

Harnessing Technology for Competitive Advantage

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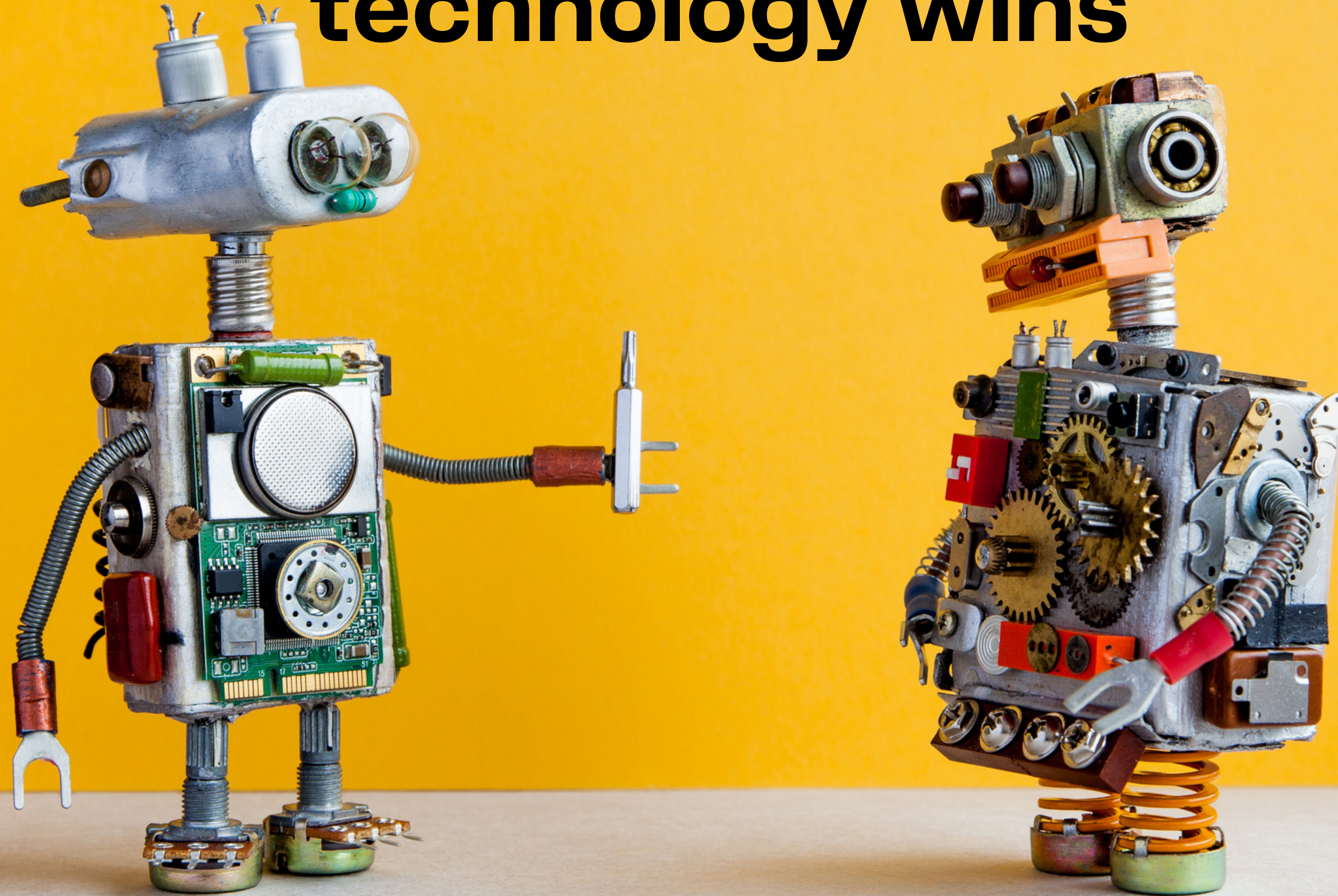


Technology is changing the way we live

The way we communicate, learn, worship, work, buy, spend, earn, think. Almost every area of our lives are affected by technology.

**It is definitely changing
the way we do business.**

The business with the best technology wins



Technology and Business



Technology is no longer optional

Adopting technology in your business almost now determines whether your business survives or dies.

Technology has as become the great leveller

Technology has created David & Goliath scenarios in business and has given David sized businesses the power and audacity to take on Goliath sized businesses.

Empowering Preference over just Value

The value you offer is no longer enough competitive advantage, adapting to the preference of your customer is as important as the value you provide

Your mission is more important than your methods.

Don't be too loyal to a method whose time has passed. Missions are constant, methods are not.



Know your mission

Then ask, what technology can help me
achieve my mission better?





How can Technology help you Compete?

A few ways you can leverage technology to keep your business ahead.



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Enhance Visibility

**If we can't see you from where we
are, you don't exist.**

What can you do?

How your visibility can improve using technology

Google Business Listing

Let the map know your location

Website

An office that never closes

Social Media Presence

Get seen on social media

Content Marketing

Earn a spot as an industry authority



Improve Productivity

The right technology can multiply the performance of your employees, putting you ahead.



Examples & Case Studies

How to improve your productivity using technology

Remote Work Tools

Virtual meetings (Zoom), project managers (Basecamp) etc.
Empower your people to work from anywhere

Cloud Technology

Improve speed of collaboration, accessibility, save data losses.
Google Drive, Backups etc

Personal Productivity

Calendars, Schedulers, Reminders, Distraction managers, communications tools etc (Calendly).



A person in a blue shirt is working at a laptop. The background is a blurred office setting. Overlaid on the laptop screen is a semi-transparent flowchart with several rectangular and diamond-shaped nodes connected by arrows, representing a process flow. The text is overlaid on a dark semi-transparent rectangle on the left side of the image.

Operations & Automation

**There is an easier way of
doing whatever gives you the
most headache.**

Examples & Case Studies

How to improve your operations using technology

Invoicing & Ticketing

Payment records, reminders, booking systems

Professional Management

NEXTCounsel, Digital Law Reports etc

Health Mgt Systems

Improving speed, accuracy and efficiency

Inventory Mgt Systems

Stock records, quantity alerts

Trackers

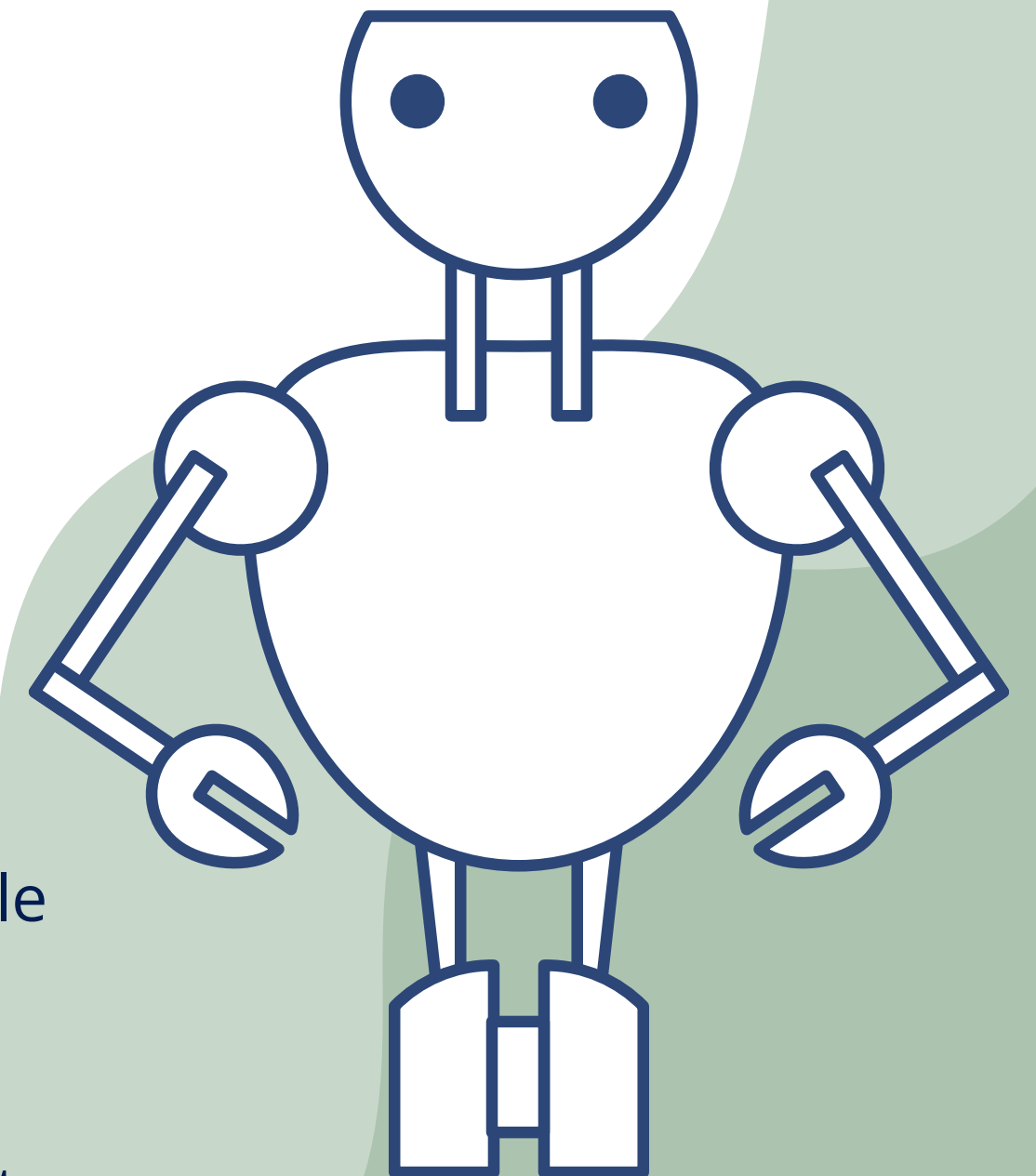
Logistics, shipment etc

CRM, HR, Payroll

Save time keeping records of people

Specialized Hardware

Welding, fabrication, automation etc



Precision Marketing

Get the people who need to hear
you, to hear exactly what they need
to hear.



Redefining your marketing

Reach the people that matter

Create customer personas

Know who your ideal customer is. Describe them. Study them

Targeted Marketing

Use their digital footprint to know how to reach them the most.
No more spray and pray.

Data Collection & Analysis

Use Big Data to your advantage. See how your ads are converting

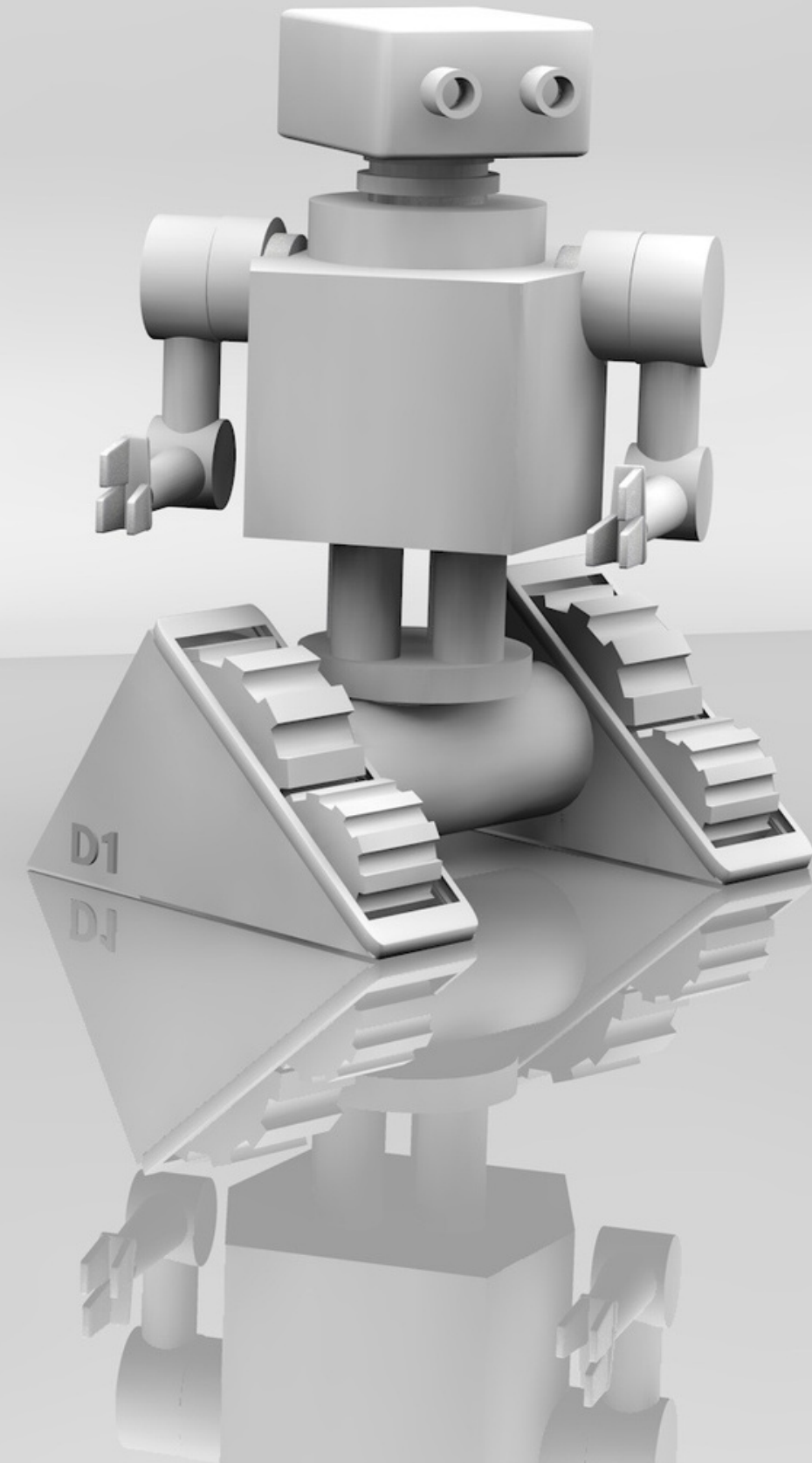
Use Media and Graphics Well

Capture attention and control focus.



Optimization

Reduce costs and overheads to increase margins. Keep one foot ahead of the competition.



What is your data telling you?

Great business decisions are taken on the backdrop of insightful data.

- What are your top selling products?
- Who are your top paying customers?
- When is your peak sales period?

You cannot ignore data.

You must have systems that collect and help you interpret data.

Technology is expensive:

Consider the cost of not using it before you evaluate its true cost. In the long run, you'll discover that the right technology is very cheap.

Adopting Technology is Hard

If you think adapting or learning a new skill is hard, then try waiting till you're out of business or kicked out by the competition to know which is harder.

It makes no difference

Lots of businesses around the world are changing the narrative by using and applying the right technology.

Don't believe all the

M Y T H S

Bringing Technology into your business:

what you need



Right People

Whether they are employees, consultants or contractors, be sure you have the right people to talk to about the right problem. Nobody is an expert in everything.

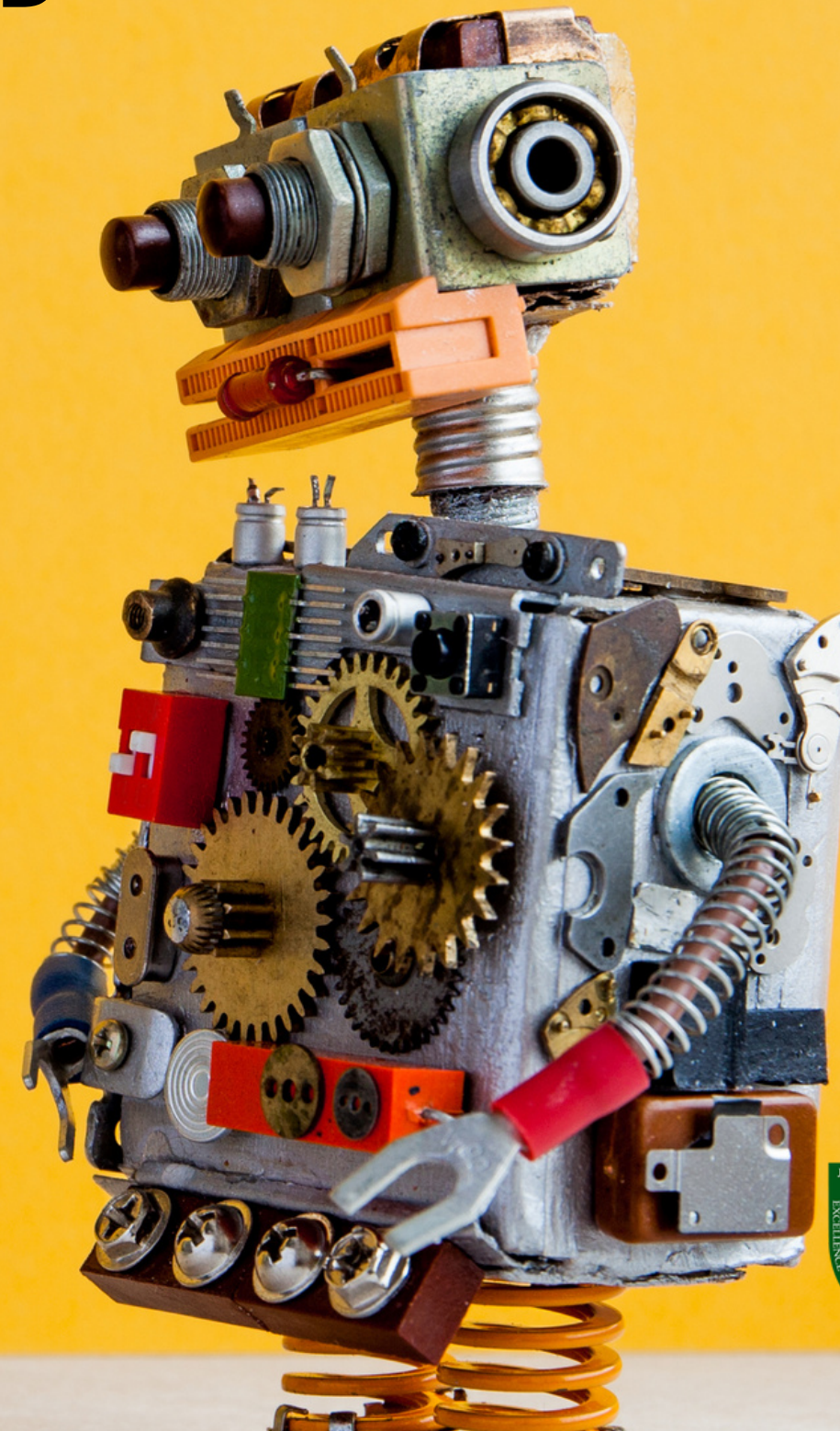
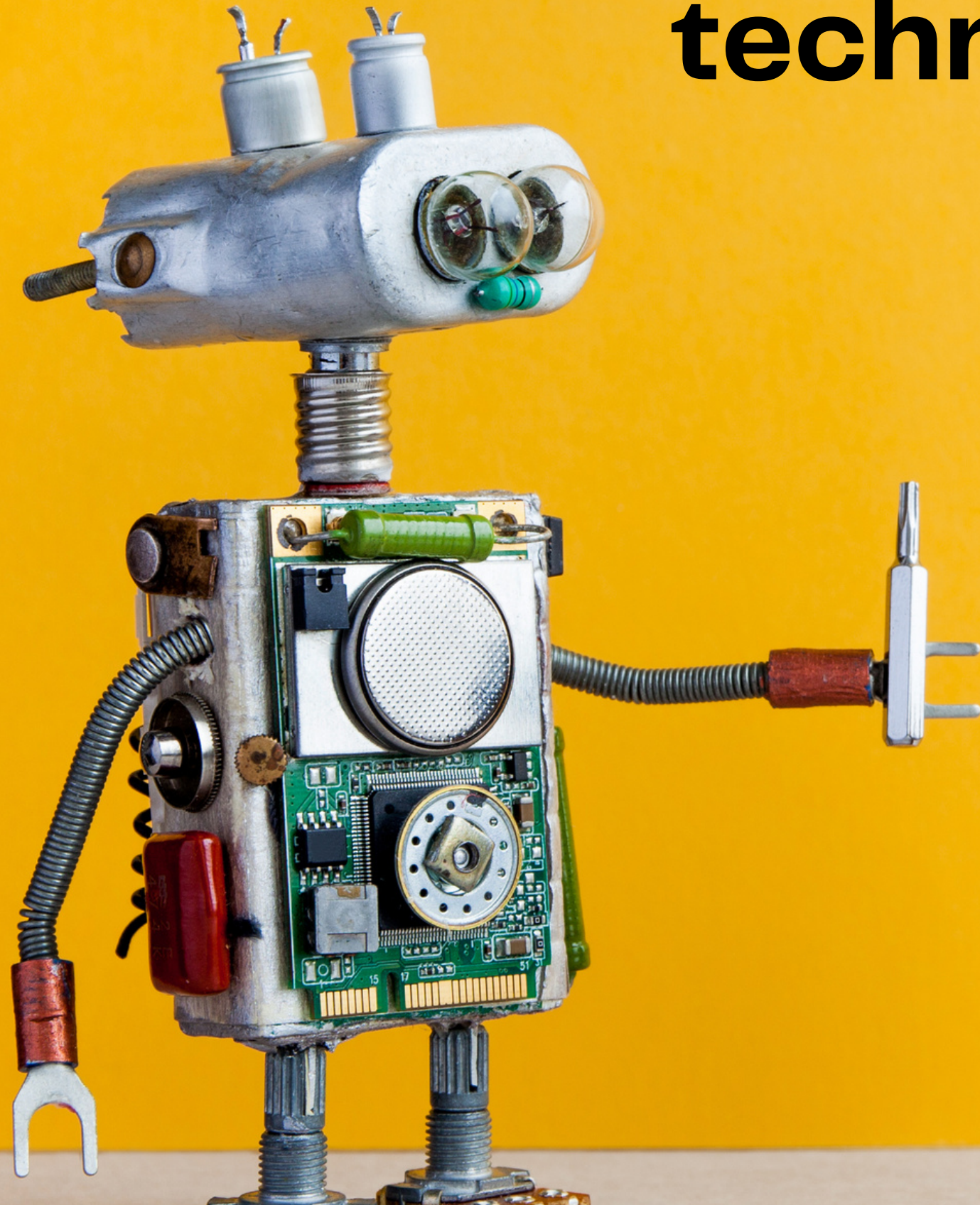
Right Skills

Skills make the difference. Know how to distinguish between knowledge and skill. That I can talk about something does not mean I know how to do it.

Right Tools

Even the right people with the right skills can be frustrated if they do not have the right tools. Invest in the right tools and equipment.

Remember:
**The business with the best
technology wins**



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Thank You

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