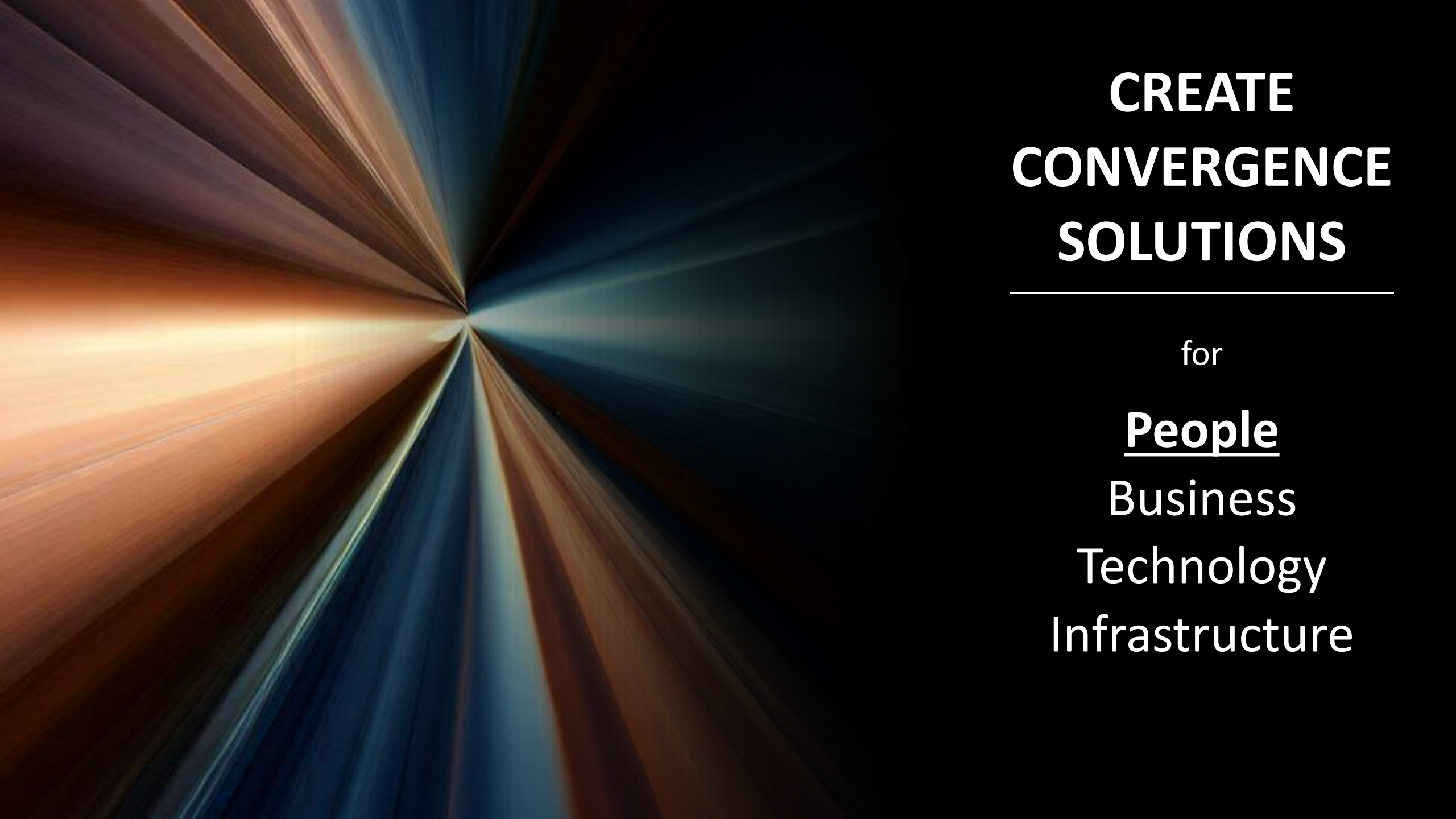


Riding the Eye of the Tech Hurricane

Ideas & Intuitions
to help small and mid-size
businesses compete with
large enterprises.

2023





**CREATE
CONVERGENCE
SOLUTIONS**

for

People

Business

Technology

Infrastructure




Tech innovations will expand Big Business advantages over smaller businesses.

- take advantage of tech innovations
- keep pace with big businesses
- keep pace with big brands

Baby Boomer SME CEOs are departing

- attend to succession planning, far in advance, and
- adapt...before the next generations stop working for you.



A close-up, macro shot of a highly reflective, polished metal sphere. The sphere's surface is curved and captures distorted reflections of a modern interior space. The reflections show architectural elements like beams and windows, along with warm, golden-brown lighting that creates a cozy and sophisticated atmosphere. The background is dark and out of focus, making the sphere the central focus.

5 of 21 Trends



Ontario Energy
...unity & innovation needed now





Technology Challenges

Decarbonization
and
Electrification

versus

Electricity Supply
and
Grid Capability

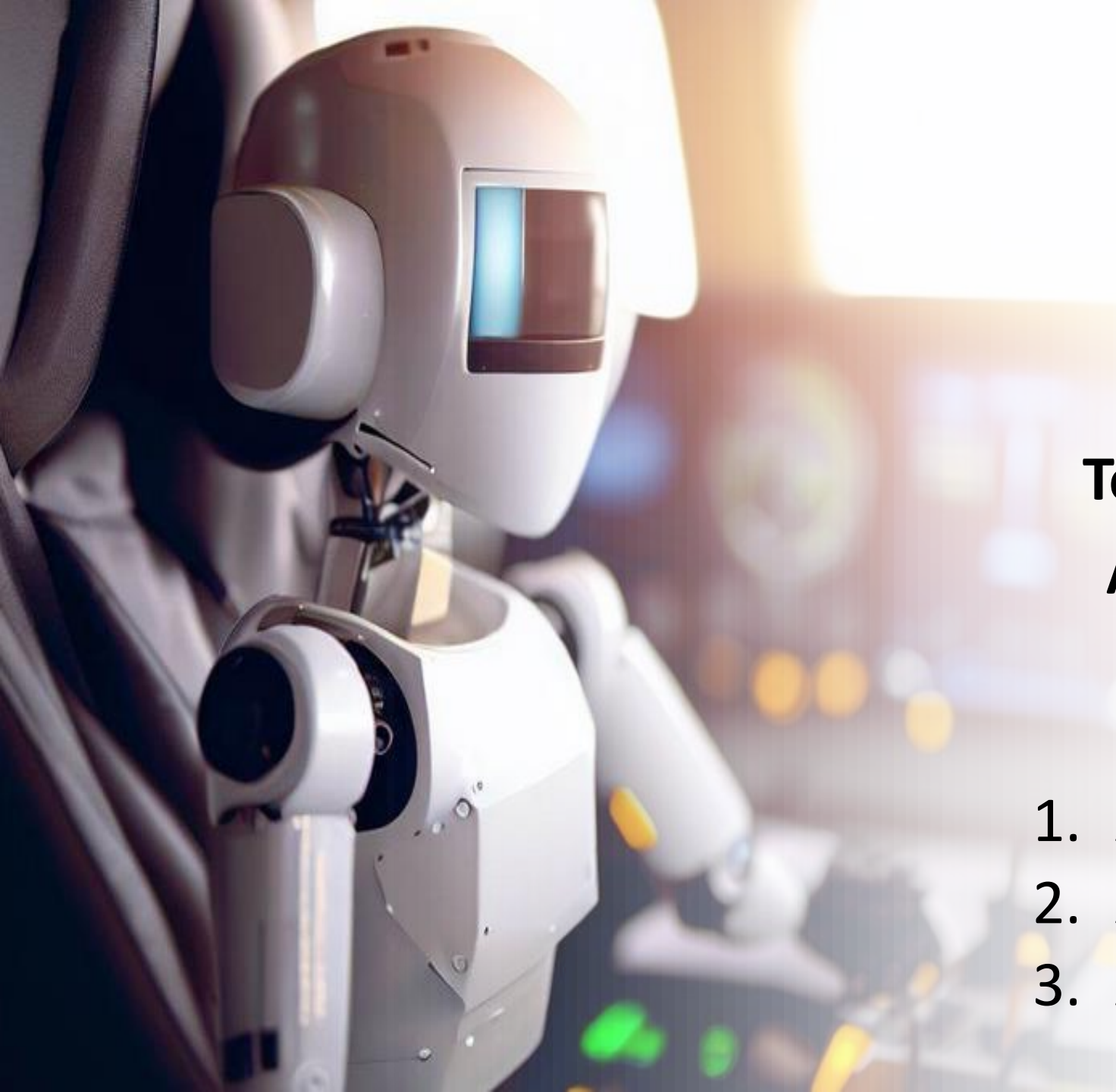


let your voice be heard



AI
...the exponential paradigm!





The Future of Generative AI

**Today AI just “knows” data
AI is “learning” languages**

...in the future

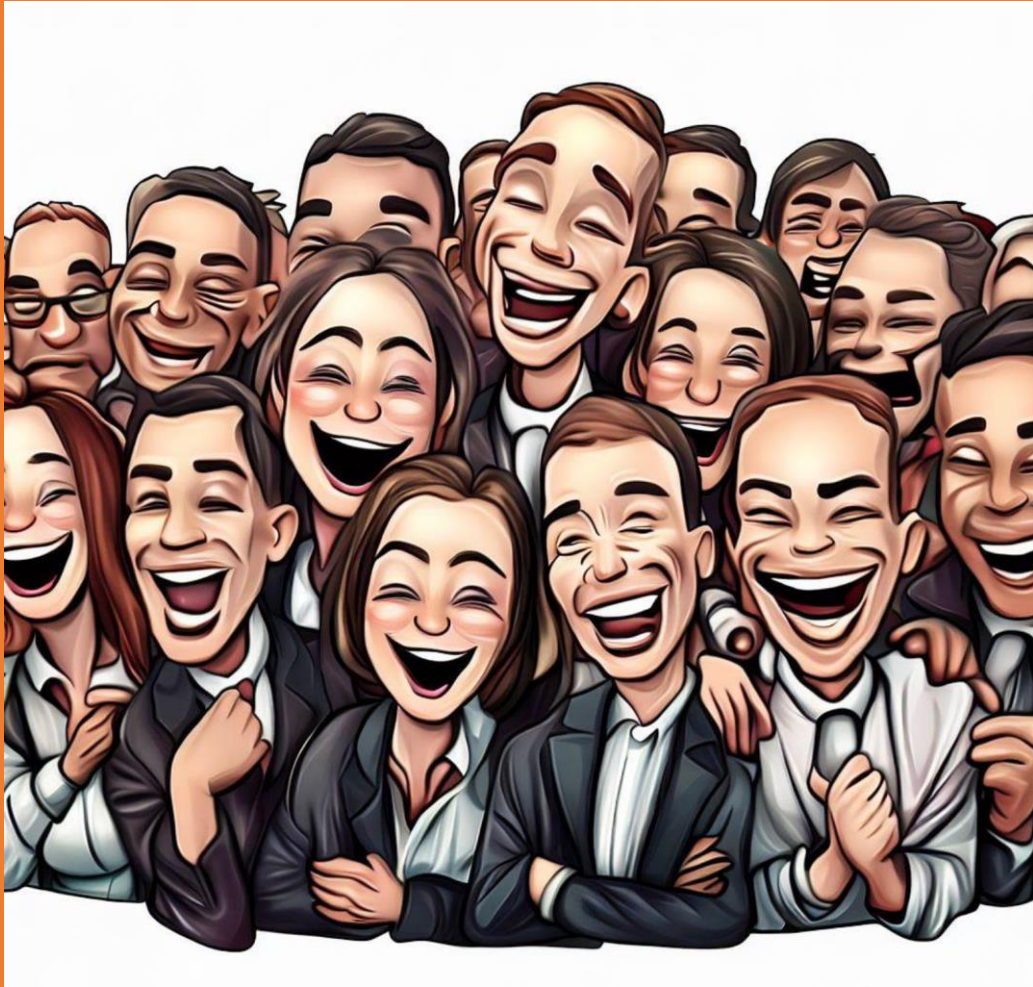
1. AI “knows” your industry data
2. AI “knows” your data
3. AI has your complete context



Make time
to explore AI.

Help the Learners
and creative people
at your business

- grow skills,
- grow strengths, &
- grow *with* AI.



Staffing

...we will face continued challenges



Staffing
challenges will
not subside in
the near term...

Solve them by

1. Building Trust
2. Embracing Conflict
3. Fostering Alignment
4. Raising Accountability
5. Focusing on Results





Cyber Security

...the escalating “ostrich risk”





5 of 24 basic defensive actions

1. training all staff... #1 - passwords
2. solidifying firewalls & anti-malware
3. using multi-factor authentications
4. encrypting sensitive information
5. performing updates & patches

2019 Advice

target and manage
your vulnerabilities

Ignored!

Many business owners
will continue to stall on
initiating
Cyber Security
(...but you don't have to)

- cyber threats will escalate
- plan affordable security
- protect your people & your assets





Sales & Marketing
...use of automated tools will escalate



Integrated Marketing and Scheduling

Explore the ways
current tech-tool
combinations
can improve your
marketing and
sales results.



Drives social connection:

- Scheduled newsletter emails
- Scheduled social posts
- Analytics and reporting



Connects clients to your calendar:

- Streamlined scheduling
- Multi-staff scheduling
- Ability to ask questions and bill



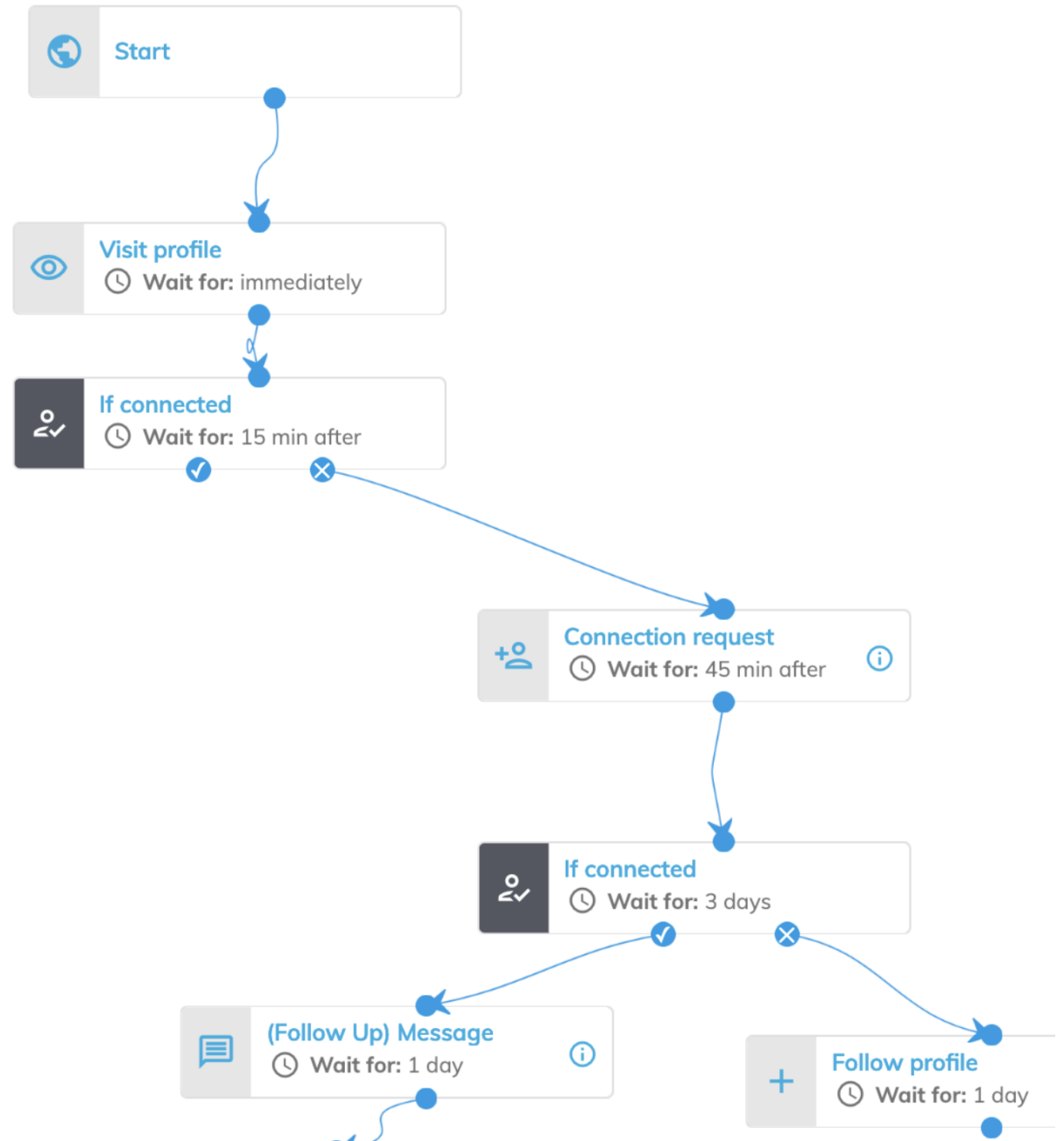
LinkedIn automation:

- Programmed campaigns
- Personalized and targeted
- Analytics and reporting

Expandi Advanced Social Media Sales & Marketing Tool

Easy Steps

- plan campaign
- insert messages
- press start button
- monitor responses
- check your calendar



CREATE SOLUTIONS

for

People

Business

Technology

Infrastructure

- Communicate values/ethics
- Gain fact-based knowledge
- Sooth anxieties/worries
- Align technologies & processes
- Add affordable technologies

Riding the Eye of the Tech Hurricane

May you choose
your winning
perspective and
create success as
you embrace
tech advancement.

