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Technocracy

In this issue...

By Jeff Davidson

- Executive Presence: 12 Steps to Get It and Keep It

The second decade of the new millennium will be one in which broad, sweeping dominance of technology will expand, enlighten, and threaten various aspects of our existence. Because of the shrinking microchip and widespread, inexpensive DNA scanning, nearly everything we now know and understand about connectivity, social media, robotics, energy alternatives, and health and wellness will be turned on its head.

- Change Anything: A Manager's Guide to Helping Employees Improve Performance

It's Raining Information

The individual's relationship with information, however, could trump everything else in terms of magnitude. Information will come to us in speeds faster than ever before, and in ways that enable us to better harness its potential and enhance our intelligence. Armed with shopping comparison data from our mobile devices, for example, we will be better equipped to make effective purchases. This in turn will impact how products and services are conceived, designed, packaged, placed, and delivered.

- Authority Earned, Not Given

The ability to quickly gather, manipulate, interpret, and apply information in the workplace will impact how companies organize themselves, how teams communicate, how short and long-term projects unfold, who gets promoted, and who gets left behind.

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The wise executive or entrepreneur recognizes that the accuracy, timing, and placement of marketing messages will become the "make or break" business issue of the decade. Consumers today have access to research on virtually every product or service, a plethora of reviews and opinion, and other consumer data that customers of yesteryear could only dream about. The ways in which we reach clients and customers, in the world of YouTube, Google Video, Facebook, and delivery vehicles not yet even developed, will spell the difference between success and failure between now and 2020.

Competing in a Hyper-Accelerated World

How does the aspiring executive or entrepreneur successfully compete when the efficacy of all information vehicles is subject to upheaval? Here are four basic strategies:

1. Subscribe to the publications read by your target market. It's one thing to keep pace with trends and developments in your own industry, but the key to success in the coming decade will be to understand the nuances, as well as informational and technological advances in the industries you wish to serve. This can be done easily enough by taking out subscriptions to the top two or three publications read by your target market, as well as signing up for E-zines and other online information sources that those in the target market find popular, timely and useful.

2. Follow the leaders. Identify the handful of key companies and individuals who are on the leading edge. You know who they are: the ones you love to hate. Instead of allowing your eyes to glaze over any news, articles, and information about such movers and shakers, formulate insights and draw lessons from what they are doing. In most industries and professions, you usually don't have to be the innovator to achieve high profitability. You simply have to be in the game, and make wise moves.

3. Employ Google. Set up a Google alerts system that automatically keeps tabs on the subject areas, organizations, people, products, services, and catch phrases that are important to your business or career. There is no upward limit on how many such phrases you can tag so that Google—either once a day, once a week, or on an "as it happens" basis—will send you an e-mail with a direct link to the phrases that you've earmarked. In my own business, for example, one of my books is titled "Breathing Space," and hence, "breathing space" is one of my Google alerts.

Since Bryan Tracy is a leading author in the field of success, achievement, and personal accomplishment, I also have "Bryan Tracy" as a Google alert. Likewise, you can set up alerts for everything that matters or even potentially matters in your market. You can then quickly and easily scan the alerts that you receive, and effectively keep pace with all developments that make their way to the web (which, these days, is nearly everything) without breaking your stride. Assign a ten- to fifteen-minute period each day, or an hour-long period each week, for monitoring your Google alerts, storing the ones of importance in specially-marked folders, and acting on the intelligence you've gathered as you deem it appropriate to do so.

4. Effectively network. Attend the key conferences, conventions, symposiums, and expositions in your industry and the industries of your targets. Among the most effective ways to keep yourself current is by walking the exhibit floors, sitting in on keynote presentations and breakout sessions, and collecting notes and literature as you go. In every professional society or association, the quarterly and annual meetings represent a forum of the latest ideas and forward thinking of the best and brightest members of the group. At least once annually, if not twice or more, book the plane flight, make the hotel reservation, and pay the registration fee to the key gatherings and assemblies that are crucial to the success of your business.

About the Author

Jeff Davidson, CMC, MBA, is The Work-Life Balance Expert®. A speaker at many large companies, Jeff believes that career professionals today in all industries have a responsibility to achieve their own sense of work-life balance. He supports this quest through his websites www.BreathingSpace.com and www.Work-LifeBalance.net. Jeff can be reached at jeff@breathingspace.com.