

Don't get tangled in technology

Allowing your curiosity to run wild can help overcome the fear of moving your business into the electronic age

Picture this: you are the manager of a small transport operation, and each month you pick up your monthly magazine or newspaper of choice and all you see is 'e-commerce this' and 'better business by computer that'.

Is it any wonder you shake your head in desperation, wondering how you'll move to a more technology-based business when the mere mention of computers leaves you cold?

Does this sound like you? Don't panic, you aren't alone. Most operations staff say that they want to move with the times and are impressed by what they see, but have a fear of technology and are unsure how to implement the sorts of strategies that other operations take for granted. Burying the head in the sand is not an alternative,

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because to continue running the business on the back of an envelope will consign it to mediocrity.

What you need to do is take the bull by the horns, buy a computer, and stick it on your desk. Even if you don't know how to use it, you will slowly become curious and want to learn. Even if for the first month, you just watch a screen saver of Anna Kournikova (or Brad Pitt), at least the biggest hurdle of acquiring a computer has been overcome.

The fact is you, the boss, the one that makes the decisions, has finally

taken a stand and sent that all important message to your staff that computers are okay.

I regularly hear people in the industry exclaiming how they wouldn't know how to turn on a computer. Some say it contemptuously, others as a badge of honour (no-one would ever boast that they've never been behind the wheel of a truck, even if they hadn't).

But why is there so much fear? Why does the same guy who can't wait to try the latest and greatest in truck combinations and can wheel a 25-metre B-double around suburban streets, balk at something as simple as a computer?

A computer doesn't even need a licence to operate it, it just needs some desire and a level of commitment. I am sure that there is some-

one in your office or home that knows something about technology – learn from them, starting by setting aside 15 minutes per day. Don't be surprised if that person



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isn't even an adult – children are rarely fearful of computers like grown-ups are. (There's a lesson there somewhere.)

I am told that by taking small steps, your destination becomes easier and you will be able to reach your goal sooner. Computers are not a quick fix but, provided the data entered is correct, the information it spits out will (hopefully) be correct.

The reality is that technology is always changing. For some it is simple, while others will find it confusing, and for a small minority, it will make Freddy Krueger's dreams seem child's play.

Your fear of computers may be holding you, your business and your staff back from some serious productivity improvements.

For those people wondering, yes, I have returned for another round of contributed columns. I hope you will find them informative and enjoyable.

Your feedback and constructive criticism are always welcome. Email me at quality@nolanstransport.com.au if you have any comments.

Quote for the month: Just remember, once you're over the hill you begin to pick up speed. Author Charles M Schultz (Bits & Pieces).

Until next month, stay safe.

