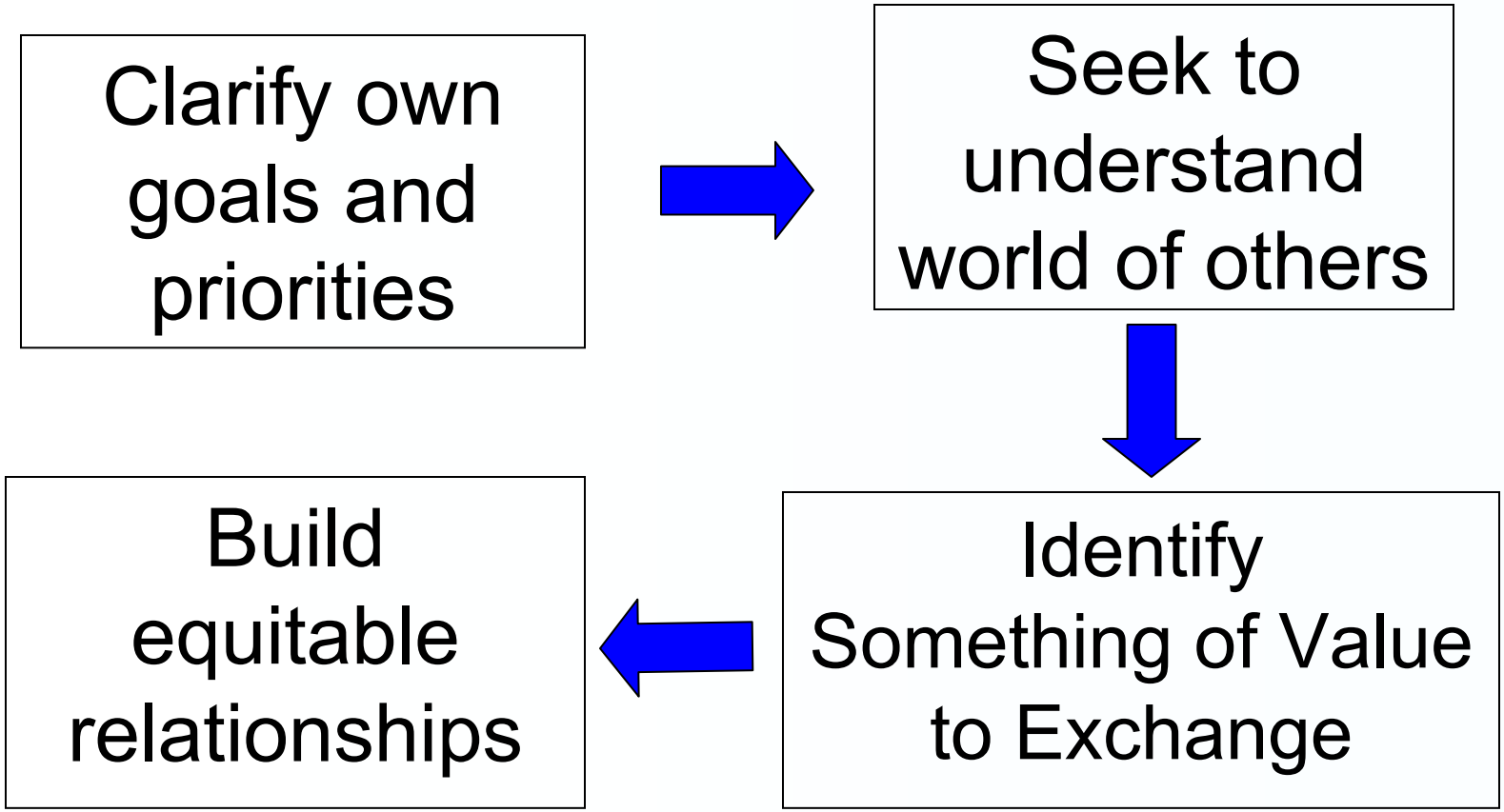
Anyone who does something for someone else expects to receive value from the exchange—whether tangible or intangible.

Reciprocity =

How Influence Works

The individual who wishes to exercise influence wins the support and cooperation of others, by offering to help them satisfy their goals.

Effective Influencing Model



Tip #4: Be Culturally Curios

Being aware of style, language, cultural differences

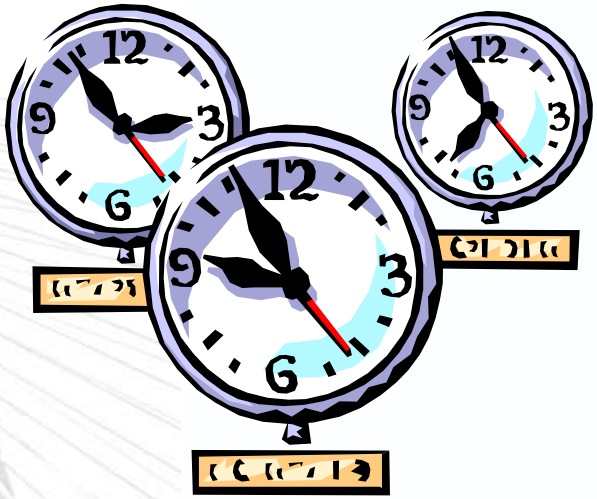
- **Develop and adjust communications**
- **Adjust for English (or other) as primary language**
- **Understand the differing cultural values of the country, region**

Culture Impacts

- How we behave
- How we interpret behaviors
- How and what we communicate
- How we give bad and good news
- How we ask and answer questions
- What “yes” means
- Our work ethic
- Quality standards
- And so much more……

Typical barriers

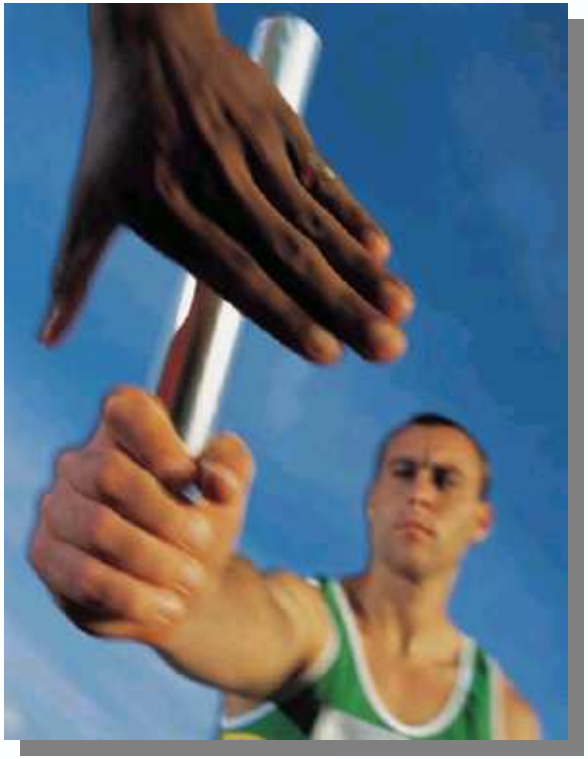
- Clock
- Calendar
- Decision Processes
- Ethics
- Rewards



Sources of Culture Clashes

- Lack of understanding, comfort, experience with people from different cultures
- Mismatched expectations
- Fear of reduced career opportunity

What stories, thoughts, advice do you have about culture?



Questions?

For more information…

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