COLUMN | TECHNOLOGY

Technology – Embrace It!

Technology opens you to a world of leverage. Leverage is that thing that makes you an equation that goes from 1 + 1= 2 to 1 + 1 = 5! It makes you more effective. It takes one week's worth of work and turns it into one day!

by **George Madiou**

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Years ago I wrote an article called ***The business of the business... Spring into action... is technology passing you by?*** (April 2006).

In the article I basically stated that the Baby-Boomer generation was the very last generation that didn't need to embrace technology.

Every generation after the Baby-Boomer generation, if you don't embrace technology, you will be entering into a new class of disadvantage people. Six years later, that article is more pertinent today than ever before.

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It takes one week's worth of work and turns it into one day! There are so many products, services and programs that fall into the technology category. So much so that it could overwhelm you. It could make you feel as though you're drinking from a fire hydrant!

If you are young you have grown up with technology and it just has become second nature. If you're a Baby-Boomer, you must pick and choose the technology you are going to embrace and leave the rest for

another day (or hire a young person to leverage the technology and the next generation!)

> **The skill set that I believe is critical, is not to lose the relationship part of building your business. Technology can help you speed things up but building relationships will always build a business with a solid foundation.**

The relationship part of building a business is the part that I see a lot of young people skip. The idea of Baby-Boomers skipping the technology learning cycle is just as bad as the young business builder skipping the relationship aspect of a successful business. This is why I recommend a young and older business builder come together and mentor one another... what a team!

Aim high!

George Madiou

Publisher and Co-founder
www.TheNetworkMarketingMagazine.com

George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.