

Technology Planning

It's not just hardware!

As part of the ever ongoing need to plan for your business, you need to look forward and assess your need to integrate technology into your daily business transactions. Like the people in your business, effective technology deployment is key to the success you are having today and will have into the future.

When we hear the words technology we immediately think of the personal computer (PC), your computer network, maybe even your personal data assistant (PDA) or cell phone. Technology today is more encompassing than ever and yes, your PC should definitely be part of the plan.

Do you have a plan to upgrade your PC hardware over a recurring cycle of time? What about the software tools that reside on your PC and on everyone else's PC in your company?

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Do You Have A Plan To Upgrade Your PC Hardware?

Strategic Planning And Leadership

Are you focused on a successful future?

Well-managed, competitive companies have accepted the leadership challenge of creating an effective strategic plan for their business and sharing it with everyone in the organization.

In doing so, they position themselves to respond to opportunities, rather than react to market conditions and competitive pressures.

Too many business people view weak market conditions or a poor economy as the reason for their lack of success. However, even in the worst economy, leaders in every field emerge victorious. Why? Because they realize that success is not based on the conditions of the world, but on the decisions they make and the goals that they choose to set and achieve. Success doesn't just happen. It happens because you predetermine your success, plan, set goals, and make it happen.

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Motivational Quotes

Genius is one percent inspiration, ninety-nine percent perspiration.

— Thomas Edison

You have reached the pinnacle of success as soon as you become uninterested in money, compliments, or publicity.

— Thomas Wolfe

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Have you considered the cycle of PC movement so that the new, larger capacity, fastest PC's are placed into the proper positions to take care of your customers the best?

This concept of looking at technology and building the cost of this resource into your budget is not new and is also not going away in the future. The part that might be new is really looking at how the technology can best be implemented to take care of your customer even better than today. Let's say that your customer calls a customer service representative on the telephone and your organization is using a Customer Relationship Management (CRM) tool to interact and capture information regarding the call. If the customer on the other side of the telephone must wait for your representative to load the data and they are not well trained in the tool or the PC they are using is not configured correctly – Your Customer is penalized.

Let's look at your telephone system.

Your customer calls into your business and is politely greeted by an auto attendant indicating you can enter the person's extension at any time and that you must pay close attention because our menu has changed. Twenty to forty seconds later your customer can make their choice and hopefully get connected to the party they were looking to speak with.



Auto Attendants are not bad technology; in fact most of us are getting use to them.

They can be very productive for both the customer and the organization alike. When thinking about greeting your customer, make their interaction with your company as easy as you can. Allow them to access an operator if they choose and don't make them wait until the entire message is complete thirty seconds later. Be careful how many layers of messages a person must go through until they get to the person they were looking for or worse they then get put into a waiting queue. Make sure your people start using their extensions on all their correspondence and outbound messages so your customer gets in the habit of

hearing them and using them to communicate with your business.

The nice thing about technology is that we live during a time when its' abundance can be utilized to enhance our life. The not so nice thing about it is that we sometimes don't plan on the complete implementation. Leave the hard wiring to the installation experts but make sure the customer intimacy part of the plan gets most of your implementation attention.

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Web Site Of The Month!

Contacting the Congress

An up-to-date database of congressional contact information for the 108th Congress. There are 516 email addresses (of which 404 are Web-based email homepages), and 537 worldwide web homepages known for the 540 members of the 108th Congress. In addition, more traditional ground mail addresses are available for all Congressional members.

Check it out at: www.visi.com/juan/congress/

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Planning the future of your business entails four stages:

1. Understanding the current condition both inside, as well as outside the company,
2. Visualizing and identifying the future as you want it to be,
3. Determining the goals you must achieve and planning their achievement, and
4. Implementing the plan.

Leaders who take the time to create and communicate a vision, a strategy, and a plan, find that they are able to create a level of motivation and commitment that fuels continuously higher levels of achievement. They are also able to attract highly skilled, motivated, and innovative people and have the ability to propel an otherwise mediocre business into one of power and respect.

Need help getting started or updating your plan?

Call us today at 413-596-4830.



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Take A Break In Your Day – Read A Joke!

An usher in a very posh theater noticed a man sprawled across three seats. "Sorry, sir," the usher said, "but you're only allowed one seat."

The man groaned but didn't budge.

The usher became impatient and said, "Sir, if you don't get up from there I'm going to have to call the manager." Again, the man just groaned, which infuriated the usher who turned and marched briskly back up the aisle in search of his manager.

In a few moments, both the usher and the manager returned and stood over the man. Together the two of them tried repeatedly to move him, "All right buddy," the manager said, "What's your name?"

"Sam," the man moaned.

"Where did you come from, Sam?"

With pain in his voice, Sam replied, "The balcony."



In Shakespeare's time, mattresses were secured on bed frames by ropes. When you pulled on the ropes the mattress tightened, making the bed firmer to sleep on. Hence the phrase "*goodnight, sleep tight,*"



ONE MINUTE IDEAS

Be On The Lookout For Coaching Moments

Coaching isn't appropriate for every situation. Sometimes, staffers want to work on their own, uninterrupted by the boss.

To spot employees ready for coaching, pay attention to when things aren't going well or when they could use an extra hand on a tough project. That's when they'll be eager to work with you.



When To Meet

The best time to start a meeting is mid – to – late morning, when most staffers are at their best. Morning people are still energetic, and others are beginning to function effectively.

Also, the meeting is less likely to last longer than it should because lunch provides a natural stopping time.



Power Words –

Unremitting (*un ri MIT ing*) adj. - unceasing; unabated; relentless

Example: Superman waged an unremitting battle against evildoers everywhere.

Uniform (*YOO nuh form*) adj. - consistent; unchanging; the same for everyone

Example: Traffic laws are similar from one state to the next, but they aren't uniform; each state has its own variations.

Terse (*turs*) adj. - using no unnecessary words; succinct

Example: The new recording secretary's minutes were so terse that they were occasionally cryptic.



Every day more money is printed for Monopoly than the US Treasury.



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