



Bridgeway to Success™

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**HOLD REGULAR,
QUICK-HIT,
TECHNOLOGY
SEMINARS.**

ExecTech

Many executives are finding it increasingly difficult to stay current in the ever-evolving world of technology. Expanding capabilities, emerging applications, strategic opportunities and threats ... the pace and change can be overwhelming. If you think that “tweeting” is what a budgie does, “WiMAX” is a question, and “Second Life” has to do with reincarnation, you may be falling behind the tech curve.

What to do? ExecTech sessions. Have your IT department hold bi-weekly, quick-hit technology seminars for your executive team. No more than 30 minutes, each session gets the top team up to a basic level of understanding on a single topic. LinkedIn. Wikis. Ning. Vlogs. Second Life. 4G. Twitter. Digg. The topics then become options for deeper discussion at the next executive meeting.

Team members travel? Not a problem. Hold ExecTech webinars. Time conflicts? Not a problem. Create podcasts. Format not working? Not a problem. Collaborate on a new one.

Quick, cheap and effective. Twenty-six times per year. It just might help you understand why this paragraph qualifies as a tweet – barely!

Michael Canic