

Technology Leadership Trends Mid-2021 Report

**Your Technology Leadership  
is Needed More Than Ever.  
Will You Take on the  
Challenge?**

How Business Organizations Can Thrive  
in the Modern Post-Pandemic World.

info@techellence.com || [www.techellence.com](http://www.techellence.com) || 1-212-961-7273

# Every Business Leader is a Technology Leader

Gone are the days when the role of technology leadership belongs solely to the Chief Technology Officer or the IT department. Today, all business leaders, starting from the Chief Executive Officer to the marketing director and the small business owner, are expected to lead technology thinking. Technology is now at the forefront of businesses that drives profits and accelerates the work output. As a result, business strategies and technology strategies are becoming inseparable. The paths for technology leadership are many, and it is the decisions of the technology leadership that will determine whether the organization will be prosperous or fall behind.

Are you a C-level executive in a large corporation, a department director, or a small business owner? You are a technology leader. Technology decisions you make will significantly impact the profitability of your organization or business.



# Key Drivers of Technology Leadership Today



## Digital Transformation of the Workplace Environment

Businesses do not operate the same way they did back just ten years ago. Nearly every local store owner has a card swiping machine that connects to their point-of-sale system linked to their website that also makes sales. The local fried chicken store may not fare well if it is not available on Google Maps and other easily accessible applications used by the public. Real Estate professionals may be able to transact a sale between a seller and a buyer without stepping out of their office.

Organizations that did not have critical infrastructures in place suffered greatly when the coronavirus pandemic began. These organizations did not have the ability for their work environment to be available outside of the working office. They had to quickly work on either rebuilding their infrastructures, providing accessible data networks, and allowing employees to collaborate remotely; otherwise, they had to fold their pursuits. Due to the suddenness of the pandemic, even prominent organizations that may have had remote working capabilities struggled because the budget and the capacity to support remote workers were for a subset of their workforce, not all of them.

Digital transformation is not a choice but a fundamental business strategy that must be entwined with every part of the organization in the modern, post-pandemic world. The companies that could adapt and establish digital capabilities for business continuity have endured and thrive today. The ability to work seamlessly from anywhere will be invaluable even as employees return to the office.



## Artificial Intelligence, Robotic Process Automation, and Innovation

Beyond filling the business continuity needs of the pandemic, technology plays the role of an accelerator to accomplish the organization's vision. With the fast pace of change in customer needs, increased disruptors that may challenge an organization's steady growth, and competition who continue to seek to take a bigger slice of the potential customer base, every organization must pursue their otherwise long-term goals quicker and become a disrupter themselves.

# Key Drivers of Technology Leadership Today

## Artificial Intelligence, Robotic Process Automation, and Innovation (continued)

The key to disruption is innovation, a change to the traditional way of doing things to reach the organization's goals faster. To do this requires the risk and investment of resources, both money and time, to pursue exponential acceleration or disruption of one's market niche.

One recognized way is to assess and automate known processes to expedite the work and minimize human errors. Assessment requires analyzing how one's business works and dissecting components that can be improved by process automation. It will require planning, development, then testing. Consider the vast savings manufacturing plants may have when a process that was manually performed thousand times a day can be automated. The same can occur in business functions, including handling financial reports, performing security audits, or doing scheduled backups of your precious data.

More advanced process automation that can produce greater return while requiring even more up-front investment is artificial intelligence. Investing in artificial intelligence requires gathering massive amounts of data, collectively called big data, related to one's business or specific business processes. Analyzing the changing data may provide specific triggers to take some action to produce a benefit. For example, when drivers see a red light at a crossroad, that would trigger them to stop the car. When the light turns green, that triggers the driver to let go of the brakes and continue forward.

In the same way, with the massive data sets available, artificial intelligence can make automated responses. An example of this is Nest Thermostats that has activity sensors that determine if there is a person in the room to turn on the heat or air conditioning as the current temperature demands. It also knows what the comfortable temperature is for the general user of the room because it retains the information whenever the user adjusts the temperature. Artificial intelligence can also help provide customers with immediate information where before, they had to wait for the support operator to come online.

Automation and artificial intelligence are accelerators to your business. It is an investment and possibly a bold risk to reach your organizational goals faster. With the importance of speed to market today, these are essential concepts that must be embraced by all business leaders in the modern world.

# Key Drivers of Technology Leadership Today



## Cloud and Data Security

Cloud services accelerate the speed of business operations. Before the proliferation of cloud services, organizations needed a technical person to set up Outlook mail servers and access for every user. Today, companies can begin to brand their email address by using Gmail within 10 minutes. A network administrator had to set up shareable folders and access for the users to share business data among colleagues. Today, a new startup company can effectively do the same without a knowledgeable administrator using Dropbox. Lightweight solutions can lighten the load for traditional companies.

However, intellectual property (IP) theft continues to be a competitive threat. For a larger organization with myriads of IP to protect, having less control over data access and relying on third-party consumer vendors may not suffice. Today's Technology leaders must maintain operational discipline around security and performance. A well-defined security strategy must be implemented consistently across all networks, applications, and data, regardless of the services or service providers being used. The security strategy includes well-thought-out protection on client-side devices that employees use and access points to the servers. The organization's leaders must commit the necessary resources to security teams to minimize risk to both the business and the employees. Furthermore, employee training in technology is vital to ensure they can use the tools optimally while protecting sensitive data.

# Qualities of a **Successful** Business Executive

In the rapidly changing world, three essential qualities are necessary for leaders for their organizations to thrive.



## Solid Vision

Knowing what you wish to accomplish clearly will ease your decision-making and the reasons for the investments you will make to succeed. This centered knowledge applies to larger organizations where multiple executive-level directors must collaborate and make appropriate decisions. Without a clear vision, the company will remain in maintenance mode and retain business continuity without moving forward. Without the intent to accelerate and achieve goals faster, the competition and other business disrupters will overtake your advantages. Vision is what moves companies forward even despite external setbacks.



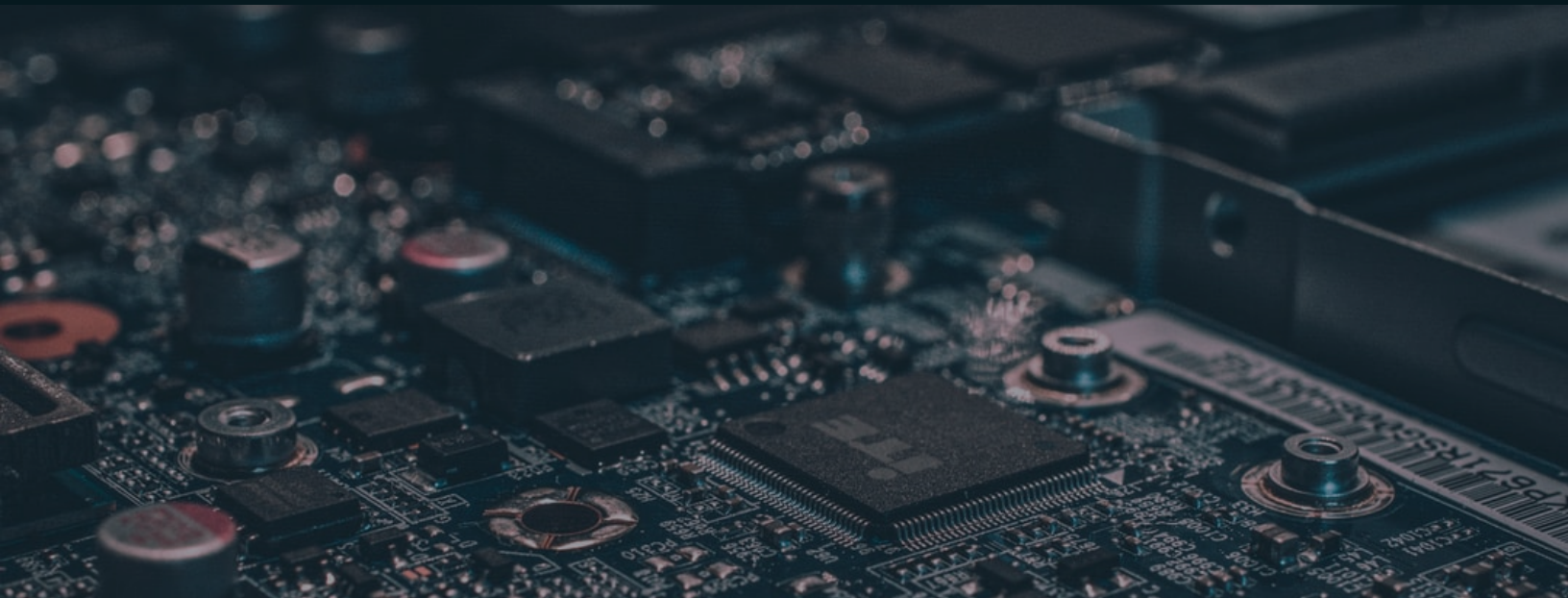
# Qualities of a **Successful** Business Executive

In the rapidly changing world, three essential qualities are necessary for leaders for their organizations to thrive.



## Technology-Minded.

Today, we live in a world fueled by technology. Technology is now at the forefront of the success and failure of our organizations. Business leaders must be savvy in understanding technology and be able to execute to expedite and bring disruption to the current speed to market.



# Qualities of a **Successful** Business Executive

In the rapidly changing world, three essential qualities are necessary for leaders for their organizations to thrive.



## Flexible Disrupter

The business leader must be forward-thinking and continue to move briskly to meet their business goals. As a result, the organization becomes resilient as it will continue to produce multiple facets that the competition cannot easily match. Additionally, while disrupting the market, the business leader must seek to make decisions that would allow the organization to be maximally flexible to adapt to the customers' changing needs. The ability to move quickly and adapt regardless of the external environment will enable the organization to thrive.







Will you wait for the new normal or build it?  
People are looking to you, **Technology Leaders**.  
**Will you take on the challenge?**

## Conclusion

Today, many people are awaiting what the new normal may look like. They are looking to Technology Leaders in business organizations to shape what is to come. However, we know that leaders do not wait for change—they build it. Will you wait for the new normal or build it?

The way forward will depend on how well you navigate your workplace's digital transformation and your vision to accelerate the results while maintaining solid security over your data. Will you take on the challenge and thrive?

### How Techelligence can help

1. Techelligence supports your leadership and helps you navigate. Our coaching services help business leaders make the best decisions for their organization.
2. Techelligence provides advisory and consultant support to your current environment. Our experts can assess, provide suggestions for improvement, and implement them.

