

## Outsourcing: the key to global competitiveness for small businesses

BY WILLIAM TO

What an exciting time it is for small businesses. No longer are they the underdogs; with their capability for great productivity and innovation, today's global marketplace allows them to compete internationally with prominent competitors.

They're playing with the industry giants now. What is their secret? Outsourcing via a bridge company.

While the idea of outsourcing is often contentious, it remains not only relevant, but is a trove of outstanding opportunities for businesses and the local economy. Of course, not all outsourcing interactions are favourable; however, a knowledgeable and experienced bridge company that understands the complexities of global business can lead a small company to increased productivity and innovation, benefitting the local economy in the process.

It is already well known that outsourcing offers greater cost efficiency and productivity to small businesses, allowing local owners to invest more of their resources developing new strategies and enhancing existing projects. Other benefits exist. With an outsource bridge company coordinating all aspects of planning, manufacturing, quality control, and delivery, local owners can operate their

business without added worries. And with a well-rounded and deep understanding of business practices abroad, an experienced liaison coordinates with supply factories overseas to ensure that the highest quality products and best prices are offered to local owners.

Importantly, small business owners are afforded more personalized contact with their supplier via their outsourcing liaison, allowing for a more tailored and satisfying holistic experience. In this way, involvement with an outsource company has invaluable benefits that reach far from formal business connections. These bridge companies are vital cultural links, allowing owners to understand foreign business practices. This fresh perspective allows business owners to inject creativity and custom-made products into their firm. Not only do businesses gain from product originality, but innovation stimulates the local economy.

Responsible and effective outsourcing gives rise to increased productivity, efficiency, and innovation: strong sources of competitive advantage for small businesses emerging on the global arena, which create exciting opportunities for owners while fueling the local economy.

*William To is the president of Wave Visions Inc.*

## Leadership straight from the horse's mouth

Discover the 'spirit of leadership' through equine-assisted training exercises



BY CORINA HOLZAPFEL

Imagine yourself in a round pen with a deep black, majestic and beautiful horse.

Your task is to explain that you are the leader. You want the horse to follow you. Would you be able to prove to be a trustworthy leader?

This is one of the questions participants are facing during equine-assisted leadership and team training. Horses being natural followers always ask for high quality leadership. They only follow a leader whom they absolutely trust and respect. Horses would never follow a dominant and aggressive leader. In fact the lead horse always acts with ease and grace. Dominance and aggression only cause fear which leads to "internal termination."

The qualities that make human leaders successful are predominantly identical to the leading horse's qualities. These traits include being a trustworthy person, demonstrating respect, setting appropriate boundaries, acting emotionally balanced, and being inspiring and motivating. Therefore, horses are absolutely phenomenal at

teaching leaders.

Horses also respond to body language, unconscious behaviours and emotional patterns. They act like a mirror. While being incorruptible, horses give honest feedback instantly and touch people on a very profound level. This experiential way of learning is a powerful tool to trigger transformational changes and to create lasting results.

Once leaders are aware of their actions and subconscious patterns they are able to create outstanding relationships with their teams. Relationships based on trust, healthy respect and reliability create extremely successful relationships with clients and suppliers. This consequently lays the foundation for building the dream company with the end result of maximum success and maximum profit.

Ask someone you trust for feedback on your body language or posture — you might be surprised!

*For more information on equine-assisted leadership and team training opportunities, visit [www.the-spirit-of-leadership-canada.com](http://www.the-spirit-of-leadership-canada.com) or call 250-791-1969.*



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