



# What is Brainshoring?

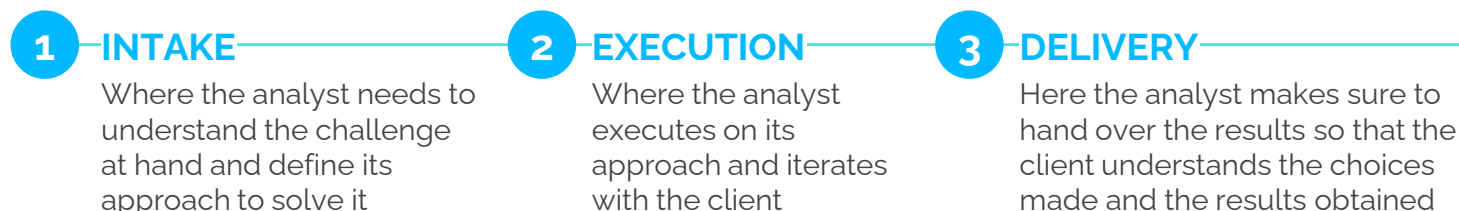
**Brainshoring** is the outsourcing and offshoring of activities which require critical thinking and creativity i.e. leveraging outsourced "brains" to help solve complex problems.

Brainshoring is meant to answer open-ended questions. For example:

- In Research a typical basic question would be "Build an excel table with the P&Ls of the top 5 global FMCG companies", whereas a Brainshoring question would be "how would you go about demonstrating the superior performance of company A over company B?"
- In Design a typical basic question would be "Please format these handwritten notes into my company powerpoint template" whereas a brainshoring question would be "I need to make a live presentation to 200 senior executives of my company, and I want them to feel my proposal is very innovative. Can you please propose a few ways we can illustrate the findings"
- In Analytics a typical question would be "Please clean the database and structure a pivot chart covering fields A, B and C", whereas a brainshoring question would be "Using this dataset can we conclude that market A is more profitable than market B?"

In Brainshoring the quality of the outcomes will be largely determined by the quality of the people. They need to be critical thinkers equipped with superior communication skills.

Brainshoring replaces a simple focus on execution in typical outsourcing with a three step approach



Because of the need to closely integrate with the client, Brainshoring is meant to work on a retainer basis i.e. with teams dedicated full time to each client. This makes possible the establishment of a simple and effective workflow and allows the provider to gain intimate knowledge of a client's operation which leads to efficiency and quality gains.

## How Brainshoring differs from typical outsourcing:



### Key Success Factors

- LOCATION:** Identifying locations with *high quality talent* and *low costs* in *similar timezones* as target markets is crucial to attracting and keeping new clients while still offering the live service which characterizes Brainshoring
- PEOPLE:** Hire smart people who are capable of out-of-the-box thinking and with great communication skills and support them with continuous training and on the job education opportunities
- INFRASTRUCTURE:** Set up processes, support functions, and acquire the tools and technology allowing to scale at constant quality levels