Overcoming Technology

Intimidation

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Do you struggle with the thought of all the modern-day technology?

Since starting my new job here at Liondas CPA in 2019, I have come a long way in the way I perceive technology. Although teaching an old dog new tricks can be done, it is not always easy! I was always intimidated by new technology when it was presented to me. The thought of having to try something new, even though it is always for the best, stresses me out and gives me a level of anxiety. I worry that I won't get it or I may even be judged for not understanding something right away. What helped me to overcome all the fears I had concerning technology and got me past the fear of being judged was working with great people. They all make me feel easy and more relaxed. Like I was always taught, "no question is a dumb question", and here I feel at ease asking my *"dumb"* questions.

Another great tool is listening to mindset podcasts. The podcasts really help to get me in a good frame of mind every day. I need to remember that everyone learns and understands at a different level. My previous job had technology, but not as robust as this job, so I had a huge learning curve to overcome. Understanding the importance that technology plays within a business has helped me push through that learning curve and helped me overcome my fears of learning the technology. In hopes of helping other professionals that may be currently facing or thinking about moving to a technology driven business I have listed below several benefits of this "new technology" driven environment that we all now live in.

Is not having technology hurting your business?

It is inevitable, we are living in the era of technology. No matter what industry you work in, technology is everywhere. Having access to the new technology that is available is a time saver for your business, as well as making life easier for your business. Technology allows you to perform more tasks in less time. The best advantage of any technology is that it increases the efficiency of the business process.

Do you ask yourself "What is the purpose of all this technology?"

Technology by definition is the application of scientific knowledge for practical purposes, especially in any industry. Technology is purposeful intervention by design. The purpose of technology is to enable the effective sharing of data to address some of society's biggest challenges and help businesses and individuals to be more productive, efficient, and innovative.

Technology can help to streamline processes, increase efficiency, improve productivity, and save businesses money over time. If technology is not adopted quickly enough, things will eventually lead to a slowing growth and even decline for your business.

What are some of the benefits of technology?

There are several ways in which technology can benefit your business:

- Aids productivity by increasing your business efficiency, so you can get through most of your tasks at a faster pace.
- Brings security to your business. You need to be able to gain your customer's trust. They need to know that you have security measures in place to protect their information.
- Can help you to market your business. Marketing is essential in any business to attract the right potential customers.
- Allows you to be able to work remotely from anywhere that you can secure an internet connection.
- Can help you to beat the competition. Having technologies in place that your competitor does not will give you an advantage over them.
- Can help you to play with the big boys in the business world. You may not be able to hire a large team to work for you, but with many of the software applications available, it is possible to run a business without a huge staff. Smaller businesses can compete with larger businesses by being more swift and agile.
- Can strengthen your customer service. Customers still like the personal touch and with technology you can improve the way you communicate with and collaborate with your customers.
- Can make your business feel safer with the many security devices and measures. The software is there to protect your business and secure your financial data.
- It has forced businesses to remain flexible, adapting their operations to newer and better technological advances.
- It allows for better and easier communication between individuals.
- Gives you better storage solutions, as opposed to the old filing cabinet. Cloud storage systems are more reliable, allowing anyone in your business access to files remotely from anywhere.

What technology applications are best suited for my business?

Technology has evolved and shaped our workplaces in many ways. Here are just a handful of the technology available to help in the workplace:

- Alternatives to email and internet for communications

- Time tracking technology
- Receipt capturing technology to keep track of all your invoices and receipts

- Accounts Payable technology to be able to create and pay bills, send invoices, and get paid
- Task Management to help manage the daily work tasks
- Marketing platforms to help streamline your marketing
- Communication platforms for internal business communication
- Online accounting platforms to organize and manage your business. Allows you to sync transactions & automatically track sales, expenses, deposits, and payments
- Video conferencing platforms for secure, reliable and quick access to record videos

What steps would you take for implementing such technological applications?

There are several steps on implementing the technology into your business. Look for technology that will increase your efficiency, performance, and productivity.

- Investigate the technologies that will work and solve the problems for your company.
- Once you have chosen the best technology for your business, assemble an implementation team to oversee the process from start to finish.
- Implement the technology through a pilot program to work out any kinks.
- Train all your employees to use the new technology.
    - Provide a range of materials and options so you can tailor your training sessions to all types of learners.
    - Make the training personal.
    - Let employees know how this will impact day-to-day work and why it matters so much.
    - Ask for feedback from users at every stage of the implementation.
- Launch and make sure you fine tune the tool as you go along to fit your needs.

There will always be obstacles or challenges when you are implementing and learning a new technology. Use the process above and always try to sympathize with those who struggle with the change, such a change can be a difficult challenge for some people. If you follow the above steps, it will go a long way to successfully implementing the new technology into your business.

Technology advances have significantly improved operations and lowered the cost of doing business. Technology can benefit your business in many ways, so now is the time to get onboard with all the new technology. Research the latest innovations in technology that are available to your business and your business will prosper and grow.

The only incentive you really need is you. In order for growth to happen in your business you must modernize your business. In today's dynamic world, life without all the new technology is pointless.

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