

EPISODE 175

MAXIMIZING TECHNOLOGY INVESTMENTS FOR SMALL BUSINESSES

SYSB PODCAST WITH

KEVIN ALLGAIER



MAXIMIZING TECHNOLOGY INVESTMENTS FOR SMALL BUSINESSES

WITH KEVIN ALLGAIER

In this episode of the podcast, Jill Flodstrom and Kevin Allgaier discuss technology and productivity consulting, with a focus on how small business owners can navigate the constantly changing landscape of technology. Allgaier, the founder of a consulting company that helps clients maximize the potential of their technology investments, shares his expertise on the challenges of choosing the right tech solutions for a business and finding the right balance in investing in technology. He recommends finding good technology podcasts and staying aware of what's new in the industry as a way to stay up to date, as well as considering the needs and opinions of employees when it comes to technology. Allgaier also emphasizes the importance of ensuring that technology grows with the business and supports its needs.

In addition to discussing the challenges of keeping up with technology, Allgaier and Flodstrom also delve into the principles of lean thinking and how it has influenced the technology choices made in Allgaier's business. They discuss their love for Apple products and the specific features that they find useful, with Allgaier mentioning the battery life, screen, and Apple Pay feature of the Apple Watch and the functionality of the MacBook Pro for video and audio editing. Allgaier ultimately selects the MacBook Pro as his favorite Apple product.

Allgaier also shares a story about a dental client who used video to connect with doctors who referred patients to his practice. This simple strategy helped the client's business grow and strengthened their relationships with referring doctors. Allgaier emphasizes the importance of finding the right technology and people to help with research and learning about new developments in the field. He recommends using lean principles and specific, targeted technology to streamline business processes and avoid wasteful activity. Allgaier is active on social media, and can be found on Twitter and Instagram.

LEARN MORE ABOUT KEVIN ALLGAIER HERE:

Instagram: [kevinallgaier](#)

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KEY TAKEAWAYS



It's a challenge to keep up with constantly changing technology

Tips for small business owners to embrace and adapt to new developments in technology

The importance of listening to employees and considering their needs and opinions when it comes to technology

Ask simple questions about the cost effectiveness and potential benefits of new technology

Ensure your technology grows with your business and supports its needs.