brainshoring services

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?"

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-ofthe-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

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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

1 -INTAKE-

Where the analyst needs to understand the challenge at hand and define its approach to solve it

-EXECUTION-

Where the analyst executes on its approach and iterates with the client

-DELIVERY

Here the analyst makes sure to hand over the results so that the client understands the choices made and the results obtained

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:



Brainshoring is:

Problem Solving: Brainshoring services aim to solve complex issues using a variety of tools

Horizontal: Brainshoring specialists establish a partnership with the client prioritizing live interaction

Insights: Brainshoring provides insight, interpretation, and wider meaning to the information it gathers

Active: Brainshoring specialists propose solution strategies independently and challenge the premises of a question

Full-process: Brainshoring curates all aspects of a question from scoping to delivery with an emphasis on the intake

Skills: Brainshoring provides clients with the abilities to resolve open ended problems

Intelligence: Brainshoring generates the information needed for clients to make their own decisions

Brainshoring isn't:

Request fulfillment: Brainshoring is not the delivery of one-off requests

Vertical: Brainshoring specialists aren't just service providers

Data: Brainshoring doesn't just find and deliver data

Passive: Brainshoring specialists don't just receive instructions

Delivery: Brainshoring doesn't focus solely on executing a task

Services: Brainshoring is not the commissioning of specific assignments

Consulting: Brainshoring does not advise clients on corporate strategies

