

March 2021



When you read the title you may say, what advantages does Covid have? To our health, there is none, however for our uses of technology there are so many.

From a business perspective, When Covid hit, we all were faced with the unknown. Most of us never encountered a Pandemic before. Quickly we had to adapt. Scrambling to set up the spare bedroom as an office, getting acclimated to servicing our clients virtually, along with managing our employees of office via numerous calls and zoom meetings. At first we were all taken back, but about 30 days into it, knowing that getting back to the norm was in the immediate future, we all adapted.

Here we are almost one year later. What was once the norm seems so foreign. The old ways of doing tasks seem disoriented. You ask yourself what is the component that allowed the adaptability to occur. I cannot speak for everyone, but for me and our agency it was technology.

I would like to share some of the ways on which technology came to our offices rescue.

- Scanning - there are apps you can download to your phone or tablet that will do scanning and create a pdf.
- Printing - not everyone has a printer at home. You can still print, but instead of choosing a specific printer, choose PDF option. Once you do this you can choose which pages you need, instead of printing the 180 page document.
- Conference Call Number - there are many services out there that have free 800 number setups, some even record the call for you. Having this allows for group meetings with clients or internal staff.
- Google Drive – every office has common documents and forms used by everyone. Create a google drive and upload all of the forms for easy access by anyone from any where.
- WeTransfer – is a free application that can be used to send up to 2GB of files. How many times have you been in a situation where you had to break up an email in multiple emails because the file is to big.

Technology is not for everyone. It can be intimidating, however the sources of using technology today has made it user friendly. Even though challenging at times, does have its good days also. Don't be afraid to utilize it. The way I see it is, if you can think it, there is a good possibility that it can be done.

Change is hard. We have all heard those words before. With the right mindset, planning, vision you can accomplish just about anything.