

Beyond CSR

....an inclusive business

WHO World Report on Disability 2011
Asia Pacific Symposium
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University of Sydney

Basic Management principle

- Assemble a team
 - Knowing and leveraging the strengths of team members
 - Knowing the weaknesses (“handicaps”) of team members, and finding ways to overcome or compensate them
 - Look at PWD like any employee who is not perfect – **nobody is.**

“The are not disabled in everything....zero in and expand on the abilities that they have and develop those qualities.”

– Dr. Surin Pitsuwan, ASEAN Secretary-General

speaking at IDPP meeting in Bangkok

Significance of the Internet

- Makes remote work feasible
- By extending this to a work-from-home model....
- We have levelled the playing field for most PWD
 - The real impediment for meaningful employment for most PWD is mobility, especially in less developed countries

Our businesses...

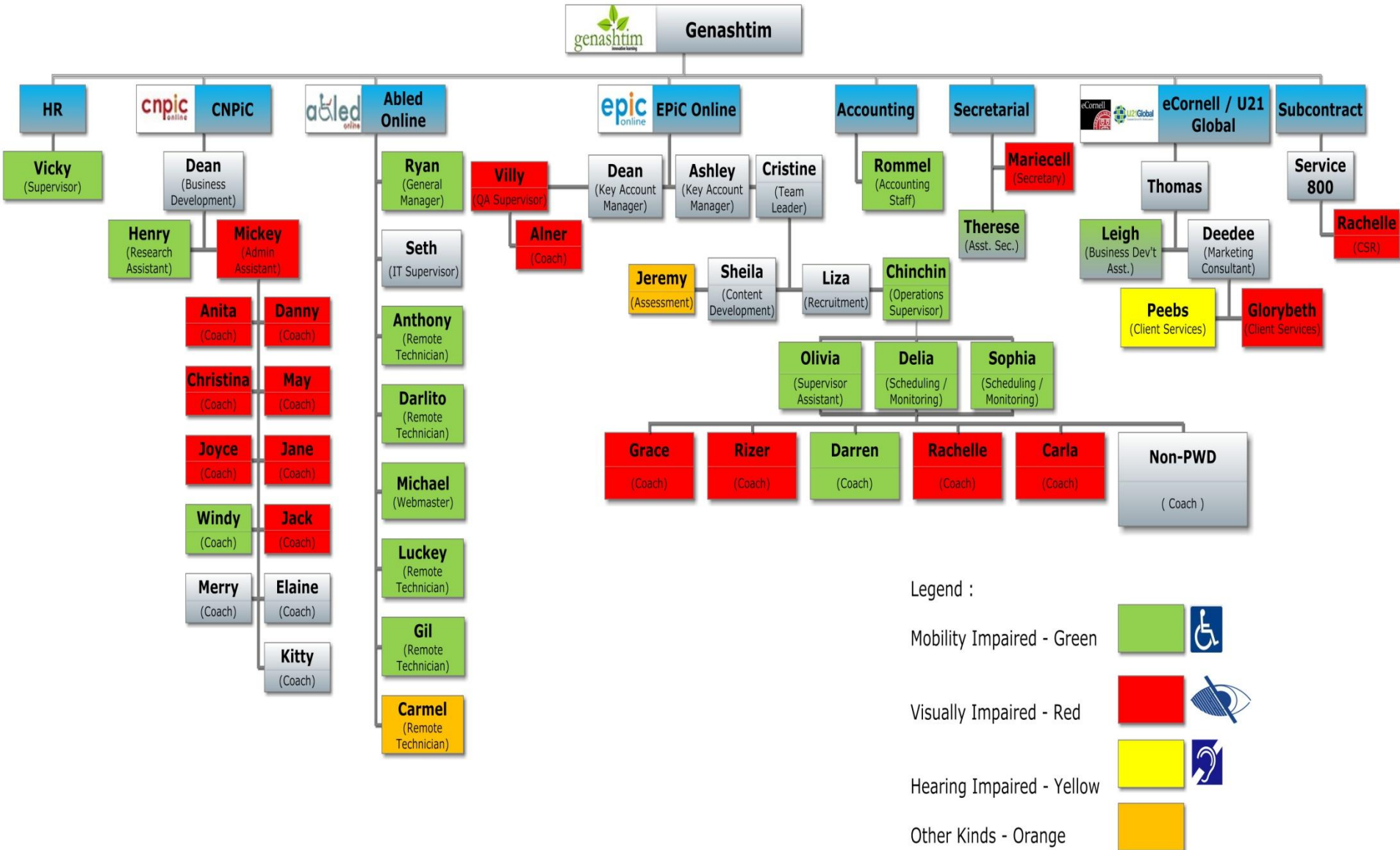


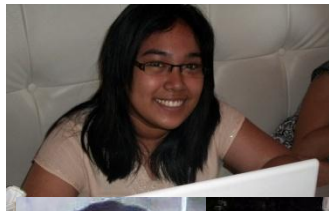
Chinese Proficiency in Conversation



Ivy League excellence, online convenience

Where are our PWD?





What's the difference?

- High value-added, mainstream work
- Strategically engaged and integrated in the business
 - Actually makes the business stronger
- Serving clients in 9 countries
- Not charity, not sympathy not philanthropy
- They get paid like everyone else
- They get fired if they do not perform
 - We make no excuses to our clients for quality and reliability

Some of our clients.....



94% satisfaction



TAYLOR'S
UNIVERSITY

Wisdom • Integrity • Excellence

93% satisfaction



98% satisfaction



95% satisfaction



88% satisfaction



91% satisfaction



WHO

World Report on Disability 2011

Chapter 8

Work & Employment

Changing Attitudes

Changing Attitudes p240,249

- **By FORCE**
 - **Lobbying for rights, legislation**
 - **Anti discrimination laws**
 - **Quotas**
 - **Equal wage demands**
 - **Employment regulations, labour laws**

Changing Attitudes

- **By ENTICEMENT**
 - **Mass communication for success stories**
 - Focus on how and the results
 - Get client testimonials
 - Proof of profits and business success
 - **Create more success stories**
 - Certification
 - Market and promote them
 - Use their services, give them business
 - People need to get used to being serviced by PWD
 - **Show how the PWD can be a strategic and/or tactical advantage**

PWD advantage

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- **Appropriate skills**
- **Strong loyalty**
- **Low rates of absenteeism**

Unlock their potential

- **Focus on capacity to work, not disability p248**
- **Craft cross-disability processes**



- **Ryan Allegado**

Ryan was living in a temporary structure, working freelance on the internet off and on.

He was hired as an Virtual Assistant for Genashtim in Sep 2009. Three months later, he was promoted to a Business Devt. role. By Sep 2010, he headed the Abled Online project as its General Manager.

In Nov 2010, he presented the project in Tokyo and “walked away” with the first prize.

He is concurrently head of IT for Genashtim, and also the Operations Manager for EPiC Online.

A year after he joined Genashtim, his monthly income was 6 times the most he ever made working freelance.

The Team for eCornell Enquiries



Initial emails are sent out by Peebs and
Therese to enquiries that come in through
our websites

Therese - Cebu



Peebs - Manila



Incoming phone enquiries, and follow-up
calls to enquiries from our websites, are
handled by Glorybeth – Davao



They are supervised by
Leigh – Laguna





"Tag-Team" Virtual Assistants



Mariecell was about to graduate from college in 2002, when a car accident disfigured her face, and destroyed both her eyes.

Because she had learnt how to use the computer and the internet as a blind person, she was hired as a secretary, working from her home in Davao, Philippines.

But as a blind person, there were things which she could not do by herself, like reading scanned documents, and filling out forms.

Mariecell is now being paired with En-en, who was stricken by polio since she was 2. En-en works from her home in Cagayan de Oro. Mariecell and En-en have never met in person.

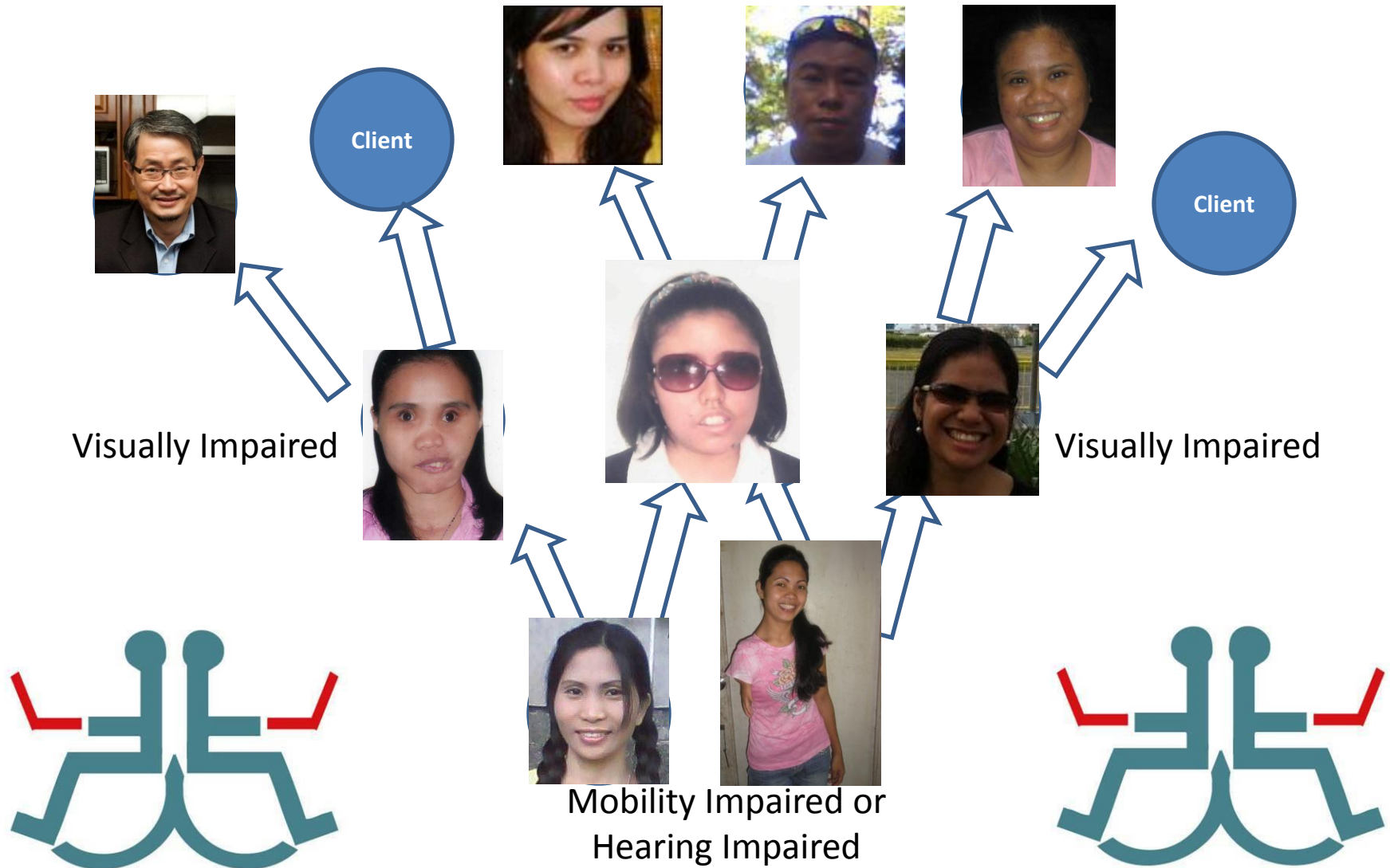
Together, Mariecell and En-en provide secretarial support to an executive who lives in Melbourne, and travels 70% of the time. He has never met either of them in person. But they communicate online every day.



**To launch –
New business**

Virtual Assistants

Genie Online – “your wish is our command”



“At Light, the number of workers with disabilities is greater than that required by law. The reason is simple- for us, the most important thing is to have valuable people.”

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Let's make them valuable!!!