



## newsletter

### content summary

#### featured article

This month's article 'Realising the Rules' focuses on the fact that many businesses today are simply not utilising technology to its full extent. We use the Seven Commandments that aim to make conceptual changes to your assumptions about the capabilities of your Information Technology.

#### kendra news

Kendra have been involved in ongoing workshops hosted in The Netherlands this month, where we demonstrated that a solution to a problem that the business was facing did in fact emerge from implementing some of the commandments, and eventually devised a solution by using the principles discussed in the article.

#### notice board

Our latest company announcements appear on the notice board. If you have any comments about the newsletter or content/topics that you would like to see in future issues, please let us know!

#### time for a change

Bored? Fed up? Why not take some time out and challenge yourself with this month's, just for fun, crossword and trivia quiz both of which have an Easter theme.

#### web poll

We have the results of last month's web poll which questioned whether or not employees had the correct IT tools to perform their job effectively.

Welcome to the fourth edition of our monthly newsletter. This month's article 'Realising the Rules' focuses on the fact that many businesses today are simply not utilising technology to its full extent. We use the Seven Commandments that aim to make conceptual changes to your assumptions about the capabilities of your Information Technology.



### Realising the Rules

First and foremost we hope that all of our readers who celebrated Easter had a relaxing time. Following on from this religious time of year, this month we are focusing on the commandments. We are not referring to the Ten Commandments, which, according to biblical tradition, were written by God and given to Moses in the form of two stone tablets. No, we are referring to the Seven Commandments written by us and delivered to you in this article. The Seven Commandments are in relation to the business technology that exists in the majority of organisations today and how, with a change of mindset, the potential within such technology can be truly realised. Many businesses today are simply not utilising technology to its full potential.

**"I don't see information technology as a stand alone system. I see it as a great facilitator. And maybe most important, it's a reason to keep asking yourself the question.....why, why, why?"**

*Paul O'Neill, Alcon CEO*

Not so long ago the business world went through a revolution, a revolution which witnessed the widespread incorporation of information technology into the working practices of organisations.

Now that the technology, in the majority of instances, is in place a problem lies not with the technology itself but with how it is being used. The business technology introduced was supposed to be an all conquering powerful tool that would enhance employee performance, empower the workforce and provide a competitive advantage. The reality is that in most cases it has become a burden. The costs associated with updating and maintaining the infrastructure can seem to cause more trouble than it is worth.

It is high time that the true potential of this powerful technology was unleashed and by following the Seven Commandments we believe that you can begin to do this.

The Seven Commandments are aimed at making conceptual changes to your assumptions about the capabilities of your Information Technology infrastructure. They provide a framework from which your thinking patterns can begin to change and you can be put on the path to thinking digitally. Although our personal circumstances, our businesses and positions within the organisation all differ, the commandments are generic and due to their simplicity can be applied to all organisations. If the commandments are followed religiously, they will eventually become ingrained in your mindset and the way you approach and use the technology at your disposal will have been improved for the benefit of yourself and your company.

## Realising the Rules.....

### The Seven Commandments

- The technology in your business should be **accessible**.
- The technology in your business should be **mobile**.
- The technology in your business should be **empowering**.
- The technology in your business should be **efficient**.
- Information should be **live**.
- The business technology can **communicate**.
- The technology in your business should be **responsive**.

#### Accessible

The information you may need is usually available somewhere, you just need to know how to access it. It is important to assume that what you need *is* accessible and you are able to receive it in a format that you can work with. The main problems associated with informational flow within organisations are not technical, they are invariably organisational. The information you require may be sat waiting in someone else's spreadsheet unbeknown to you and the owner of the spreadsheet.

#### Mobile

With the development of internet capabilities, mobile phones and Blackberry devices, location has become irrelevant as geographical constraints are well and truly a thing of the past. By utilising mobile technology to its full extent communication within companies, between companies and across industries becomes unrestricted in relation to location. The travelling salesman for example can now potentially have access to latest sales figures whilst on the road and can keep colleagues up-to-date on activities as and when they occur.

#### Empowering

The information available within a fully utilised and functioning IT infrastructure can empower the people that need to use such information. With more accessibility to the correct information at a time when it is most needed can lead to more informed and insightful business decisions which can then be made with greater confidence. All too often, business decisions are made without the supporting information being available, mainly because the information is simply too difficult to obtain.

#### Efficient

It is important for businesses to be as efficient as possible to save both time and money. However, organisations frequently lose competitive advantage by unnecessarily inputting the same data more than once and storing it in multiple places. Data should be captured and stored once. Consider for example how many times have you received a form from a company which you have to complete and you are required to provide information that you know they must already have, such as your address (which is what they have used to send you the form in the first place)? Another example of improper utilisation of the technology is the practice of logging telephone calls on a desk top pad with the phone balanced between the chin and the shoulder. Why not use the correct tools? In this case a telephone headset and a PC, and type the information gathered from the conversation directly into the computer.

#### Live

Information should always be live and available to all those that need it. If the information is up-to-date and live business decisions can be made instantly and the impact of possible delays can thus be avoided. Consider the scenario of employees within the same department logging information onto their own spreadsheet. Copies sent to other employees become instantly out of date and inaccurate the moment any changes are made to the initial spreadsheet. If a live, centralised tool is used that is consistent and can be used by all employees, the information becomes relevant, live, accurate and accessible to all.

#### Communication

The technology available to us today has made communication very easy, but just communicating isn't always enough. We should communicate effectively and often this will require us to choose the most appropriate medium. Although the ability to email has improved communication significantly it is not always the most appropriate method. Some issues need to be resolved face to face or over the telephone.

#### Responsive

The business technology available allows organisations to be responsive. If there are problems somewhere within the business, people need to be able to have the information available so that they can react appropriately and remedy the situation. In the case of acting on customer feedback, this fast, first-line response capability is crucial to the short and long term success of a business.



## Concluding Comments

So there you have it.....the Seven Commandments to realise the potential of the technology within your organisation. There are various approaches that can be followed when applying these commandments, but if you can begin to change your mindset and that of your colleagues you can see and believe in the potential that exists. Once you have thought about what is actually possible you can begin to realise the possibilities and finally utilise the technology fully. In turn, the organisation can be streamlined and enhanced.

Over the coming month's, we will be looking at some of the above commandments in more depth and providing some real-world examples of how badly technology is being used in the workplace. One of the most difficult items to address in trying to implement the commandments is the fact that people and businesses believe that they are already using technology to its full capacity, when in fact they are perhaps only scratching the surface.



## kendra news

### Latest Engagements

Coincidentally, in relation to this month's article, Kendra were involved in a workshop hosted in The Netherlands this month, where we demonstrated that a solution to a problem that the business was facing did in fact emerge from implementing some of the commandments, and eventually devised a solution by using the principles discussed in this month's article.



### Woodland Trust

We continue our plant a tree scheme in support of the Woodland Trust. Together with our potential clients we would like to play a part in helping to prevent climate change. For every proposal we send to a client, we pay and arrange for a tree to be dedicated to, and planted on behalf of, the client in a selected wood. The client receives a certificate to mark the event together with information about the Woodland Trust.

## notice board

### Welcome to the kendra notice board

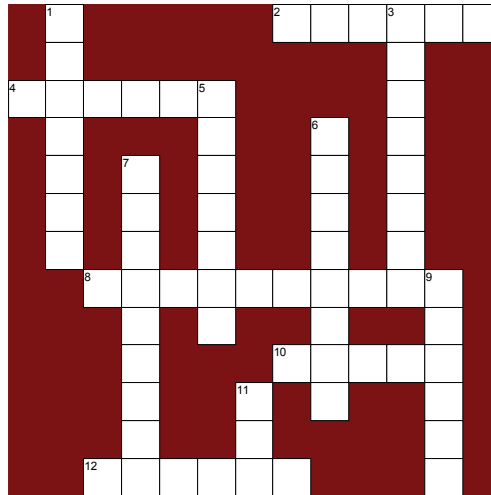
- Last month's web poll questioned whether or not employees had the correct IT tools to perform their job effectively. Of all those that voted we found that 65% of employees felt that they didn't have the correct IT tools.
- We continue our invaluable work both with Habitat for Humanity and the Woodland Trust.

## time for a change

### words work

#### Across

2. It's a good day over the Easter period? (6)
4. Able to move freely or be freely moved? (6)
8. Able to be reached or easily obtained? (10)
10. Instructions that state the way things should be done? (5)
12. Patron Saint of England? (6)



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#### Down

1. Avoid being this on the 1st of April? (7)
3. Yellow flower commonly seen in the spring? (8)
5. To give someone the freedom to do something? (7)
6. An extremely valuable metal? (8)
7. Plenty of this is eaten over the Easter period? (9)
9. A Christian religious festival? (6)
11. An oval object with a hard shell? (3)

### cranium central

1. What is the chemical symbol for Platinum?
2. What flower is traditionally given at Easter?
3. Easter island is a dependency of which country?
4. Which is the only vitamin not to be found in an egg?
5. Where was St. George born? England, Turkey or Austria?
6. Who scored England's third goal against Andorra last month?

Why not have a go at our topical crossword or test your general knowledge with this month's posers. Answers for the crossword and quiz are revealed on our website at: [www.kendra.co.uk/solutionsapr07.htm](http://www.kendra.co.uk/solutionsapr07.htm)

### and finally.....

A man was blissfully driving along the highway, when he saw the Easter Bunny hopping across the middle of the road with a basket of eggs. He swerved to avoid hitting the bunny, but unfortunately the rabbit jumped in front of his car and was hit. The basket of eggs went flying all over the place.

The driver, being a sensitive man as well as an animal lover, pulled over to the side of the road, and got out to see what had become of the bunny carrying the basket. Much to his dismay, the colourful bunny was dead. The driver felt guilty and began to sob uncontrollably.

A woman driving down the same highway saw the man crying on the side of the road and pulled over. She stepped out of her car and asked the man what was wrong.

"I feel terrible," he explained, "I accidentally hit the Easter Bunny and killed it. There may not be an Easter because of me. What should I do?"

The woman told the man not to worry. She knew exactly what to do. She went to her car trunk, and pulled out a spray can. She walked over to the limp, dead bunny, and sprayed the entire contents of the can onto the little furry animal.

Miraculously the Easter Bunny came back to life, jumped up, picked up the spilled eggs and candy, waved its paw at the two humans and hopped on down the road. Fifty yards away the Easter Bunny stopped, turned around, waved and hopped on down the road another 50 yards, turned, waved, hopped another 50 yards and waved again!

The man was astonished. He said to the woman, "What in heaven's name is in your spray can? What was it that you sprayed on the Easter Bunny?" The woman turned the can around so that the man could read the label. It said: "Hair spray. Restores life to dead hair. Adds permanent wave."