

21st Century Success: *Business Brief 3 – Adoption Mindset*



The 21st Century Technology Adoption Mindset

The pace at which your organization innovates and takes products to market is dependent on how well the workers throughout the extended enterprise can collaborate among themselves. All of you may be quite intentional about being innovative, but if everyone within that product data collaboration “center” or “lab” does not have access to the information they need, your company’s success will be stifled or more significantly—snuffed out. Is it possible to collaborate today—across your entire extended enterprise—as efficiently and effectively as Edison and his cohorts did over a century ago? Absolutely. Your organization’s success is dependent on your team doing so.

Most of us are aware of the *engineering* collaboration tools that are available in the marketplace. Their makers’ intent is that they will make a product that will allow collaboration to take place—no matter where the worker may be in the world. But here’s what the inventors of these programs don’t advertise: Their products actually stifle innovation because the information workers throughout their customers’ extended enterprises aren’t able or are unwilling to utilize the software product.

Again, we can go back to our earlier imagined Edison lab scenario—it is a reality for many organizations today. That is, if a tool—electronic or not—is too difficult to use, or is even perceived as too difficult to use, people won’t use it. We’ve all heard the phrase, “the path of least resistance”. It fits perfectly with this adoption mindset—or lack of adoption mindset—that sets in among information workers.

Living “at one” with Technology

There’re a couple of critical points in all this discussion about the information workers. Leaders need to understand the mindset of the average upcoming and existing information worker. In addition, corporate strategies need to account for and include the realities of employing the current and future information workers. Here are a few reasons why and how this relates to doing business in the 21st century.

First off, those workers who have recently or will be soon entering the work force (the Generation X and the Millennial Generation workers) approach life differently than the rest of us. Any of us who have preteens or teens face this common reality every day in our homes.

Our children—having been some of the first to literally grow up almost hand-in-hand with technology—view, embrace, and live through the world differently than we do. We look at technology as a tool—perhaps to improve, enhance, or otherwise make our lives easier. Conversely, these up and coming generations of young people view technology as an extension of their “self”. Think about it. Every part of their everyday life experience has a technology component to it. No matter if they are at work, study, play, socializing, networking, cooking, volunteering, praying, meditating, or engaging in whatever they consider “communicating”—technology is a big part of their experience. Interestingly, even if a particular life experience does not require technology, if it’s part of their life, they will find a way to make it a technological experience.

The point is this, technology—in all its forms—is one of many options for some of us. For the up and coming information workers, it can be the only option or a must have option. It’s critical that corporate leaders integrate this mindset—this way of getting work done—into their overall corporate strategy, tactics, and employee workplace offerings.





Business Brief

The Business Brief provided is a section from Actify's white paper series called 21st Century Success. The white paper series details the business obstacles and impact manufacturers face related to innovation, collaboration and automating processes. For more information or to obtain one of the white papers, you can contact the representative below or visit the websites listed.

About Actify, Incorporated

Actify Inc. is an *award-winning* global leader of product data collaboration and 2D/3D visualization solutions. Actify's technology and visual collaboration infrastructure solutions help companies successfully meet the geographical, economical, and global challenges of doing business in the 21st century.

Actify's customers come from various industries: energy, medical and dental devices, government, defense, aerospace, automotive, industrial automation, consumer goods, white goods, discrete manufacturing, and other product-based manufacturing or service industries.

Actify products are sold through authorized distributors and value-added resellers in North America, Europe and Asia Pacific. Actify is headquartered in San Francisco, California. For more information please visit www.actify.com or call 415.227.3800.

To discuss how Actify can help your organization create an effective collaboration infrastructure, use technology to its full potential, and be truly innovative—call today and ask for an "Information Worker Experience Strategy Assessment".

Please contact sales@actify.com.