



# **Lack of Technology and Automation Can Hurt Your Business**

By Dr. Linda Hancock

## **ABOUT THE AUTHOR**

Dr. Hancock has written a regular weekly column entitled “All Psyched Up” for newspapers in two Canadian provinces for more than a dozen years. Over the years, her readers and clients have said that they have benefited from her common-sense solutions, wisdom, and sense of humour. Dr. Linda Hancock, the author of “Life is An Adventure...every step of the way” and “Open for Business Success” is a Registered Psychologist who has a private practice in Medicine Hat. She can be reached at 403-529-6877 or through email [office@drlindahancock.com](mailto:office@drlindahancock.com)

## **Published**

March 8th, 2011

I remember way back in the eighties when I took a university course thinking that perhaps someday there might be computers in the workplace. I wanted to be ready for that possibility.

The first computer that we bought was very primitive. We bought a magazine and I typed and typed and typed code into the computer as there was limited software in those days. When I was finally finished and we hit "RUN", a tiny black and white fly quickly moved from the left hand corner of the screen to the right side of the screen.

That was it! I didn't want to have to do all that typing again so we saved it on a data cassette. It took several minutes to reload each time we wanted to see that fly move again! Well, things have changed dramatically since that time and now there are very few people who do not have a computer. In fact, there are few children who can live without some technological device that they tend to treat as their best friend.

I am so thankful that my son has a computer business. He is not only up to date on all the newest advances but keeps me and my business on the cutting edge of technology. I love it - and sometimes I hate it! You see I am not very techie and when there is a problem I tend to feel lost! My son has taught me two important things.

First of all, you really can't hurt much when it comes to computers. Secondly, if you just read the directions on the screen or in the manual you can do almost anything.

I have learned something else though. Make sure that you have someone in your life who can learn about your needs and customize technology so that the computer will make your life easier.

It is usually not enough to just buy a piece of software. You need to set it up so that time and effort can be saved in the future. For example, I used to write receipts for clients by hand in a little book. Then I would make a deposit in a book and hire someone to do the books for the business. Now I merely click three or four times when a client pays me and miraculously a receipt is printed. A few more clicks and there is a deposit slip.

I can then view detailed reports with updated information for the day, week, month, year or previous years.

Well, we've come a long way from the black and white fly that would soar across the screen. And I'm one of the thankful ones because it saves me time and effort.

You see not having technology or automation can hurt your business as it slows you down and forces you to focus on things that could be done in a more efficient manner.