



## IBM CORPORATE SERVICE CORPS (CSC) PROGRAM

### 1.0 OVERVIEW: WHAT IS THE CORPORATE SERVICE CORPS PROGRAM?

The IBM Corporate Service Corps (CSC) was launched in 2008 as a vehicle for leadership development and social responsibility. Teams of 8 to 15 of IBM's top talent work with government, business and civic leaders in emerging markets to help address high-priority issues.

The CSC was created in response to IBM's need to develop 21st century leaders within a globally integrated enterprise. CSC delivers three benefits: problem solving for communities and contributions to economic and social development priorities, leadership development for IBMers and increased knowledge and understanding of the growth markets for IBM.

CSC exposes IBM employees, who are selected for the program on a highly competitive basis, to the 21<sup>st</sup> century context of doing business, with a focus on emerging markets, global teams, diverse cultures and sustainable business practices.

Teams of 8 to 15 persons, representing IBM's top talent, work with government, business and civic leaders in emerging markets to help address high-priority issues identified by local leaders. The selected issues or problems are typically at the intersection of business, technology and society. Assignments that develop solutions for these issues generally focus on innovative business processes and ICT solutions, economic development, entrepreneurship, citizen services, e-government, education, transportation, health and other priorities.

CSC is a 4 week in-country experience that is complemented by an intensive 3 month Pre-Work period to familiarize the volunteers with the local culture and language of their destination country as well as the content and context of their assigned projects. The in-country experience is followed by a 2 month Post-Work period to conclude monitoring and evaluation and share results.

### 2.0 TRIPLE BENEFIT: VALUE OF THE CORPORATE SERVICE CORPS PROGRAM

The CSC program was implemented to develop 21<sup>st</sup> century leaders within a globally integrated enterprise.

The program delivers three benefits:

- 1) **Community impact** in the form of solutions to problems of communities in emerging markets;
- 2) **Leadership development** for top talent employees;
- 3) **Increased Knowledge** and understanding of emerging markets.

The full value of the community impact value that CSC teams deliver is exceptional - each CSC participant provides significant IT, business, government and social sector consulting services. IBM covers all the direct costs associated with deploying the teams.

### **3.0 IBM's PARTNERSHIP WITH DOT – A GLOBAL CSC IMPLEMENTATION PARTNER**

Recognizing the importance of the development expertise, in-country networks and delivery experience of the non-profit sector, IBM has contracted with 3 non-profit organizations to manage the CSC program in selected countries. IBM has been working with DOT since 2008.

DOT assists IBM in identifying CSC clients and assignments that address local socio-economic priorities that will maximize community engagement and the impact of the program. DOT mobilizes its local knowledge of the target countries, the local communities and the decision-making dynamics. In doing so, DOT provides an important foundation on which the CSC program can leverage the skills and knowledge of IBM and its employees to design solutions in emerging markets.

Digital Opportunity Trust (DOT) is an acclaimed international social enterprise, headquartered in Ottawa, Canada. DOT is a leader in creating educational, economic, and entrepreneurial opportunity through the effective use of ICT for communities and people in countries that are developing, are in transition, or are under stress. DOT has a particular focus on youth and women. Supported by a global team of experts and social entrepreneurs, DOT operates programs in Africa, the Middle East and Americas in nearly 20 countries.

Launched in 2002, DOT has mobilized the talent and energy of over 4,000 young leaders (Interns) worldwide - a powerful force for change. The impact of DOT's youth-led programs has reached 800,000 people in communities and schools around the world – using innovative technology and a unique youth-led model to develop entrepreneurial spirit and 21<sup>st</sup> century workforce skills that will last a lifetime.

DOT's global partners include the Canadian International Development Agency (CIDA), IBM, Cisco Systems, The Mastercard Foundation, BlackBerry and UN agencies such as UNDP and UNESCO.

DOT's partnership with IBM as a CSC NGO Implementation Partner commenced in 2008 with Turkey as the first country of implementation. Since then, the IBM-DOT CSC partnership in 2009 and has expanded to encompass 11 countries in total: Turkey, China, Egypt, Kenya, Tanzania, Mexico, UAE, Ethiopia, Angola, South Africa (2014) and Morocco (2014). As of December 2013, DOT will have worked in partnership with over 500 IBMers in 48 teams to facilitate and support the execution of high-impact deliverables that contribute to sustainable local development.

In all countries, DOT recruits senior, experienced local staff who work with IBM in-country staff to develop strategic national and regional assignments that both support national/community development agendas and are aligned with the priorities of selected clients.

In close cooperation with IBM, DOT typically provides the following services:

#### **CSC Planning and Pre-Service Period**

- Assistance to IBM, when requested, in identifying appropriate cities within the targeted emerging markets for CSC deployments (CSC teams are typically sent to key regional level cities);
- identifying broad CSC thematic priorities in the targeted emerging markets in collaboration with IBM;

- identifying potential client organizations who host the CSC teams (and for whom the IBM volunteers undertake specific assignments), in collaboration with IBM;
- defining, in partnership with the local client, the scopes of work (SOWs) for the assignments;
- participating in the Pre-Service period as a bridge between the CSC team and targeted CSC clients;
- providing extensive briefing materials on the country, city/region and assignment and facilitating the interface between the team and clients prior to arrival;
- managing all logistics and budget matters related to CSC team international travel and deployment.

### **CSC In-Country Assignment**

- managing all aspects of the CSC team arrival in country, orientation and launch of the assignments;
- preparing and facilitating high-level kick-off meetings between the CSC team and clients;
- supporting all logistics for the CSC team throughout their deployment;
- preparing and facilitating high-level progress presentations and wrap-up meetings between the CSC team and clients;
- supporting the local IBM office with media events;
- conducting end-of-program debriefings with CSC team to develop lessons learned and recommendations for future programming.

### **CSC Post-Service**

- conducting follow-up surveys (2-4 weeks following team departure) and impact evaluations (6-12 months following team departure) of clients to understand how the deliverables are being used by the client and how they are contributing to local development priorities;
- producing end-of-deployment and follow-up impact reports to IBM;
- facilitating ongoing knowledge sharing and collaborative networking.

For more information, please follow the links below:

**[http://www.ibm.com/ibm/responsibility/corporateservicecorps/  
www.dotrtrust.org](http://www.ibm.com/ibm/responsibility/corporateservicecorps/www.dotrtrust.org)**  
**<http://ibm-csc.dotrtrust.org>**