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Dear Management: Technology and Innovation CAN be wonderful tools for advancing a company's agenda...

IF... they actually enhance efficiency or improve insight.

But FAR too often... NO ONE ever asks the simple questions of "Do we really need this?", "What betterment will it provide us?", "How will our current systems be effected?"

At least not in any meaningful way... that diagrams out the TRUE impacts (good and/or bad) to the company. And this can be done through a simple conversation among the key people of the organization.

But no, people get caught up in the "snake oils-manship" of the new shiny penny.

And believe me, I've seen A LOT of innovative ideas come and go over the years... that were supposed to FIX everything!

Only to be outdone by a simple data pull and some skilled analysis of the output.

Because no matter what shiny distractions you come across... NOTHING will outdo solid business decisions and analysis.

So I leave you with this.

The best gift you can give your company... is the knowledge to understand WHY you need or DON'T need that new "in" thing!

Otherwise your just opening up another re-wrapped, re-gifted... white-elephant.