

# Scope

1. Introduction
2. Corporate Services Corps
3. Case - Theory Application
4. Q&A Discussion



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# Introduction

History



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# Globally Integrated Enterprise

Globally Integrated Enterprise



Globally Integrated Enterprise



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# Corporate Citizenship & Globalization



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# Corporate Service Corps



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Q6: Human Resource and Capital assets allocation of the project.

Q5: The impact of the project on the community and the environment.



# Vietnam Handicraft Initiative: Moving Toward Sustainable Operations

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# Launching The Corporate Service Corps

## The Corporate Services Corps Projects



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Q4: The Corporate Service Corps' impact on the community and the environment.

Q3: The impact of the project on the community and the environment.



# Participant Experiences



Q2: The impact of the project on the community and the environment.

Q1: The impact of the project on the community and the environment.



# Q&A

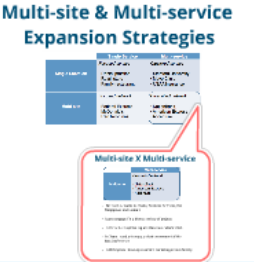


# Forecasting Methods

Forecasting Method	Advantages	Disadvantages
Single method	Simple and easy to use	Not accurate
Multiple methods	More accurate	Complex and expensive

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# Multi-site & Multi-service Expansion Strategies



# Consideration in Selecting a Global Service Strategy



# ***Vietnam Handicraft Initiative: Moving Toward Sustainable Operations***

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# Introduction

## History



- 100years (2011)
- 170 Countries
- 380,000 Employees
- \$100 billion total revenue (2008)


## History



1990s : PC Boom, Decentralized Computing  
-> Crisis for IBM

2002: Samuel J. Palmisano became CEO

- Identified need for IBM to transform to continue leading
- Created IBM Business Consulting Services

2005: Sold PC division to  **lenovo** group

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# Globally Integrated Enterprise

## Globally Integrated Enterprise

- Definition:
  - Corporation that structured itself around economics, skills, and business environment.

- Changes:

Many Supply Chains → One Supply Chain  
R&D, Professional Services Individualized by Region → R&D, Professional Services Global Units

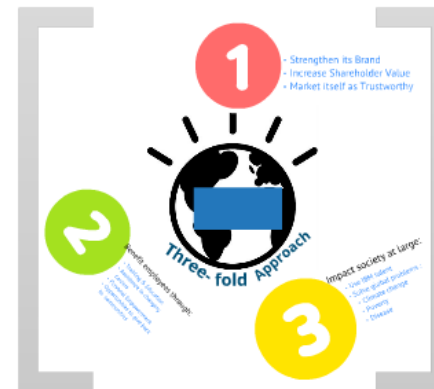
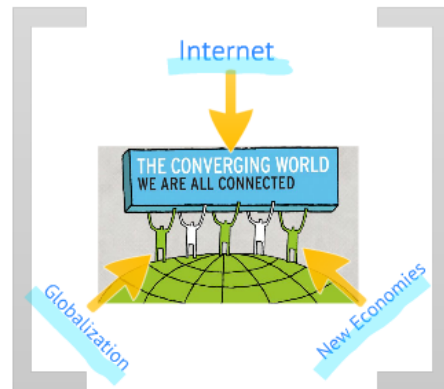
## Globally Integrated Enterprise

Moved company units to most advantageous areas:



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# Corporate Citizenship & Globalization



LinkedIn Account Type: Basic | Log Out

**Robin Willner**  
IBM Financial Global Community Relations

IBM Financial, IBM Financial Community Relations

IBM Financial, IBM Financial Community Relations

As an IBM Financial Community Relations Specialist, I am responsible for building IBM Financial's global community and ensuring that IBM Financial's programs and services are accessible to all IBM Financial employees and their families. I work closely with IBM Financial's global community relations team to ensure that IBM Financial's programs and services are accessible to all IBM Financial employees and their families. I work closely with IBM Financial's global community relations team to ensure that IBM Financial's programs and services are accessible to all IBM Financial employees and their families.

Experience

- Globally Integrated Enterprise
- Assembled Team
- Contacted 20 Countries
- How globalization affected them
- Put together a list of critical issues
- Existing IBM programs addressed 80% of globalization issues.

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# Corporate Service Corps

## What?

- Short-term(6months)
  - 3 months pre-work
  - 1 months work in-country
  - 2 months post-work
- Skills-based
- Community Service Projects
- Developing Countries



## Who?

- Top-notch employees
- At least 2yrs at IBM
- Top 15-20% in performance over a 3year period (80% of IBM don't qualify)



## Why?

- Opportunity to further IBM own strategies
- Rather than just improving employee morale

### A Triple Benefit

Communities have their problems solved.  
 IBMers receive leadership training and development.  
 IBM develops new markets and global leaders.

## International Corporate Volunteering Programs

### Exhibition 1



## ERNST & YOUNG

Quality In Everything We Do

Americas Area Corporate Social Responsibility Fellows Program  
 Send employees to countries in North and South America  
 Help entrepreneurs improve business practices

Term: 3 months  
 E&Y provide funding and support  
 Also benefits multinational firms by their participation



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# Launching The Corporate Service Corps

## Issues

- Right implementation partners
- How many in each team
- Type of projects wanted
- Which organizations to partner
- Program duration
- Employee preparation & selection

## How?

- Partners: Request-for-proposal
- Found 32 potential organisations
  - Base level of infrastructure
  - Maximum exposure to local culture
  - Secondary Metro Markets
- Romania, Ghana, Tanzania, Vietnam, The Philippines



## Who?

- 5,500 applicants from 54 different countries
- Application review boards in 8 regions
  - India, USA, Northeastern Europe, Southwestern Europe, Japan, and three Asian Pacific regions
- 50-point scoring system
  - IBM talent-development program
  - Volunteer history
  - Essay

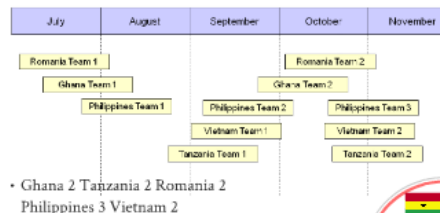
## 3 Months Pre-work

- 40-60 hours of work on top of job
- Team development
- Skills development
- Logistics
- Assignment related tasks

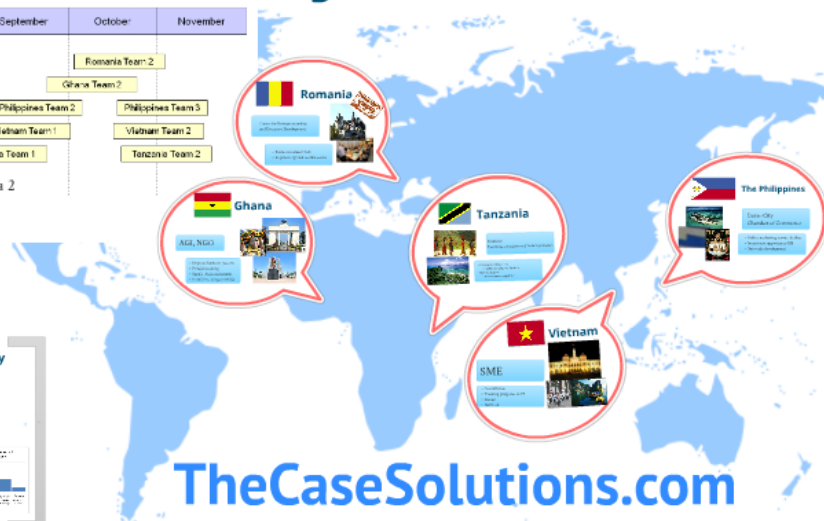
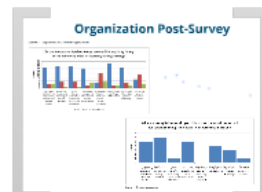


# The Corporate Services Corps Projects

Exhibit 2 Deployment Schedule by Country



Source: Company documents



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