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| Understanding Impact sourcing |  | WHY IT matters |

A view of a city

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We are often asked why we are not located in the metro area of the Philippines. Below is an article we are publishing that will answer this question.

It has been almost 4 years of offering our services from the countryside and we are excited about entering this new chapter of our company’s story.

Thousands of U.S. companies outsource all sorts of tasks to offshore companies known as BPOs, however most companies are not aware of both the positive and negative impact outsourcing can have on a developing country.

In the Philippines, BPOs are the number one employer in the country and they have one of the world’s largest sources of well-educated English-speaking young college graduates.

The positive impact outsourcing has made in the Philippines is enormous for those who have found work in the BPO industry. The employees are very thankful for the work as in many cases, it has given them an opportunity to pull their families out of poverty.

BPO companies are very happy, because they are making greater profits than ever before from the arbitrage created by low wages in the country. The BPO companies have been able to build huge operations with tens of thousands of seats in the Metro areas. In fact, 90% of the large BPO companies are in the Metro areas and there is a very high employment rate. The Philippines is one of the youngest countries by median age, so there is a tremendous continuous flow of new college graduates.



## This all sounds great!

There are unfortunately some unintended consequences that come with outsourcing to the major BPO companies in the Metro areas that negatively impact the country. Most companies who outsource to a developing country would never imagine the opportunities they are creating could have a negative impact. In fact, most would be shocked to learn that, in ways, them outsourcing to the large BPO companies in the metro areas is ultimately tearing at the social welfare, the family unit and culture that has made the Philippines so great for so many years.

## How is this possible?

What is often overlooked, is 70% of the talent found in the metro areas are from the provinces throughout the country also referenced as the “countryside”. In the “countryside”, unemployment exceeds 55% for college graduates. Even the brightest young Filipinos outside the metro areas are graduating to find virtually no job opportunities or options for advancement unless they leave their families and move to the metro areas. This practice is what has started the social decay of what makes the Philippines so special.

BPO companies are in the business delivering profits to the shareholders first and so they have located their companies in the most populated metro areas where they feel is the highest concentration of prospective talent. The fact is most the talent originates from the countryside.

The only reason why there is such a concentration of talent in the Metro areas, is new graduates from the countryside leave their family and homes and go to the Metro areas to find employment immediately after graduation. These young people learn early that unless they go to the metro areas to find work, they are locked into a vicious cycle of poverty and exclusion, so they are faced with the position of breaking up the family unit just to achieve gainful employment.

We have seen the social impact within the Philippines from this practice over the past several years and it continues to worsen.

The young people find themselves in big cities that they have never experienced. They are exposed to negative influences, pick up

bad habits and they tend to forget from where they came and often even distance themselves from their families which continues to tear at the culture of the country.

**Developing gainful employment in the countryside is the single most powerful tool for sustainable poverty elimination in the countryside and healing the social welfare of the areas missing out.**

We suggest, if companies who outsource where given a choice as to how their opportunities of outsourcing could most positively impact people’s lives, they would reconsider who and where they outsource their work.

There is an economic benefit to outsourcing to the countryside as well as the operational costs are on average 25% less, so there could be a cost savings to those with outsourcing opportunities.

GIS is taking the lead on bringing awareness to companies around the world on impact sourcing and GIS over the past 4 years has been focused on setting up opportunity centers throughout the countryside of the Philippines

GIS provides hands on training and career development to our fantastic young graduates, helping them build a foundation for their careers and continued education in the towns they originate and stay connected with their families.

**Over the past 4 years we have demonstrated these eager individuals across the developing countryside have the skills to work and compete in the global marketplace and we are focused on expanding these opportunities to help** **restore the family units, create sustainable jobs and eliminate poverty in the countryside.**

We have been able to demonstrate our model in one of these areas known as Cagayan De Oro city and through the efforts of the local ICT council and its members and the local government we have seen what was originally a tier 4 city achieve tier 2 status within the past 5 years and has made a serious impact in the lives of local graduates and their families.

A person holding a sign posing for the camera

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“I was born and raised in CDO and when I graduated from M.U.S.T. the number one science and technical university in the Philippines, I always expected I leave my home to go get a job. Specialized Outsource sponsored an event at our university and I was offered an opportunity to become an intern. I have now been fully employed as a programmer for almost 3 years and now I am starting a family of my own and could not be happier. Specialized transformed my and my family’s lives.”

- Aila Bahian Q.A Specialist

You can see more stories on our website.

**OUR RESULTS**

The social impact of our work can already be seen rippling through our community.

We are laying the foundation for professional careers and providing a path away from the cycle of informal employment. Our employees develop themselves every day and their experience with the company serves as a springboard to future growth within the company and beyond with more income opportunities.

**70% found their first job at Specialized**

**40:60 male to female employee ratio**

**3 ½ average number of people supported per employee**

**92% feel they are better prepared for their future careers**

This year we will be creating the first **COMMUNITY ENGAGEMENT CENTERS** based on impact sourcing in the Philippines.

**The Impact Academy**

The Impact Academy is an extended educational and training program offered to local recent secondary school graduates. The Academy focuses not only on creating the best candidates for Impact Enterprises, but also giving them the skills for success in life outside of Impact Enterprises.

Workshops cover topics such as financial literacy, nutrition, professional communication and, of course, ICT skills. This two-month curriculum gives eager young adults the opportunity to learn important life skills and space and time to practice them before joining the Impact team

A group of people looking at a computer screen

Description automatically generated**GIS Learning Center**

The GIS Learning Center offers multiple areas of influence, technical, administrative, customer service and sales.

The Learning Center provides an opportunity for local youth with a passion for computer science or business to come together, share skills with each other, and learn to tackle problems as a team in a professional office environment.

Utilizing our training and workshop areas, GIS leadership has created educational online courses and hardware maintenance programs to create a bootcamp that certifies individuals to be members of GIS.

Members participate in ongoing learning to continue to sharpen their critical thinking, imagination and problem-solving skills via technology, all while generating an income for themselves.

The next time you consider outsourcing work, consider how you can not only get the greatest results, but how you can most positively impact those you are providing opportunities.

We ask all companies who are already outsourcing, to reconsider their outsourcing opportunities and make the moves that would make the most positive impact for EVERYONE and for those who are looking to outsource for the first time, please consider all options.

We would like to hear from those who oversee their companies outsourcing programs and have a discussion on how we can start even a small pilot program to prove the positive impact and results from impact sourcing. You can contact Dean Toro at [dean.toro@specializedoutsource.com](mailto:dean.toro@specializedoutsource.com) or 530-638-0210

Global Impact Sourcing is expanding the services they offer across many different sectors. These services include

* Sales inbound/outbound
* Marketing projects
* Inbound 24/7 Customer Support
* Project management
* Tech support
* Data Management
* Website development
* Recruiting Services
* Workflow Processing
* Reporting
* Transaction coordinating
* HR support
* Accounting support

These are just a few of the tasks we currently fulfill. Most our clients are from the Financial, Insurance or Real Estate related sectors, however we have also provided 24/7 customer support for different companies who have created technologies in the logistical and trucking space as well as vacation rentals.

**Here is what our clients say about us**



*We have had an opportunity to work with Specialized for over 3 years and it is because of their hard work and client support we were able to grow our business to achieve our goals to be acquired. We are very excited to be back with Specialized as we enter our new venture. Specialized has proved to be a great partner and resource.*

**Bryan Mower President Western Reporting Utah**

**Managed VA Services challenges:**

We are often asked what is a” Virtual Assistant”? (VA for short) A “VA” is a real person. The term “Virtual” in context with Assistant simply means remote.

Today’s VA is a well-trained professional who provide administrative support and or specialized services to businesses, sales professionals, entrepreneurs and executives.

Simply put, a Virtual Assistant is a lot like having a personal assistant who takes on many of the tasks and processes that need to get done but don’t necessarily need to get done by you.

The main difference is a Virtual Assistant can’t get you coffee and you may never actually meet your VA in person because he or she works remotely, often in another country.

Many of our client have started out using a virtual assistant and then expanded from there.

The full time outsourced Managed VA will typically cost a company from $1350.00 - $1800.00 USD per month based and required skills. We can quickly discern the costs based on your provided scope of work required.

All our VAs work in our office and are not remote, so they are given good oversite, direction and support

Today’s VAs are well educated highly skilled individuals that bring an array of skill sets. The level of service VAs can provide are much greater especially as technology continues to improve.

Today’s VAs can handle high level duties and roles such as:

* Project management
* Legal support
* Data Management
* Recruiting Services
* Workflow Processing
* Reporting
* Transaction coordinating
* HR Support
* Accounting support



Companies all around the world are reaping the benefits of hiring VAs and for obvious reasons. The VA allows someone to handle many of the administrative tasks so one can spend more time concentrating on their core business.

Many companies utilize VAs today to test the waters to see if they can prove a model.

One of the keys to success in starting with a VA is training. The more time one spends training their VA and the more training material that can be provided the more successful the relationship and productivity.

A close up of a sign

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How to get started

We make getting started very easy. We always like to start with a phone call and then do an assessment of required task(s) and from there develop a complete project plan from which everyone will work from.

This project plane then moves to a complete training manual, a management team is assigned, and the onboarding process starts.