



Office Hours



Welcome to Office Hours

- A relaxed, informal, free mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online, along with many previous week's recordings
- All recordings will be archived in our member's area



Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A

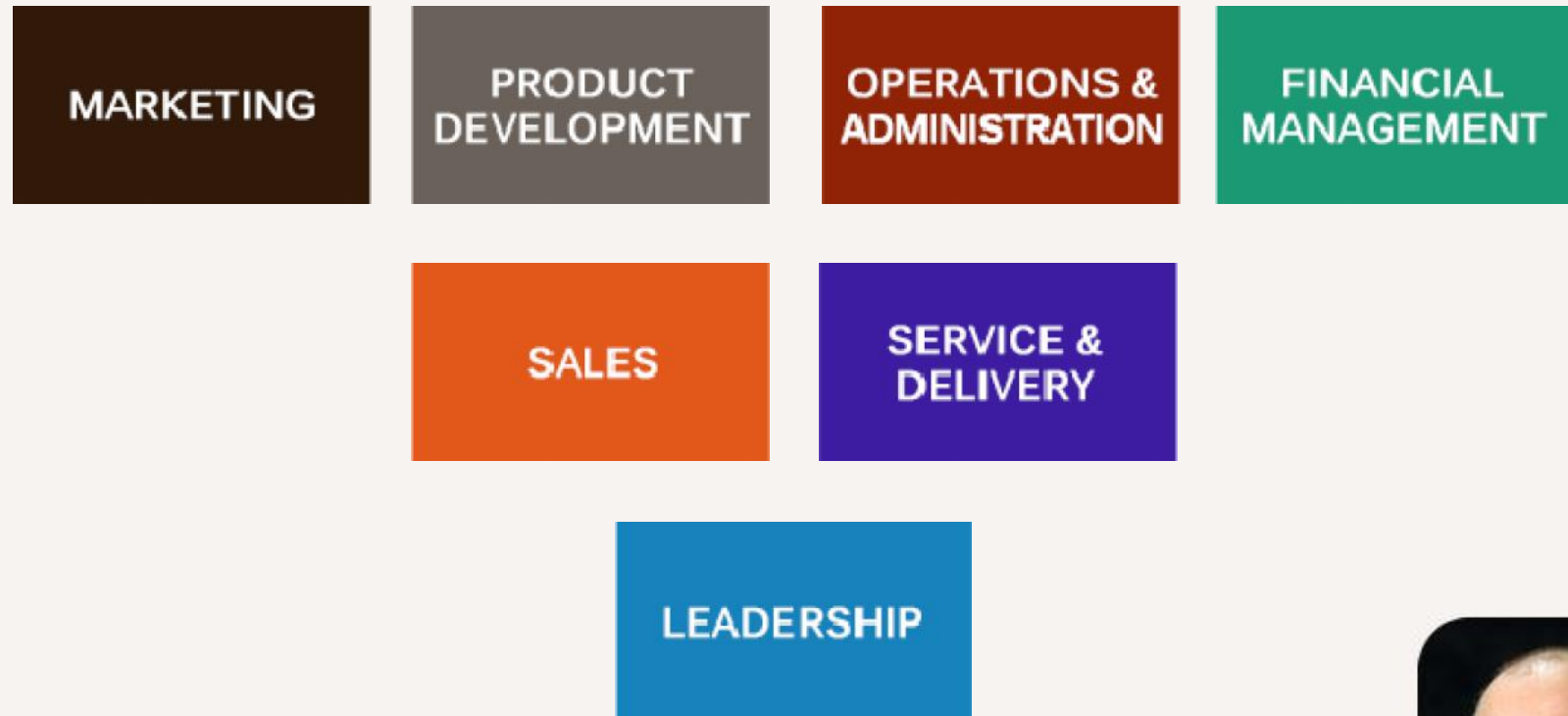


Today's Topic:

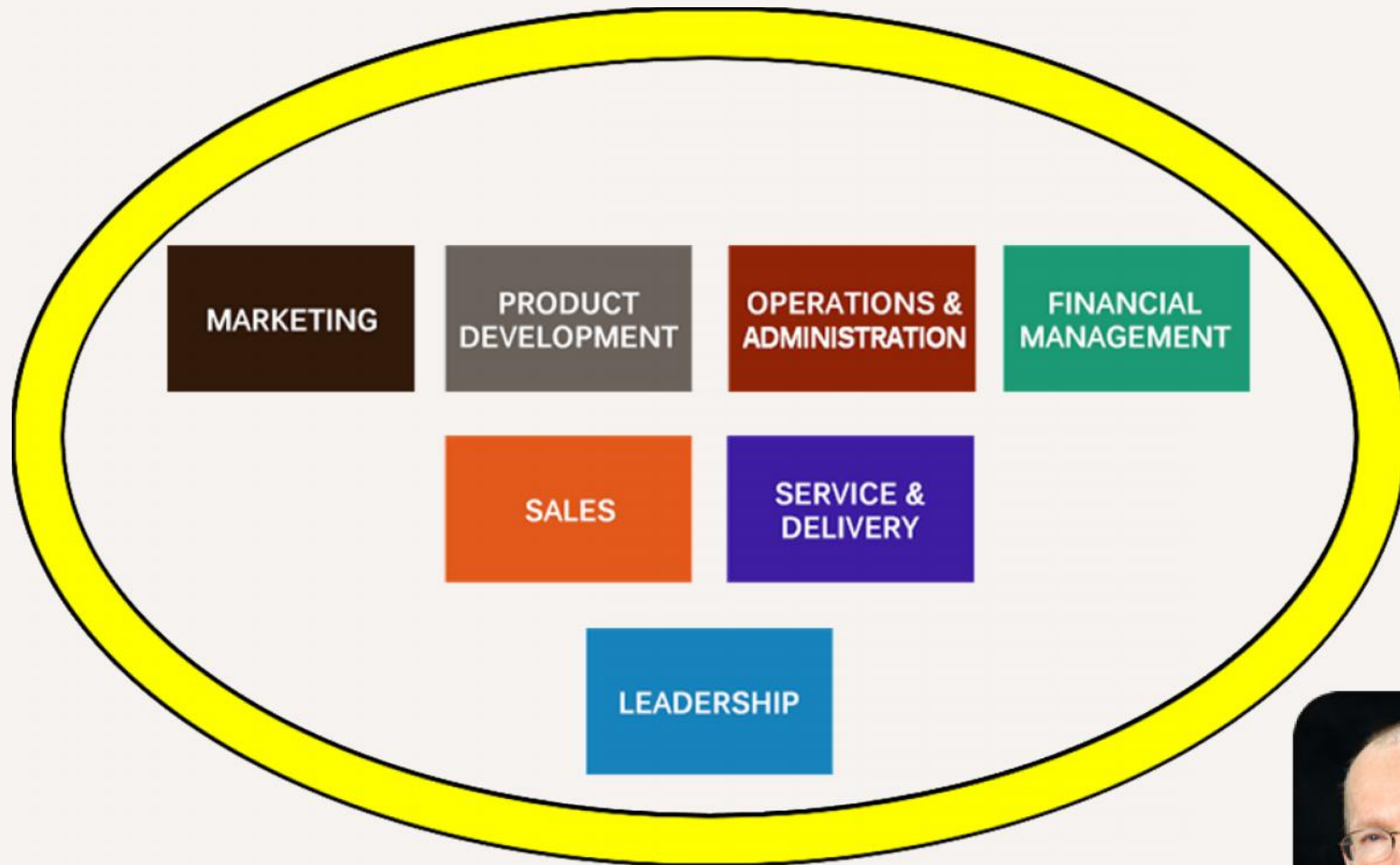
- Keep Pace with Technology – or Go the Way of the Dinosaurs!



The Key Performance Areas



The Key Performance Areas

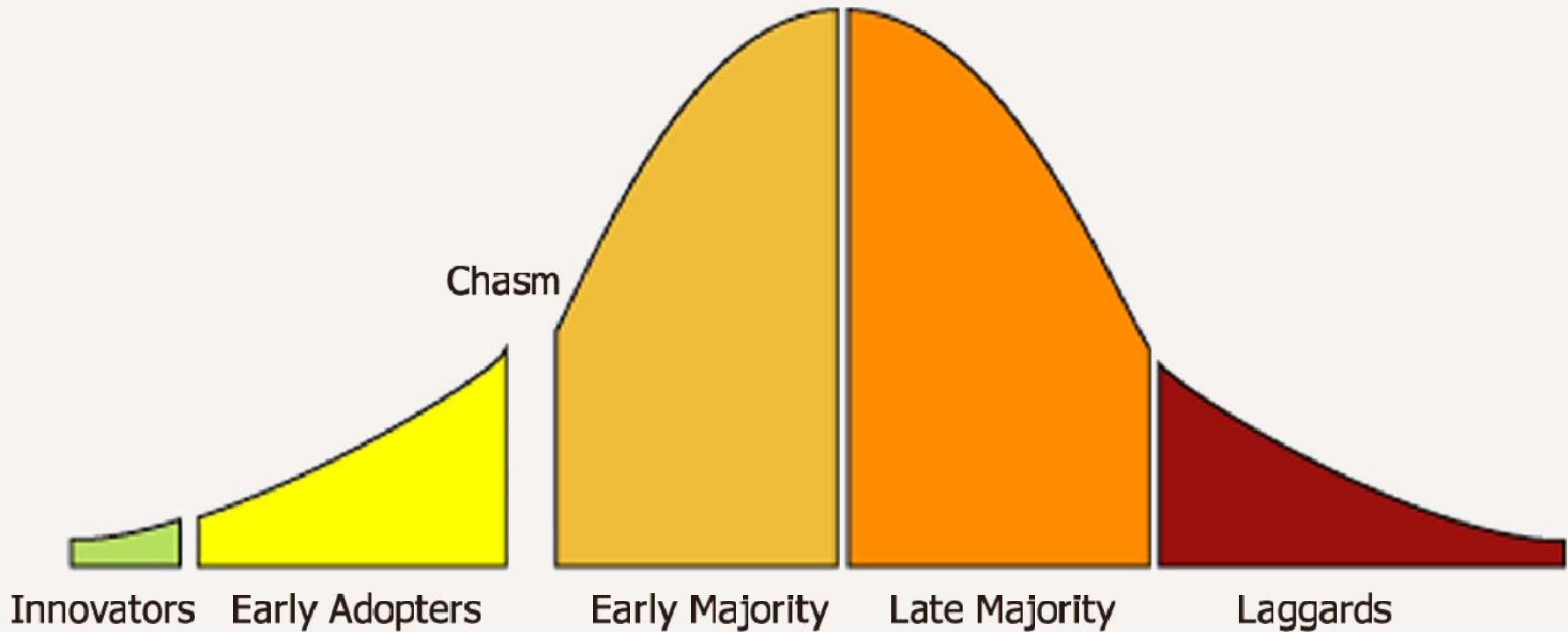


Agenda

- The Technology Adoption Life Cycle
- Technology Trends



Technology Adoption Life Cycle

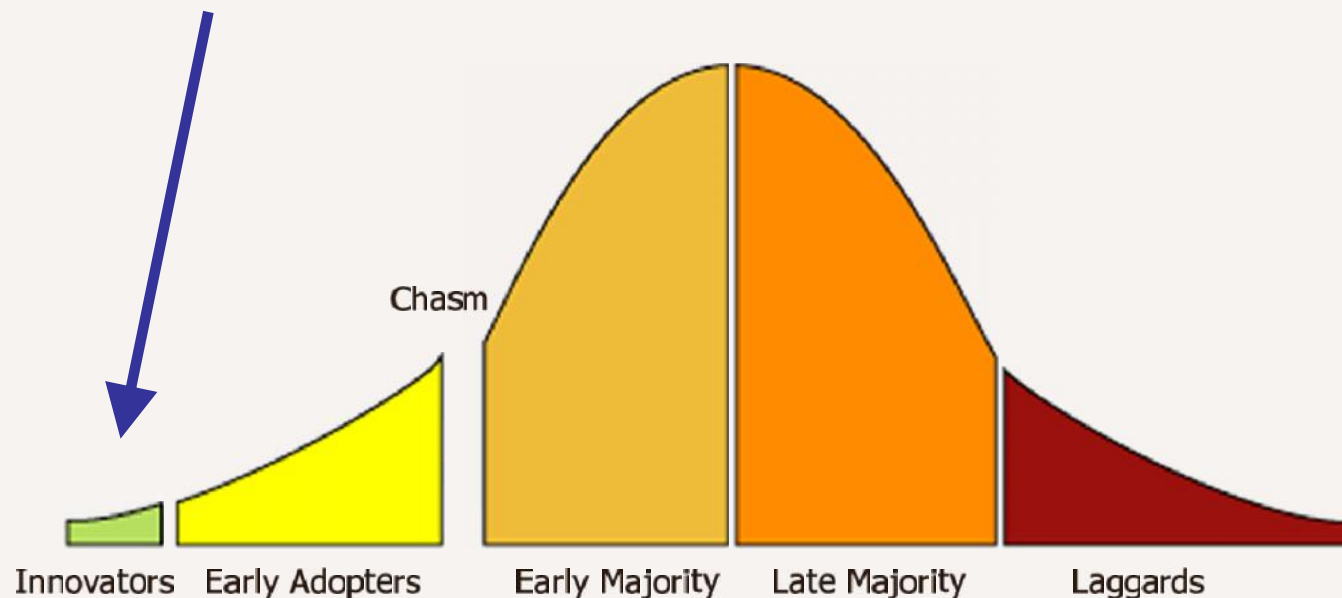


From “Crossing The Chasm”
by Geoffrey Moore (1991)



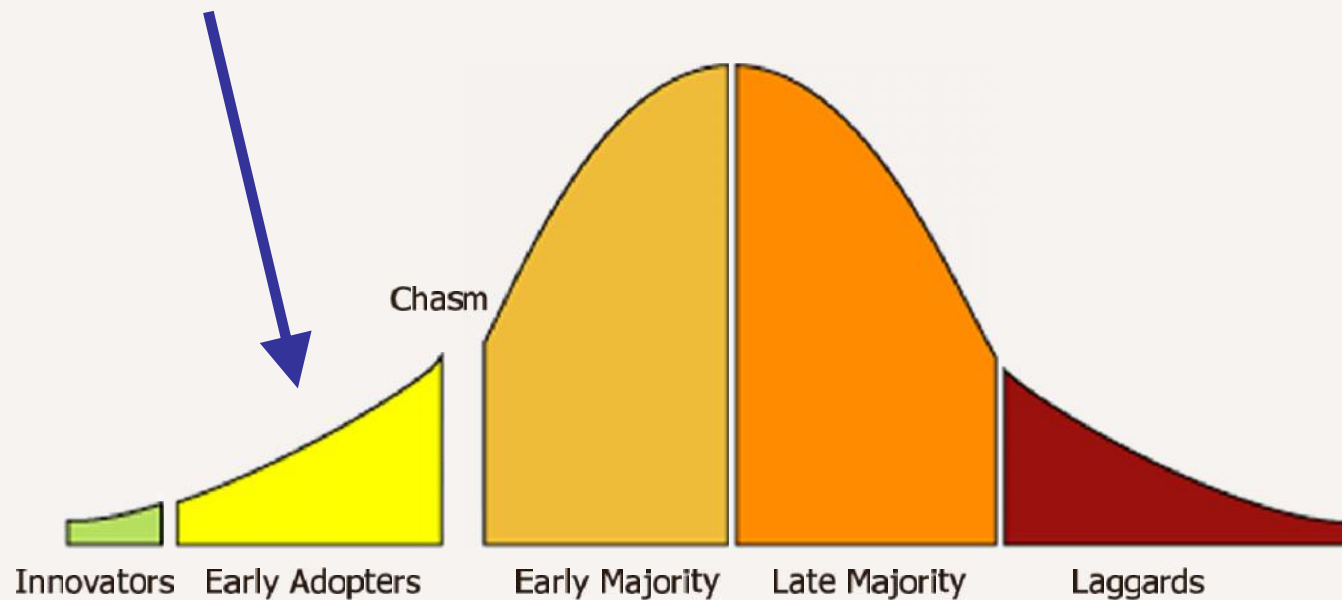
Innovators

- Enthusiasts who love new technology, even when it doesn't yet have a purpose.



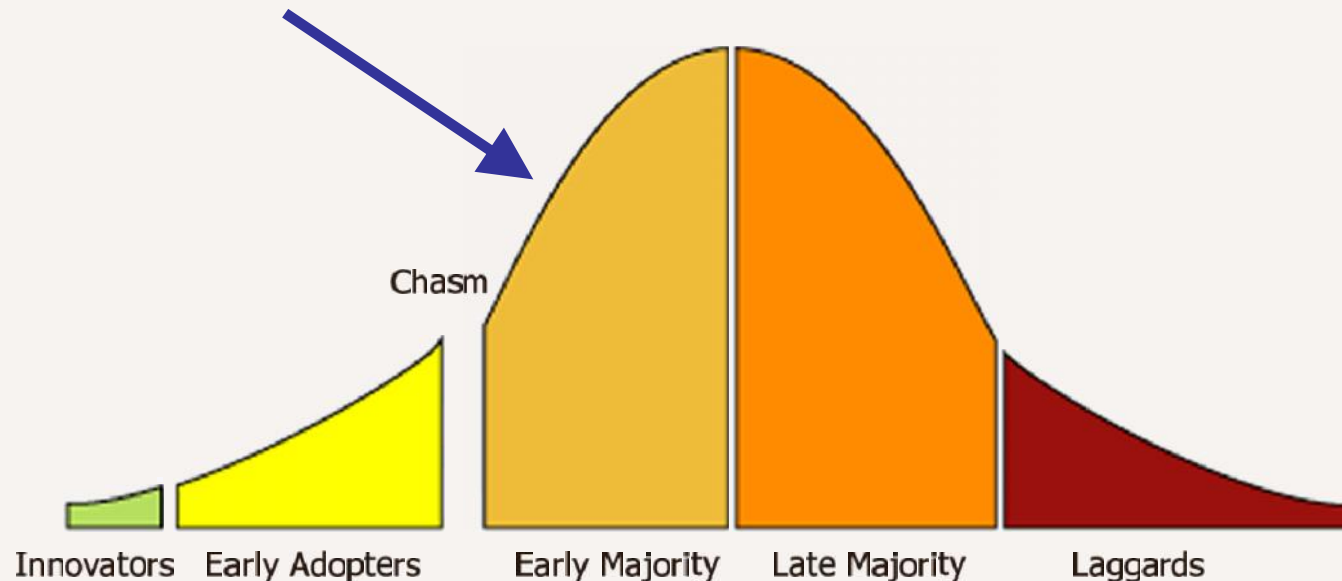
Early Adopters

- Visionaries who see how a technology can be used to solve a problem.



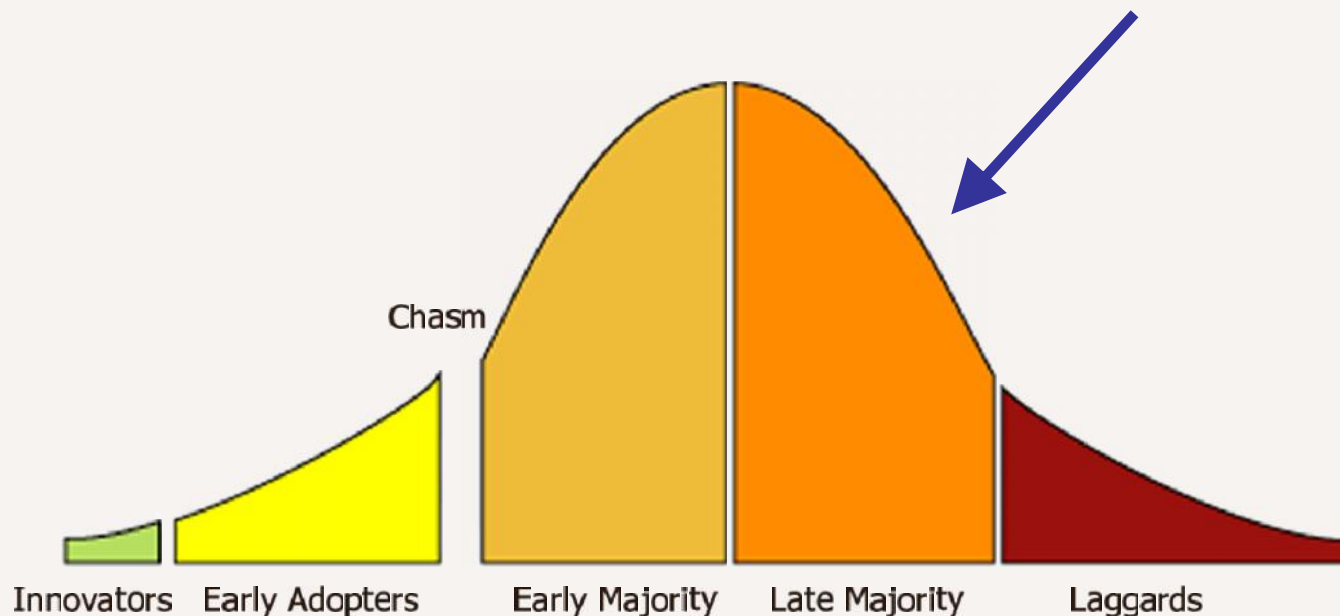
Early Majority –

- Pragmatists who want social proof that a technology has value before adopting it.



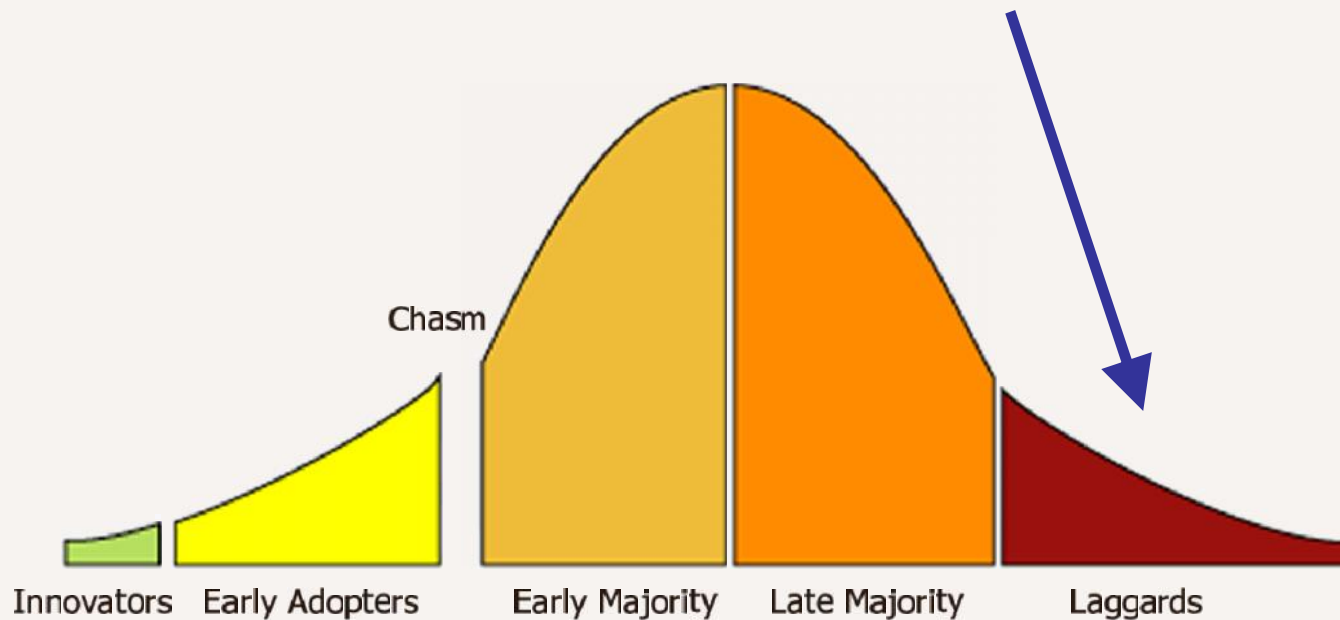
Late Majority

- Conservatives who prefer old technology until its clear a new technology dominates.



Laggards

- Skeptics who avoid adopting new technologies at all costs



Advantages at Each Phase

- Innovators: Possible competitive advantages, always “cool”
- Early Adopters: Less risk, proven applications, and many of the advantages of the Innovators
- Early Majority: Further reduced risk, lower cost, dependable and practical
- Late Majority: No risk, lower cost, Common Off The Shelf (COTS)
- Laggards: No risk, commodity pricing



Internal and External Application

- Internal: the way you adopt new technology and use it to your advantage
- External: the way you develop and position your products and services



Be Flexible!

- You don't have to always be an Innovator
- You can be a Laggard sometimes, much to your advantage
- Example: cars
- Example: upgrading software
- Principle: be consistent with your brand and your positioning



Technology Trends

- Software as a Service (SaaS)
- Smartphones and Tablets
- Social Media and Online Marketing
- Information Overload
- Virtual Offices and Companies
- Online, Real-time Collaboration
- Video Meetings and Messages
- Authenticity and Transparency



Software as a Service (SaaS)

- Office productivity
(e.g., Google Docs, Office 365)
- Project management
(e.g., Smartsheets)
- Digital storage and data transfer
(e.g., Google Drive, Dropbox / Hightail)
- Customer Relationship Management (CRM)
(e.g., Infusionsoft, 1Shopping Cart, Constant Contact)



Smartphones and Tablets

- Replacing desktops and laptops as the primary interaction devices
- More smartphones and tablets sold than there are people in the world
- Constant connectivity, unlimited bandwidth is (almost) here
- Voice recognition, cameras, geo-sensing, remote physical interaction, are common place
- Texting preferred by many



Social Media and Online Marketing

- Your website is a given – and has to be frequently updated
- Selling online is a given
 - Credit cards, Paypal, recurring / installment payments are the norm
- Social Media presence required
 - Facebook
 - LinkedIn
 - Twitter



Information Overload

- Typical digital environment:
 - Hundreds of email messages each day
 - Dozens of interruptions – if you allow them
 - Hundreds or thousands of ads each day
- Very brief attention span and capture time
- Technology Induced Attention Deficit Disorder
- Requires many more contacts to get attention and establish a relationship



Virtual Offices and Companies

- SaaS and video technology have totally empowered the digital office
- Some companies don't have a physical office
 - Meet at conferences
 - Sometimes only twice or once a year
- Enables the solopreneur or the micro-business to be cost effective
- See “Free Agent Nation”
Daniel Pink, (2001)



Online, Real-time Collaboration

- Project Management
- Collaborative, real-time document and spreadsheet creation
- Virtual whiteboards



Video Meetings and Messages

- Common even when there is a physical office
- The world loves video – they love to look someone in the eye and have a face-to-face connection
- Lots of tools:
 - GoToMeeting, GoToWebinar, GoToTraining
 - Google Hangouts
 - Skype
 - Many other smaller players



Authenticity and Transparency

- A direct response to marketing hype
- People want access and relationships
- Our Phoniness / B.S detectors are well tuned
- Getting harder to fake it these days
- Increased self-awareness, too



Challenges I Still See

- No email address
- No cell phone
- No voice mail
- No social media presence
- No camera
- Dial up Internet
- Very poor writing skills



Homework / Exercise

- Review your use of technology internally and externally
- Ask Yourself: Are you at a competitive advantage (or disadvantage) because of the way you are (or are not) employing technology in your marketing and /or products and services?
- Ask Yourself: Internally, are you less efficient than you could be?



Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues



Closing Remarks

- Invitation to join “Paul’s Tribe”
 - a Skype Group
 - Skype Address: paulhoyt
 - Information is private



Study!

- Watch the Business Survival Boot Camp
 - Learn key survival strategies
 - Learn about Business Complexity Profiles
 - ... and much more
- Watch other Office Hours recordings
- Then purchase and study
Beyond Business Survival



Beyond Business Survival

- Critical small business owner training
- “What you need to know when you’re the CEO”
- Helps you:
 - make good decisions
 - avoid mistakes that will slow you down or shut you down
- This program can save you \$10,000, \$20,000, \$50,000 or more!



Services

- Available for group coaching, private mentoring, strategic plans, business plans, and financial models
- Available for radio interviews, webinars, teleseminars, with a very generous affiliate program in place



Forum Prep

- Next CEO Space forum is Dec 8 – 15th, 2013
- Still time to get a lot accomplished before the next Forum
- Overall strategy
- Business overviews
- Presentation preparation
- Business Plan



The New Year is Almost Here!

- We are in the last half of the last quarter of 2013
- Think about:
 - Strategic / Annual planning
 - Goal Setting
- Can be from one hour to a couple of days, depending on your stage of business and budget



Kind Words

- ... are greatly appreciated!
- Give me a shout-out on Facebook, LinkedIn, and/or Google+
- Send an email to paul@paulhoyt.com



Next Monday

- Topic is: Cash Flow Secrets – Managing the Ins and Outs of your Money!
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Watch Business Survival Boot Camp in the mean time
- Do your homework



Open Q & A

- Comments and questions on the topic of the day
- Any other issues
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001





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