

Thomas Ng
-on “INCLUSIVE BUSINESS”
Asia Pacific CBR Convention
Kuala Lumpur 13-16 November 2010



We are a socially responsible organization, committed in promoting world-class high quality online learning.

Online learning via Web 2.0 helps in the global fight against climate change minimizing commuting, paper usage, and construction materials for classrooms. Thus, less fuel consumption, less emission of pollutants, and a smaller carbon footprint.

Online learning also overcomes the mobility barrier which is common to many persons with disabilities (PWD). This enables the PWDs to avail of the learning, and also be sustainably employed in its delivery.

Triple Bottom Line Concept

- Profits
- Environment
- Social Equity
 - Inclusive Business

OUR WAY

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 PWDs 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
 - That is what BPOs is all about
- Can we extend this to a work-from-home model?
- We would then level the playing field for most PWDs
 - The real impediment for employment for most PWDs is mobility, especially in less developed countries

Our businesses.....



English Proficiency in Conversation Online



Remote PC Support



Chinese Proficiency in Conversation Online



Ivy League excellence, online convenience

Where are our PWDs?



Meeting Mr Shuichi Ono, Executive Director of the Nippon Foundation at Manila Polo Club, 9th March 2010

English Language Coaches



Villy



Olivia – in wheelchair



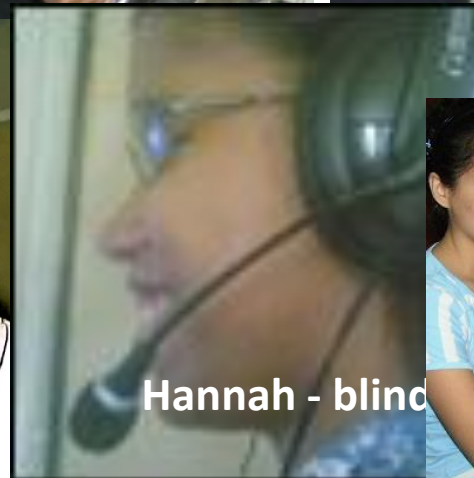
Grace – visually impaired



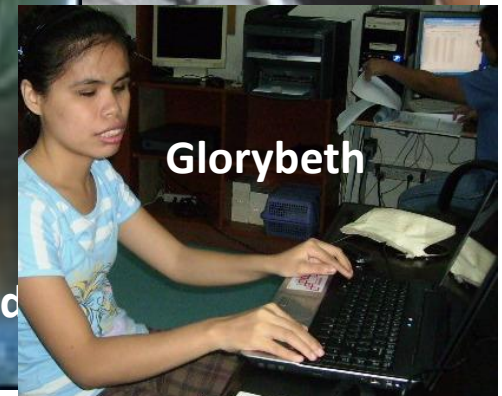
Janine - blind



Darren – on crutches



Hannah - blind



Glorybeth

Chinese Language Coaches

cnpic
online

Mickey
Shaanxi Province



Danny
Gansu Province

both are blind

Operations



Villy – Quality Assurance



Chinchin - QA



Anthony – IT Support

EPiC Online Operations Supervisors



Delia



Sophia

Management/Admin Functions



Ryan – General Mgt



Mariecell - Secretary



Vicky – Human Resources



Maffy – secretary (Deaf)



Rommel - Accountant

**New businesses
spun off**

a^{led}led
online

Remote PC Support

A Division of Genashtim Innovative Learning

**Won 1st Prize at the
Universal Ventures Business Plan Contest
in Tokyo on 21st November 2010**





Mariecell

“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 Maffy, who is deaf, and lives in Manila. Maffy is constrained to working from home, as she has to look after her Down Syndrome brother who is also blind.

Together, Mariecell and Maffy provide secretarial support to an executive who lives in Melbourne, and travels 70% of the time.



**Maffy
-hearing
impaired**

**To launch –
New business**



- **Marx Melencio**
 - One of our service providers
- Most Inspiring Entrepreneur of the Year awardee, Philippines 2008.**

At the age of 23, Marx was gunned down randomly, and totally lost his sight. Through hard work and perseverance, he mastered the use of the PC, and eventually set up Grayscale which employs about 100 people in 7 production centers in the Philippines. About 20 of Grayscale staff are persons with various disabilities. For several clients mostly in the USA, Grayscale provides website, software, content and information development; search engine optimization (SEO) and search engine marketing (SEM); and content marketing, and web research.

[See Marx in action](#)
[Listen to Marx's story](#)

What's the difference?

- **High value-added, mainstream work**
- **Strategically engaged in the business**
 - **Actually makes the business stronger**
- **Serving clients in 10 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**

Our Goals

- **Presently 50 staff of which 50% are PWDs**
- **Target in 3 years**
 - **1,000 staff**
 - **At least 50% PWDs**
- **All it needs is for our business to grow exponentially**
 - **Could use your help....**

What we need...

- **Do not need sympathy or donations**
- **Try out our services**
 - If not entirely satisfied, walk away
- **Very easy to start**
 - No contract, downpayments
 - Take one EPiC Online session for US\$ 15
 - Sign up for Abled Online for 1 month at US\$ 40

How to encourage more Inclusive Businesses?

- Hope to be lucky? – no sustainability
- Understand how business and corporate executives think. They are SELFISH!
 - Businessmen are only interested to make money
 - Corporate executives are only interested in:-
 - Their own career
 - Their bonus, KPIs etc
 - Their share price

Strategies for the “SELFISH”

- **Prove that inclusiveness can be profitable**
 - Help inclusive businesses thrive, and showcase
- **Promote work-from-home model**
 - Saves costs, infrastructure
 - Minimizes labour issues
- **Provide a formal platform against which they can be measured**

What would be COOL.....

- **Lobby for certification process (like ISO)**
 - For business that are inclusive
 - For businesses who engage certified inclusive businesses, and so on.
- **A process like carbon credits?**
- **Lobby for tax incentives**
- **Encourage investment funds/private equities, focussed on certified businesses**

END

Supplementary slides follow