

March 9, 2009



Just for Today

Google or GPS?

We're finally getting trained to ask for directions (yes, even men). Look at the tools we have - Google Maps, Mapquest, and in my city, Ottawa, Canada, if you take public transportation, you can even log into a website that will give you information on how to plan your bus ride to any destination - by the shortest route or the fewest transfers.

For more "advanced" travelers, GPS is the way to go. Street by street your on board navigator gets you to your destination, even if you take a wrong turn along the way.

Let's face it, asking for direction is the new "normal". After all, who has that much time or money to waste on an educated guess?

Is your deepest, darkest secret that you're still going by guess or by golly, because that's so "OLD technology". Stop wasting precious resources. Help/guidance/advice can cost less than a GPS.

Just for Today: check out where you want your business to go. Rethink your marketing, your sales targets, or commit to running a more effective and efficient business. Then identify the tools available to you to take the shortest, most efficient route, and use them. Eliminate the transfers.

Angela