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**The Case of the Vanishing Technology**

**By Mike Hayden**

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The Case of the Vanishing Technology

See full color web version at:

<http://www.SeniorManagementServices.com/pvt-89-vanishing-technolog.html>

Are you vulnerable to this hazardous, expensive problem?

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The first hint of trouble...

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Here's a typical scenario.

About 18 months ago, I visited a successful high-tech company. Sales were down.

But, management viewed the situation as temporary. Besides, they were designing new products – they had "strong hopes" for either getting more venture capital or being acquired by a rich company.

Meanwhile, they had to "downsize" because of declining sales.

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Then things got worse!  
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## The Case of the Vanishing Technology

Sadly, in less than 1 year, they terminated 68% of their employees and friends.

Worse, they lost much more than "just" people! They lost their technology plus the money spent to develop their technology.

Why?

Because their technology walked out the door with each employee terminated ... thus, without those particular

employees – and what only they knew – they were disorganized, literally out-of-business and didn't even know it! (They still had hundreds of employees!)

Typical of many companies, much too little of their technology was organized and written down. Nobody could pick up the ball when people left!

Without product documentation, without written standards and procedures (and technical processes, strategic plans, etc.) – without adequate documentation they were faced with reinventing their own "wheel!"

(Sound familiar?)

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Did they survive?

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Were they able to reinvent their wheel, or sell the disorganized company with its undocumented technology?

No.

Their building now stands empty, another needless casualty of what I call, "Vanishing Technology."

They, like many, discovered that the hazards of inadequate documentation are an even B I G G E R hazard when times are tough!

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## The Case of the Vanishing Technology

Why it happens over and over again...

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Actually, most business managers don't understand the connection between product development and documentation – and how to get the most out of them.

The fact is, you will produce better products, faster and cheaper, if you understand the part that documentation plays in product and business development – and how you can integrate it into the process of building of your successful position in the market place.

This is not a new idea. Yet, ideas are one thing; action is another.

The plain truth is most people hate to write documentation. For most people it's hard, tedious work that demands a lot of time, discipline, and rigorous attention to detail.

That's why most people delay writing any type of documentation as long as possible! Many, wait until the last minute, then give the problem to a "writer" and tiptoe silently away. (Good Luck!)

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Can you afford the risk?

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Are you risking the loss of your most valuable assets, people, business processes, and intellectual property?

Here's what a manager told me about his own tragedy, which plagues America's companies today:

"Due to our downsizing, our most valuable assets ... our people ...our business processes ...our intellectual property ...literally walk out the door. Without those particular employees and what only THEY knew – we're \*\*\*\*\*ed!!

"Worse ...sooner or later, they will work for our competitors!" -- D.H., Manufacturing Manger

## The Case of the Vanishing Technology

If you're the boss, it's on your shoulders! What do you do now?

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How do you protect yourself from Vanishing Technology?

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You can protect yourself from Vanishing Technology by applying the business development techniques I have named "Profitable Venture Tactics" (PVT).

You can use PVT to enrich your business whether you're a small startup or a huge corporation.

If you are downsizing, use PVT to help retain your best people, your business processes, intellectual property, and energize your remaining staff!

"You can't shrink your way to greatness."

-- Tom Peters

PVT can help you build your business to survive the hard times! (But, it is best to act before your company becomes a "sinking ship.")

If you're enduring uncontrolled growth, you can use PVT to gain balance. PVT helps you accelerate product development. You can inspire new action in project management...

...You can create new products for changing markets. You can change low production into high performance. You can streamline production for manufacturing problems.

PVT helps you turn dissatisfied customers and skeptical executives into loyal fans.

And, Profitable Venture Tactics help you relieve the pressure and worry – so you can sleep at night.

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Why Vanishing Technology happens repeatedly...

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## The Case of the Vanishing Technology

I'm sure you recognize that the problem of Vanishing Technology is not new. Imagine the frustration of watching companies sink like leaky ships. You point to the leaks. But, their crews say,

"We have no time to patch leaks. We're too busy sailing for the gold."

When you suffer Vanishing Technology, your company is like that sinking ship. And you know you cannot sail a leaky ship...very far.

To develop a "seaworthy" business, you – or someone – must write the right stuff to help you build your business like a leak-proof hull.

Documenting your business is the work of "business development."

Yet, when business booms people say...

"We don't have time to write ... too many projects ... it is not a priority now... we'll get to it later... yada... yada... yada..."

But, have you noticed when there's a business bust, people have plenty of time to write CYA Memos and resumes? Bottom line: Nobody writes the documents vital to your business!

That's why you see Vanishing Technology happen repeatedly.

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What can you do?  
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To prevent Vanishing Technology, you must develop your business to survive hard times.

This means you must curtail dependence on "key people" and their tacit "tribal knowledge." (If your business needs exceptional people, you cannot hope to produce consistent results.)

This means you – or someone – must write down your key business processes! This means you must work ON your

## The Case of the Vanishing Technology

business as you work IN your business. As they say,  
"Publish or perish!"

You must develop and document a result producing system – a  
SYSTEM that amplifies ordinary skills and abilities into  
extraordinary results.

Profitable Venture Tactics can help you create the right  
documentation to integrate four steps to success:

1. Organizing,
2. Planning,
3. Developing, and
4. Operating your business.

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### Summary

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Are you risking the loss of your most valuable assets ...  
your people ...your business processes ...your intellectual  
property? The plain truth is most people hate to write  
documentation...And this leads directly to Vanishing  
Technology.

When you suffer Vanishing Technology, your company leaks  
like a sinking ship.

By applying the business development techniques I call

"Profitable Venture Tactics," you can protect yourself  
from Vanishing Technology and build your business like a  
leak-proof hull.

Documenting your business is the work of "business  
development." This means you must work ON your business  
as you work IN your business.

Don't let Vanishing Technology stunt the growth of your  
business!

Best Regards,

Mike Hayden, Principal/Consultant

Your partner in streamlining business.

PS. If you're not on our P V T Roster, sign up (fr#e) at:  
<http://www.SeniorManagementServices.com>

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Mike Hayden is CEO / Founder of Senior Management Services and the Documentation Express in Silicon Valley, California. Mr Hayden is the author of "7 Easy Steps to your Raise and Promotion in 30-60 Days! The book that smart bosses want their employees to read." ISBN 0-9723725-1-2. More articles at <http://www.SeniorManagementServices.com/pvt-information.html>

## **Data Loss... Can Your Company Survive. (Most Do Not)**

**By Harald Anderson**

Data. Most people think it is a term relegated to the kingdom of geeks.

However, in todays world your data is your life. Chances are every piece of data you might ever rely upon to make an important decision has been reduced to a digital format and resides somewhere on your computer's hard drive. Improved functionality and productivity are the benefits. However, on the flipside one wrong click, one nasty virus, one untimely power surge or unhappy employee and that data is gone forever!

Data loss can cost your company uncountable hours in lost productivity and revenue. In addition to the direct loss of a potentially unlimited amount of data (and the payroll hours that it took to generate that data) your company's business and potential to generate revenue can also be crippled by even the most minimal of data-destroying meltdowns.

Imagine the loss of productivity that would occur if your accounting department suffered the loss of all of their files. In fact, 20 megabytes of accounting data takes 21 days and costs \$19,000 to reproduce. Among companies who lose data in a disaster, 50% never re-open and 90% are out of business within two years!

Payroll files, tax data, and budgetary datasheets are just a handful of the hundreds of types of data that are generated by a modern day accounting department. Most companies employ entire departments of professionals just to take care of this fundamental chore that is so integral to the success of any company no matter what the size or earnings bracket. Now imagine one months work for this department vanishing in the blink of an eye. Now imagine six months work pulling the same vanishing act. It's enough to make even the most thick-skinned CFO cringe at the thought of it.

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Now imagine there is a way to minimize or even eradicate this potentially enterprise threatening series of unfortunate events. Actually, you don't have to imagine it, because it already exists right now. It's called an online backup solution and it's the key to the success of any company that relies even moderately on information technology.

If your company generates even the most modest amount of computer data on a regular basis your IT department should certainly consider employing the use of an online backup partner. Having access to your data at all times can mean the difference between an absolute failure and a resounding success in the business world. Your company is only as secure as the data it generates, so if your company depends on access to its information under any circumstances, an online backup solution will play a key role in ensuring that access.

There is no substitute for the protection secure backup storage can provide every business, from tiny startups to the multinational enterprise, secure online backups are making sure today's business is prepared for anything that happens tomorrow and beyond.

Your DATA is your LIFE! Protect it!

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Harald Anderson is a freelance writer and webmaster for

an online

backup service. Download your free thirty day trial and experience the Digital Peace of Mind that safe, secure, encrypted online data backups can offer. [Online Backups.](#)

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