Limitless Technology Options Can Limit Success

~~On t~~The Jess + Scott + You Show ~~we~~ dreams big, ~~and~~ offer~~ing~~ ~~direct~~pointed ideas to spark your creativity involving Google+ Hangouts on Air (HOA) – and beyond~~eness~~.

On the January 7, 2014 episode, for example, Scott Scowcroft and I talked about adding dimension to ~~Hangouts on Air~~HOAs.

What do we mean by "adding dimension"? Well, ~~P~~part of the discussion involved baseline technology and ~~part talked about~~another focused on the importance of planning. ~~I love t~~Technology~~, and I want it to~~ working seamlessly is fantastic. But ~~F~~fiddling with it drives me crazy.

Technology Avoidance~~.~~

Plug and play represents~~-~~ the ideal ~~technology~~user experience...where the hardware resolves everything for you! ~~While I love figuring things out – technology one of them.~~ Accordingly, I expect technology to help me~~:, and~~ if not, ~~it doesn't~~ I don't use it.

This is a type of avoidance. Even if a more advanced alternative exists, I will not change what ~~I know~~works ~~(even if it is better)~~ if the substitute~~it~~ is frustrating to learn~~ how to use~~.

But a sensible~~There is a~~ solution exists: ~~. F~~find someone ~~to rely on that~~reliable who can help ~~you~~ with your technology.

Business Technology~~.~~

Procure~~Get~~ a technology partner. Unless you love ~~fiddling~~toying with ~~settings~~and figuring out ~~the~~ settings~~ to make things work well~~, outsource this task~~it~~. ~~Including~~Such technical support ensures proper optimization of~~the~~ hardware and software~~. you use in your business work the way you intend – and you have~~

Even better, a known expectation for the provided level of support~~you will receive~~ *guarantees* stress relief – and enables you to focus on other important projects.

Technology Empowers~~.~~

Having structure for technology affords ~~ensures that you have~~the space to explore how to creatively ~~support~~express the focus of every message across ~~on every~~ platforms, in a way that minimizes both time and ~~maximizes~~contact.

In short, you have the~~It's an~~ opportunity to create conversations and build experience online with ~~people~~both potential customers (and ~~the people within~~businesses peers.

Your Turn: Transform Obstacles into Opportunities~~.~~

What's your biggest technology obstacle? How can you add dimension to your online efforts? How will you (re)solve hardware, software and Internet issues~~it~~ in 2014?