

# 3 Ways to Conquer the Fear of Changing Technology

Have you ever tried to go out to dinner with a group of people and had chaos ensue?

*What do you feel like eating?*

*Where should we go?*

*Has anyone been there before?*

*What time?*

All answered by BIG, “I don’t know’s,” “maybe’s,” and “hmmms.”

**Doesn’t that drive you crazy??**

I’ll bet that you just stand there wishing that someone would **make a decision** already!! But stepping up in the crowd and voicing a decision can lead to criticism and taking that decisive position is often a scary step.

It’s the same in business when we are presented with a new, innovative idea. We’ll often get together with our colleagues and see what they think about the idea or product.

*Do you think it’s a good idea?*

*How would you implement it?*

*Who else is using it?*

And guess what... our favorite responses are back! A whole bunch of “I don’t know’s,” “maybe’s,” and “hmmms.” And it’s always scary to be the first one to step up and say, “**Yes, I’ll try it!!**” Well, I’m hoping to make that step a lot easier for you.





### 3 Ways to Conquer the Fear of Change

1) The Great Unknown- Not knowing how something is going to turn out is sometimes the biggest fear of all. You have to take that leap of faith into the unknown and that is a huge obstacle for a lot of people.

So what do you do?

**You go with your gut feeling.** If you're going to try out a new product ask yourself some simple questions:

- How do you feel about the people that produce it?
- What are the company's policies and motivations?
- Are their goals in line with the goals of my company?

**All of a sudden the unknown isn't so mysterious anymore.** I really do believe that in today's market **you aren't just buying a technology, you're buying the people behind it.**

2) **I Don't Want To Make the Wrong Decision-** Napoleon Hill wrote one of the greatest books of our time called, "Think and Grow Rich." In his chapter discussing fear he says "**indecision is the seedling of fear.**"

That is so true. **The habit of staying "on the fence" is not one of courage.** Remember the Cowardly Lion in the Wizard of Oz?? He was always "on the fence" even when it came to achieving his biggest goal...

**Cowardly Lion:** *[getting a panic attack walking into the Wizard's foyer] Wait a minute, Fellows. I was just thinking. I really don't want to see the Wizard this much. I'd better wait for you outside.*

**Scarecrow:** *What's the matter?*

**Tin Woodsman:** *Oh, he's just a scared again.*

**Dorothy:** *Don't you know the Wizard's going to give you some courage?*

**Cowardly Lion:** *I'd be too scared to ask him for it.*



Now, I'm sure you're not that bad when it comes to making a choice but **indecision can be quite damaging to a company**. Solve indecision by making a **pros and cons list** of proposed technological innovations. Get the information you need and make an **informed decision**. Those are the best kind!



**3) What Are You Going To Do?** – In Geoffrey A. Moore's "Crossing The Chasm" he discusses the "Technology Adoption Life Cycle." Basically we all fall into 1 of 5 groups of people. Where do you think you fall?

- **Innovator-** Are you an innovator who seeks out new technology?
- **Early Adopter-** Are you an early adopter who has a vision and buys into new technology?

- **Early Majority-** Are you waiting to see what the others say and making your decisions based on practicality?
- **Late Majority-** Are you waiting like the early majority did but waiting that little extra longer to make sure it's going to be the new industry standard?
- **Laggard-** Are you the kind of person that doesn't want anything to do with technology?

Basically the question is, **how long are you going to wait when it comes to adopting an innovative technology? And how will that affect your company?**

The innovators and early adopters implement change in their industry early on to **experience the benefits** of this new innovation right away. Perhaps getting in early means you get the best price, or a jump on the competition in regards to the resources you can offer your workers, even an increase in your division's production, or being able to work with the innovation's creator to enhance the solution to better suit your needs.

Don't wait around to see what everyone else is going to do. Step up and be an early adopter and **reap the benefits.**

## **A Change Would Do You Good**

Sheryl Crow sings, "a change would do you good" and I'm sure she's right. As we enter into 2008 I encourage you to take a look at your business practices and consider a change. The evaluation of current practices is the hardest part. Now looking at the prospect of change is no longer scary, but exciting!

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