Join our distinguished group of leading executives and expert researchers to explore real-world experiences and find solutions to offshoring challenges you and your organization face.
Exploring Transformational Offshoring

As the world becomes flatter and more competitive, companies are moving beyond a mere search for cost reductions in their outsourcing and offshoring endeavors. By outsourcing select strategic activities—R&D, product development, logistics/supply chain—corporations are discovering that transformational offshoring can increase efficiency, productivity, quality, and revenues.

The Conference Board has joined forces with Duke University’s Offshoring Research Network (ORN) in a unique collaboration to create a new Research Working Group on Exploring Transformational Offshoring. By tapping into fresh research and survey findings from ORN, the most recognized leader of academic-based research on offshoring, working group participants will have the unique opportunity to explore some of the major themes relating to transformational offshoring:

- How are talent acquisition and the race for global talent driving offshoring?
- How is the C-suite getting into the game?
- How are internal resistance and change management the main obstacles?
- What are the manifestations and benefits of innovation through globalization?
- How are medium-sized companies setting the standard in new-product development offshoring?
- How are the dynamic changes relating to providers, destinations, and delivery methods impacting the offshoring landscape?
Three Meetings in One
Participants will be able to explore three main themes relating to offshoring over the course of three intensive meeting blocks—each of which will result in a “mini research report,” including meeting synopses, identification of real-life implications for your business, and the results of further research conducted at the bequest of the participants (e.g., additional interviews, limited surveys, and small case-study vignettes). Each theme “end product” will be presented and fully discussed in a dedicated webcast following the live meeting.

Meeting One
Dynamics of the New Offshoring Environment—What’s Your Response?
Based on the latest research results of the TCB-ORN offshoring survey, this first meeting will answer questions such as:

- How is the C-suite setting offshoring strategies—and why is this important?
- How can your company globalize innovation?
- How are medium-sized companies taking advantage of offshoring developments?
- What can we learn from comparisons between approaches in Europe and the United States?
- How can your organization develop transformational offshoring capabilities

Meetings Two & Three
Participants’ Choice of Themes
Working group members will define the agenda for the next two meeting blocks based on the following suggested topics:

- Provider Capabilities/Approaches & Customer Expectations featuring presentations by leading offshoring service providers and identification of implications for your company, including optimizing relationship models between providers and buyers
- Offshoring and Globalization’s Impact on Organizational Structure including an exploration via corporate case studies and expert presentations of governance structures, internal resistance to change, change management approaches, and breaking the “own/control straight jacket”
- What’s Next? A look at the future of offshoring, including the demand for flexibility, the evolution of providers and countries, scenario planning, and why “talent” is the magic word

Why should you join?
By joining The Conference Board Research Working Group on Exploring Transformational Offshoring, you will take an active role in going beyond description of issues by exploring and customizing best practices. In addition to working personally with researchers from The Conference Board and Duke to design and develop approaches vital to your needs, you will be able to draw on knowledge gained from leading multinationals that have grappled with outsourcing issues. As a group member you will:

- Discuss the implications of TCB-ORN survey findings for your business with leading experts from Duke and The Conference Board
- Frame issues and develop workable solutions
- Exchange experiences, ideas, and insights with a variety of experts and peers seeking to find solutions to similar problems
- Increase your ability to contribute to your CEO’s thinking and actions
- Contribute to improved, business strategies and results

www.conference-board.org/wgoffshoring2
Program Information

The Conference Board Research Working Group on Exploring Transformational Outsourcing will meet three times in person and three times via web conferences over the course of six to eight months. In between these meetings, researchers from The Conference Board and Duke will perform studies requested by the working group and prepare mini research reports on each theme.

Inaugural Meeting: January, 2009
Duke University Fuqua School of Business
David A. Thomas Center
Durham, NC

Participation fee: $15,000
Fees cover participation of up to two senior executives from your organization and include the cost of administering the program and producing the research, as well as the meeting facilities and group meals. Members are responsible for their travel and hotel arrangements.

To Join or for Information
Visit www.conference-board.org/wgoffshoring2 or contact Ton Heijmen at ton.heijmen@conference-board.org or 212 339 0224.