



Leaders, Are You Leveraging IT or is IT Leveraging You?

Facebook, Linked In, Blackberry, iPhone, Android, iTouch - in today's world, technologies like these, and a lot more, have found their way into the workplace in a big way. In effect, they are becoming more and more integrated into how employees do business. A recent article in the April 25th edition of the Wall Street Journal suggests that companies and their leaders need to realize the potential of these media and at the same time ensure they are taking necessary precautions regarding personally owned technology devices that may be used to conduct sensitive company business.

The article recommends four key questions company leaders should ask about IT:

1. Are we using technology to transform our business, or are we just adding bells and whistles to existing processes? Imagine being an airline whose customers can't download their boarding passes and save them to their smart phones.
2. Are you ignoring important business differences as you standardize processes across the company? One size may not fit all in every case.
3. Who is making sure the company's digital strategy is being implemented? Someone has to own every process that will be implemented and have the power to ensure it happens.
4. Is electronic data empowering people or controlling them? Push information down to the lowest level possible and encourage decision-making based on data.