

## Business Speeches

*Business owners who learn to use Information Technology effectively in their organization can gain a huge competitive advantage. These speeches are crafted with humor to entertain while educating business owners and upper management on how to leverage a resource they are already paying for.*

### 10 Ways To Leverage Information Technology

For many organizations computer systems are a cost of doing business. Successful businesses, however, learn to use computers to create competitive advantages, increase efficiency, and turn technology into the way to run the business.

This shift begins when business owners understand the right questions to ask, what successful information management looks like, and what is possible.

These 10 points will draw a business oriented picture covering this massive field to help management make smarter decisions on one of the most crucial aspects of their business.

### *IT Leverage Series*

*The following series of speeches are based off of “10 Ways To Leverage Information Technology”. Individual concepts are explored in depth as to why they are important to the business owner and how they can be addressed without technical knowledge.*

#### **“What Can IT Do For Me?”**

Before business owners can fully utilize their available resources, they must know what is possible. This talk encourages management to start thinking “What is possible?” and “What can IT do for me?” We will explore how to gain visibility into your organization, how to establish competitive advantages, and the incredible amount of software types available as business tools.

#### **Organize Your Information**

Make your business even more successful by managing your information well. Eliminate wasted time looking for or duplicating work for lost files. This talk will demonstrate simple strategies to manage the great amount of information in a business. If your business has one folder with all of your files in it, or files spread out on individual employee computers, you need to hear this talk.

#### **SPAM Proof Your Business**

A company with 100 employees can save \$60,000 per year by filtering SPAM. Year after year, research groups calculate that SPAM costs businesses around \$700 per employee per year in misallocated time and lost productivity, while SPAM filtering costs only \$130 per employee. These costs do not factor in virus infections from email or malicious websites, nor the more subtle costs of negative morale and user frustration. This business oriented talk will explore the costs of SPAM and the options available to businesses.

## **Fortify Your Business With Risk Management**

This extremely practical and simple practice can save your business thousands and thousands of dollars or even the entire business itself. This speech guides business owners through the practice of identifying risks, costs, and most importantly, contingency plans. After this talk management will start thinking “Where are we exposed and what can we do about it?” Simply having a plan in place can reduce a catastrophic event down to something manageable.

## **Backup To Get You Back Up And Running**

A tested and reliable backup system is one of the most cost effective contingency plans available for a business, yet many are lax in this practice. This should be particularly alarming considering that hard drives (the devices that store your company data) have a 100% failure rate! How much would it cost your business to lose a significant portion of your data? Business owners should ensure a documented plan is in place to maintain and verify on-site and off-site backups. We will discuss appropriate expectations, costs, redundant systems, retention periods, and recommended solutions.

### ***Speaker's Biography***

*Cory Petkovsek is the President of Adaptable IT, Inc. He has 12 years of industry experience including working alongside Microsoft. Adaptable IT, Inc. has saved time and money for businesses across many industries by providing IT strategy, network management, and phone and Internet services. Mr. Petkovsek speaks on IT topics to both technical and business audiences.*

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