**Presentation 1 (The Use of Business Intelligence for a Food Manufacturing Plant)**

**What I Learned:**

I initially learned about the many different factors that can be inputted into a BI system which will help other departments make critical decisions. The real-time factor especially in a food processing plant can be crucial. The benefits of going forward with a successful implementation seem to far outweigh the consequences of not. With the easy to read dashboards it could empower those departments who may not take such an active role due to the complexity of data.

**Why this is important:**

When trying to compete in today’s world, a quick and efficient BI system gives a company the edge to compete against those with more resources. Being able to readjust resources based on real-time data could mean the difference between a profitable quarter or not. Personally I feel any time you can present data into an easy to understand format it is good for businesses. Many of the individuals who have the experience in running a plant or production area may not be the most savvy when doing data mining, but the BI system can do that for them.

**How can you apply?**

I can use this information to sculpt presentations of data and the benefit it can have over an organization. The many different steps which lead to a successful implementation and the way different individuals can interpret the same data differently. It’s better to empower many people to decode the data in a way which relates to their unique situation.

**Presentation 2 (ITC for Learning Environments)**

**What I Learned:**

There is tremendous potential for colleges to lower cost and reach those individuals, though several different factors, may not have been able to pursue a higher degree. The initial impact to an individual who may be experiencing such an interface for the first time will give them a leg up when coming in contact which said technology in a work place. Not to mention the impact on society if it can educate highly motivational individuals who then will use gained knowledge to improve themselves, and thus their community in a whole.

**Why this is important:**

The simplest idea of being able to share data in a central group driven community, in an easy to understand and use format could be the next biggest thing. Introducing non-traditional students to such an environment can be an eye opener and help model their understanding of what could be possible.

**How can you apply?**

The e-learning system described has already started to creep into businesses. I think taking a similar model, even using SharePoint, and gearing it to a sales force that almost never has to visit the home office, would help my current employee. Having experienced it using the Distance 2 Learning platform as an end user gives me a perspective for selling the idea to management.

**Presentation 3 (Re-useable learning objects (RLO))**

**What I Learned:**

Using the small and community generated RLO’s can help ease the current dilemma which is facing hundreds if not thousands of community schools across the nation. By starting to implement these objects it appears that the curriculum can be quickly adapted to a particular classrooms needs.

**Why this is important:**

With education in most developed countries being publicly funded there pressure by governments to lower costs, but still provide a high quality project. As with the private sector, pushing worker productivity can only reach part of those goals which then can be augmented by technology.

**How can you apply?**

Taking some of the burden off individuals to create unique content in any workplace will only allow them to better put their unique talents toward increasing their individual potential. Opening up a system to allow simple, short and easy to digest segments of learning can be adapted to a business, and in technology in particular, the service sector. I, too, agree that information overload could happen, but with the condition that it appears to be a generational trait as opposed to a systemic problem.

**Entry 1:**

**What I Learned:**

The contributions of Claude Shannon to the early history of information communications technology laid the foundation for many who would come after him. The foresight into such theories which most haven’t even considered makes him one of the key people who contributed to modern technology.

**Why this is important:**

Understanding how current technology works, and that the foundation for current protocols only enhances a person’s understanding of it. Being able to see what he was thinking, then reading articles, papers, and ideas from the current innovators helps someone understand the big picture of technology, and the information it shares across borders.

**How can you apply?**

I don’t know if it is a famous quote but my grandfather use to tell me that “You cannot know where you’re going without understanding where you have been”. History, unfortunately at times, repeats itself and in the technology area it is constantly reevaluating current and past ideas to improve upon them. Having a deeper understanding of where we have been helps mold were we can be.

**Entry 2:**

**What I Learned:**

The elements behind successful adoptions of technology are varied and can take many forms. I learned which factors can go into it, the case history on successful adoptions and the elements which helped that success.

**Why this is important:**

Being able to effectively quantify this phase in any implementation is difficult, but must be expressed to decision makers. This level is very near the make or break point, all good planning, and training can be wasted if the users do not adopt or accept a new technology.

**How can you apply?**

With every project I have put forth in the past year, this has been an element. Moving from XP to Windows 7 and from Office XP to 2010 has been difficult for users. Realizing this helped target the initial training and use by those individuals who would be able to help ease the adoption, to limit the frustration by their fellow co-workers.

**Entry 3:**

**What I Learned:**

The theories and principles of Technology Push and Market Push is a bit of a gamble that can pay off if you are one of the early adopters. Seeing how the theory works with each new idea, innovation and how it can affect a company in the long term.

**Why this is important:**

A company that is last in the game is often the last one to profit. One has to be able to analyze and determine the current and future impact of any technology that is presented to them. The cost of not considering all options can be devastating in the long run.

**How can you apply?**

Seeing this play out over different examples in the book and though discussion gives a wider perspective when being asked about a new technology. As a senior IT professional in my organization it often comes down to my opinion on a technology before a final decision is made. I can apply the principles when I explain new technologies to management.

**Entry 4:**

**What I Learned:**

Implementations effect on end users and how that needs to be taken into consideration. Often the experience that an end user has is vastly different than what was expected.

**Why this is important:**

In any modern company the end user is going to be the final driver toward adoption of the technology. Making the experience difficult or not providing enough training can drive up the costs to any implementation.

**How can you apply?**

Whenever I get asked about a new technology, one of the things I think about is how will this benefit person X. If I had to sell them on this software or hardware how does this help them in their daily job. The end users are essentially the consumers of any technology, or software, and unless they can fully get their support it may become a situation where they are resistant to change.

**Entry 5:**

**What I Learned:**

The Exodus effect on a system, and how a quick loss of experienced users can cripple a system along with the company’s ability to support said system.

**Why this is important:**

A company that wants to succeed and grow needs to have users which understand, and have faith in the technology which it uses. Without that the system degrades until the point where it is a shadow of its former self.

**How can you apply?**

I was working on my company’s ERP system when I was tasked with brining other modules in the system back online. As I started working on this it was clear that at some point in the past something happened and the quality of information entering the system had degraded to the point where it was having a negative effect. I didn’t fully understand until I read this chapter what could have happened, and now I am able to explain the situation and understand how to repair it.

**Entry 6:**

**What I Learned:**

The group dynamics effect on the adoption of any said information communication technology is vast. Equally as impressive is how a digital identity can become more isolated because of the lack of social cues.

**Why this is important:**

The current level of technology allows a person to find a community that shares their unique opinions, but also allows them to live solely in that community. This can lead to a digital lack of individuality since no outside opinions ever get presented and only the group point of view gets re-enforced.

**How can you apply?**

I can apply this when dealing with new forms of communication and breaking down the walls which different departments have themselves isolated in. Even with a given technology it can be used to just present the point of view which you want, not what is best for an organization. When discussing the future growth of the company with department managers I keep this in mind when listening to their concerns that sometimes they don’t want to share the information they are collecting.

**Entry 7:**

**What I Learned:**

The symptoms and situations around Information Overload Syndrome and how modern workers are always connected affects the overall health of an end user. The human body and mind needs time to relax, but current society hasn’t adapted to that yet.

**Why this is important:**

Knowing and understanding how to setup boundaries for technology will lower the stress level that many workers are now reporting. The knowledge to identify that there is a problem and being able to implement a solution to ‘Un-Jack’ yourself from work.

**How can you apply?**

I have started not answering my phone when it beeps, setting a time at home when I check emails. This has helped separate times for family aside from work and school. This is more important because I hope my children can identify and copy the behavior as they grow up. I have also mentioned this to my management about appropriate response times, and how workers should identify the need to contact on-call personnel.

**Entry 8:**

**What I Learned:**

The business model surrounding the information economy and the costs associated with the new the distribution model of the modern age. Digital distributions can reduce the traditional costs associated with the delivery of information.

**Why this is important:**

The costs associated with creating identical copies in a physical medium can be exponential and typically require a break-even point where producing enough covers the cost per. This is eliminated with the cost to produce a digital copy is all rolled into the initial product, then distribution costs a fraction of what it used to.

**How can you apply?**

This is a paradigm shift in the delivery of information on part with the printing press. Never before has it been so easy to get post your point of view, publish a book or host your own TV show. Realizing this, I have already identified areas in my company which we can eliminate the printed page and going to a digital distribution model for customers.

**Entry 9:**

**What I Learned:**

The size, scope and product domain in relation to ICT within organizational structures is intertwined with every department. Within the process of doing normal business a system can collect a wealth of data for which can be used by a business.

**Why this is important:**

Most systems are already collecting this information and it gives the ability to put that information to use either servicing users or customers. This information can start to generate a profit for what is often considered a profit loss department within an organization.

**How can you apply?**

I have used this myself by looking at transaction logs, seeing when items are recorded to help managers provide better procedures for their departments. Using Google’s data mining as a grand example, I have successfully pitched the idea of providing a consumer portal for our business to remove the distribution of material, but also serve up possible replacement part sales, and provide additional add-ons when they log in.

**Entry 10:**

**What I Learned:**

How to use narration for use in power point presentations and the process for laying out the animations recording the narrations and editing it later. It is a powerful tool with many possible applications.

**Why this is important:** This is important as many organizations are looking to train individuals across many different locations without having them all in the same meeting. It is needed for me to be able to educate other users on what is considered a standard office application.

**How can you apply?** This can be applied in more ways that I can list here. Just by having training documentation linked in with current videos so there is no longer a need to take up an entire sequence of company time to get the same message across. The presentations can be rehearsed, and edited to get the best possible production value. I have already suggested that we use this technology when writing standard office training guides so people can sit at their desk and learn on their own, at their own pace.