



The Blended Future

How To Leverage Outsourcing & Take Your Business Global

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The Blended Future: How To Leverage Outsourcing & Take Your Business Global

By Daniel Ramsey

Before you strap on your seatbelt, take out our 7-Figure Business Roadmap (it's the insert in the middle of the book), and let's begin your scaling journey. Whether your current business is large or small, it's important that you understand two things before you begin to scale: where you are, and where you are going.

Pros Only and the 7-Figure Business Roadmap

Business and sports provide very similar experiences for players who want to be champions and win. In any high-school sport there's a coach and perhaps a couple of assistant coaches, a gym workout discipline, a required practice schedule, and matches to test your team's ability versus the competition. In business, the exact same systems exist. You can have a coach, a workout discipline, and daily practice routines, and then you get to be in front of clients fighting for the business.

The 7-Figure Business Roadmap simply describes what is equivalent to the difference between competing in high school, college, and in the pros for business owners. It's a clear articulation of the player's landscape for the challenges, key drivers, and team member rosters. The Business Roadmap will help you focus on the things that matter at different levels of Revenue and Team size. If you dream about playing in the NFL, come get the 7-Figure Business Roadmap so while you're in college or high school you can practice like you're going Pro!

Scale Accelerator: Model what the Pros do on a daily basis that always win at their sport! Replicate the workout discipline and daily practice routines, and the client acquisition model of the Giant in your industry.

There are about 28 million businesses in the United States. According to the U.S. Small Business Administration, all but about 20,000 of those are small businesses, that is, they have less than 500 employees.¹ That means that 99% of businesses nationwide are considered "small." Eighty percent—more than 22 million—of those small businesses are non-employers, meaning they have zero employees. The other four million or so do have employees. According to the U.S. Census Bureau, of all small businesses with employees, only 4% have managed to scale to the extent that they net \$1 million per year.²

This seeming reluctance to use employees to grow businesses represents lost opportunity of epic proportions for U.S. business owners. Perhaps this trend is perpetuated because it is so

¹ www.sba.gov/sites/default/files/March_April_2016_FINAL_508_compliant.pdf

² <https://www.census.gov/topics/business/small-business.html>

tempting to slip into the mindset that taking on employees is too expensive and training them (and managing them on a daily basis) is too time consuming. That “things would just be easier if I did it all myself,” and that “taking on the responsibility of employees is too much of a gamble.” Yet the truth is quite the opposite. Statistically speaking, when an entrepreneur takes on even a handful of employees, profits soar. The annual average sales of a company with one employee (sole proprietorships) are \$47,000; with four employees, that number becomes \$387,000. That is, when the number of employees increases by a factor of four, profits increase by a factor of eight. Those numbers don’t lie—especially with those attention-grabbing little dollar signs in front of them.

You Were Born at a Time of Historic Opportunity

If you are alive today (having caught you in the act of reading, I suspect you are), you have enormous good fortune. The fact that the Internet and other modernizations have globalized our economy gives you a chance to scale your business faster and further than ever before using virtual professionals. It is my mission to ensure that you don’t miss that opportunity. If you choose to take your business up the value chain toward netting \$1 million a year, know that it really isn’t rocket science. The tools, tactics, and frameworks I am going to introduce you to are not some new craze or a passing fad—they are tried and true, statistically proven frameworks that have worked for many in the past. The path from being a solo business owner, to a small- or even medium-sized business owner does not have to be mysterious or convoluted. It is a path many have taken before, and this book can be your guidepost as you go.

At the heart of the journey it is getting the right people working for you. As Jim Collins said in *Good to Great*, “...leaders of companies that go from ‘good’ to ‘great’ start not with ‘where,’ but ‘who.’ They start by getting the right people on the bus, the wrong people off the bus, and the right people in the right seats. And they stick with that discipline—first the people, then the direction—no matter how dire the circumstances.” The ability to leverage global talent makes it financially attainable, even for smaller companies, to get all the right people on the bus. America’s biggest companies already know this, as we are beginning to discover.

Economic Titans Leverage Talent Globally

Large companies are benefitting from using a blended employment model. In fact, a new regulation stemming from the Dodd-Frank Wall Street Reform and Consumer Protection Act has given us a clearer picture of the extent to which some of the largest U.S. companies employ global talent. As part of this act, publicly traded companies are now required to disclose how many foreign employees they employ. While this act was passed back in 2010 in response to the 2008 global financial crisis, the SEC only approved guidance for companies outlining how to implement and comply with the mandate in September 2017. Therefore, data regarding the degree to which these major corporations use global talent is only just beginning to emerge. Even after just one quarter of such reporting, it is clear that many of the most recognizable U.S.

brands hire workers in lower-cost countries as a means of leveraging their businesses. One of the reasons this has been hitting the news of late is that publicly traded companies are also required to disclose CEO pay ratios—the difference between what the CEO of a company is paid as compared to that company's median worker. Since an increasing number of companies are hiring in lower-cost countries, some of those figures astound the average reader. Wal-Mart has 35% of its workforce abroad.

You might be surprised at the high percentages of global talent that successful companies have reported so far:

Kellogg: 80%
General Electric: 66%
United Technologies: 68%
Whirlpool: 80%
Merck: 55%
Honeywell: 58%
Hanes: 80%
Mattel: 78%
Wal-Mart: 35%

These are 2018 figures, which represent a handful of first-quarter-reporting companies' percentages. As time goes on, we will see more and more companies reporting on the success of their blended organizational models, in which employees in the U.S. have their roles within their areas of strength, and employees abroad have others. What these major corporations are finding is that there is a lot of revenue to be saved by offering job opportunities in lower-cost nations. You should too, because if you don't, you are missing a large opportunity!

Harness the Power of the Virtual Workforce

As a Deloitte study found in 2017, only 13% of U.S. employees are passionate about their jobs. The nation's workforce is ready for what Steve Jones, author of *Virtual Culture*, calls a "corporate detox." As millennials and technological changes continue to influence the way companies work, we can see a shift toward what Accenture has dubbed a "liquid" workforce comprised of virtual professionals who work mostly from home. Accenture predicts that by 2020, 43% of Americans will be virtual professionals (freelancers).

Demand for virtual talent is increasing because it works for most business owners and it is simply good business. Let this book be a guide for how to do it the right way. Meanwhile, the global virtual talent market is rapidly expanding; it is estimated that this market will be worth over \$6 billion U.S. dollars by 2021. These, in addition to our desire to impact the world, are the changing forces that have influenced the way we work at MyOutDesk. With these factors in mind, I have crafted this path for you with a bird's eye view from the top of the metaphorical mountain I have scaled with my own business. From this perspective, I can see the clearest, simplest, and fastest path for you toward a million-dollar business in the current economic

climate, so there is no need to navigate the crevices and rockslides. This book will be your guide and your source of clarity in this brave, new business world.

You've waited long enough. Now that we have assessed the scene, let's open the map and find out where you are on it.

About MyOutDesk

To learn more about MyOutDesk, visit our website at www.myoutdesk.com or call 1 (800) 583-9950 and we will reach out to you to schedule a personalized one-on-one consultation.