

Jill Flodstrom ([00:07](#)):

I know that I say this about every episode, but today's episode with Kevin Algier was just like the perfect episode because obviously he's an expert in tech. I am no expert, but I love technology. But today's episode, it just shows why no matter what you do, sometimes things are not gonna be perfect, even when it's your specialty. And I think it's, it was just serendipitous that this even happened during today's episode. So make sure you tune in because I think it's important as a reminder for all of us that even though you've done things hundreds and hundreds or maybe even thousands of times, things are gonna pop up, especially when it comes to technology. So what happened today, zoom was not communicating for some reason, it kept coming up and down. But the important thing to remember is that one, none of us are perfect.

Jill Flodstrom ([01:01](#)):

Even though I'm 200 episodes in on this podcast, there are times that things still get screwed up, but it's not about the setback, it's about the comeback. It's how you respond to that, knowing that things could go wrong, but we're gonna figure it out. And it's okay for it not to be perfect, because social media has created this highlight reel that perfection is what we need. And the reality of it, not only in business, but in all of our lives, is we're not perfect, we're human. And that is okay. Things are gonna happen. It's all in how we respond to it, and it just keeps things in perspective. So make sure you check out Kevin's episode because there is so much good information in it. We talk all things technology. Kevin is an Apple person like me, so if you love Apple technology, this is definitely gonna be an episode that you wanna watch. So make sure you check it out. Today's guest is passionate about two things, technology and people. Kevin has spent more than 20 years embracing the evolution of personal and business technology. Please welcome Kevin Algier, the founder of Algier Consulting at Technology and Productivity Consulting firm with a single purpose helping residential and business clients realize the unlimited potential of their technology investment. Please welcome Kevin to the show. How are you?

Kevin Allgaier ([02:28](#)):

I'm doing so good. How are you doing, Joe? Good.

Jill Flodstrom ([02:30](#)):

I, you know what, I'm excited to talk today because I love gadgets, I love technology, I love to spend money on them and not know how to use them. <Laugh>. If anybody else out there is the same as me, they're gonna love this conversation because you too love technology, right?

Kevin Allgaier ([02:47](#)):

I absolutely do love technology. In fact, I, I, that was a great intro because there are two things that I'm passionate about, and one of those is technology. I've always been fascinated about technology ever since I was a little kid. And yeah, it's just, it's all consuming of my life, but I love it. It's fantastic, especially when it works, right?

Jill Flodstrom ([03:05](#)):

Yeah, <laugh>, I was gonna say, that's, that's the majority of, of most of us, our exposure to tech is like, okay, what happened? What did I do? How did I break it? <Laugh>? But for us as business owners, we need to know what tech solutions are right for us, and how do we know that? Because that can be one of the most difficult things, is knowing what we need when we need it. And also to like, when is investing in technology too much?

Kevin Allgaier (03:35):

Do you know what? I'm so sorry, Jill. You, my Zoom app just completely quit on me.

Jill Flodstrom (03:40):

Oh my gosh. Speaking of technology,

Kevin Allgaier (03:42):

<Laugh>, I know that that was really, I don't know that I've ever seen that before. It's

Jill Flodstrom (03:48):

Because we did it specifically for this podcast just to show everybody that even when we're experts on something, stuff can still go wrong, right?

Kevin Allgaier (03:57):

Something always goes wrong and, and, you know, it's not, it's not what happens, it's how you recover from it. Agreed. So we're gonna recover nicely. So go ahead and ask that question again, cuz I Yeah, for sure. I think I heard most of it, but,

Jill Flodstrom (04:11):

Yeah. So for us as business owners, I know for me, like, it's hard because you see all these amazing things and you're like, I need that. I don't know how to use it, but I know I need it. So how do we know mm-hmm. <Affirmative>, what tech solutions are right for us and our business for where we're currently at?

Kevin Allgaier (04:28):

Ooh, that's a really good question. So I know you love gadgets. I love gadgets. I love tinkering. I love playing. One is that I have to go out and learn new technologies all the time. And so, and I think a lot of people kind of feel that, that same way, especially in small business, people feel like, you know, I, I need to see what's out there. And I think that's fantastic. The, the trouble that I think I see a lot of small business owners getting themselves into is they, they feel like they have to adopt everything. And that's just simply not true. It's, it's great to go out and, and test and try and see what's out there, because I think the second you stop doing that, the second you stop exploring is when things start to become stagnant and stale.

Kevin Allgaier (05:12):

And there are new technologies that are coming out all the time and you have to, you have to play with them and test them and see if there's something that's gonna work. But ultimately, to answer your question not every piece of technology is gonna work well for your business. In fact, just before this call, we were talking about a piece of technology that I had play, been playing with, it just didn't work well for me. And, and I just said, you know what? I'm gonna cut my losses. I'm gonna set it off to the side, maybe down the road, I'll, I'll look at it again and see if it's gonna work for the business. But not everything's gonna work for the business. And the advice that I would give is be picky and choosy. You wanna be cost sensitive, right? Because we we're all small business owners and we have to look at financials, right? So we have to be cost sensitive. But we also have to look at the impact that that technology is gonna have on the business. Is it gonna have a positive impact? Wow, I just did it again. That's really bizarre, <laugh>.

Anyway I I, if it's gonna make a positive impact for the business and it's cost effective, I think that's a no-brainer. If you have people you wanna be sensitive to how that technology's gonna impact the culture of your business I, I firmly believe that culture is one of the biggest assets of any business. It's extremely hard to create and cultivate and maintain, and it's really easy to destroy if you do the wrong thing. So you wanna make sure it's impacting the

Jill Flodstrom ([06:48](#)):

Well. And I'm glad that you brought that up because I think it's important that, you know, there's so much that's changing probably every single day. It's like, how do we learn to embrace that we're, that that cons, that technology's constantly changing, and in order to stay up to it, like up to date with everything, we've gotta continue to play with it and learn it. And like you said, it's not gonna always be the thing that works out or changes our business, but what are some things that we could do as small business owners to help embrace that and be like, okay, the year of 2023, I'm gonna do this. I'm gonna learn this, I'm gonna be more open to technology. What's the best way to do that?

Kevin Allgaier ([07:28](#)):

Ooh, well, first and foremost, you have to have the motivation, right? If you don't have the motivation to do something, chances are it's probably not gonna happen. Once you have that motivation, then it's a matter of finding the right tools and the right people to help engage in some of that some of that research and, and, and some of the, to answer some of those questions. For me personally, I, I have to stay on technology all the time, right? If I, if I skip a day, I feel like I'm behind. And I, I don't know that I'll ever catch up. I'm a little bit different. I'm an outlier. But I think for most people, you know, just simply just an easy tip is listen to podcasts, you know, find a couple of really good tech podcasts, gain some trust in those presenters, those producers, and, and just keep your ear to the rail.

Kevin Allgaier ([08:15](#)):

And that's gonna, that's gonna help you to just always have that kind of in the back of your mind. And it will also help expose you to certain technologies and, and new things that, that people are talking about out in industry that you wouldn't otherwise hear about. I can, if I look around my office, and if I think about how we run our business, I bet you half of the technology that we use is something that I was exposed to in listening to a podcast or over overhearing a conversation with a you know, one of our clients or you know, things like that. Just being aware of what's out there and just having that motivation makes a big difference.

Jill Flodstrom ([08:54](#)):

And there's probably a little bit of strategy that comes into it too, because technology, the systems that technology supports us in, those have to grow with our business. So what mm-hmm. <Affirmative>, what are strategies that you use for your business or the clients that you work with? What are some things, how we can improve that technology that either we currently have or we know we need to change?

Kevin Allgaier ([09:18](#)):

Ooh okay, let me answer the second one first. How, how do we know when it's time to change? Listen to your people. Honestly, if you, we work with so many clients that have old legacy systems in place that the users, you know, those that are on manufacturing floors or, or the print house or, you know, the kind of the lower level employees, the worker bees, they know that it's an, an old legacy system that needs to be replaced. Whether or not management hears that is maybe a different story. So listen to your people

and they'll tell you when, when they feel like it's time to maybe upgrade. That doesn't mean of course you jump on it, you know just, just based on their recommendation, but that's a good key indicator that it might be time to look for something else. And in terms of in terms of strategy for using new technology that's, you know, every business is different.

Kevin Allgaier ([10:16](#)):

And again, it really comes back to working with your, working with your teams and answering simple questions. It doesn't have to be complicated at all, but answering simple questions, you know, going back to the cost effectiveness, but what is this technology gonna do for our business? And does it make sense to do that? If we're in a business in manufacturing, does it make sense to spend a, a half a million dollars on you know, a video production system? Well, maybe not, but maybe it does. You know, it, it kind of depends on your overall goals as a business. Align, I'll use one word, I'm gonna sum all this up by one word, alignment. Does technology align with your overall company goals and company strategy? If it does, great, you're on the right path. And don't stop, don't become stagnant. You know, it's ever evolving. But if it's not aligned with your overall company goals, it might be time to revisit that. And don't be afraid to bring in outside help, you know, find someone like me or someone else who can look at it very objectively and you know, who, who works with other people in the same industry and other industries to get an outsider's perspective on on technology and, and maybe directions you should go. So there is a lot of strategy for sure. But alignment is a key part to that.

Jill Flodstrom ([11:49](#)):

I love that word. It's so true. Like, there's, so when you think about like systems and processes in your business, not just technology, but all of them, I'm, I'm like, alignment is such a good word for that. And really, I mean, yeah, this is the perfect time. You know, the beginning of the year is the perfect time to be looking at all of that stuff because we wanna make sure that the upcoming year we're, we're pushing forward with the best technology, the best systems that we have. And I know because we have worked together for so long, I know that your company focuses on lean and rapid solutions. I don't know how many times I've called you and been like, I broke it. Can you fix it? <Laugh>? But how does a business owner keep things simple when there's so many options out there? Hardware, software, cloud solutions. You know, what, what programs do I use? Because there's always, you know, no matter what program that you're looking at, there's probably two, three or 50 competitors. It's like, how do you know which one to use?

Kevin Allgaier ([12:46](#)):

Oh my goodness. It, it can make your head spin and it can feel very overwhelming. I know you feel that. I feel that I work in the industry and I feel that it can certainly be overwhelming. So I, a little bit about my history. I spent 17 years working as the director of IT for a, a fairly large company based in Utah. And in my 17 years there, we grew from 110 employees to over 1300 employees. So very quick growth. One of the things that I focused on, and, and in large part because the business focused on it was a philosophy or system called lean manufacturing. And the idea of lean manufacturing is identifying types of waste in manufacturing processes and figuring out how to pull that waste out. And while a lot of that was specific to manufacturing, and it's easy to see waste in manufacturing I applied the same principles to everything that I do. And I, I would, for the listeners, I would encourage them to, to do a little research into lean manufacturing, lean office, lean whatever because the principles are priceless. But I've taken those principles and applied it to our business from the start, said, look, we're not going to, we're not.

Kevin Allgaier ([14:32](#)):

So one thing that I've been very sensitive to is, as, as we started our business years ago was to take some of those lean principles and apply directly into our business and and, and not to engage in wasteful activity from the start. It's harder for more mature companies to do that because they don't have the luxury of, Hey, this is a brand new business. This is a brand new setup. It's brand new processes. But for us, we did have that luxury. And we just said from the start, we're gonna be, I like to say we're lean and mean, and we just have a small team, but we service so many clients and we're able to do that because of our lean thinking and the technology that we use is lean. We, we use very specific technology for our business that helps us to be super lean, and so we don't really have a lot of wasteful activity. And so, and, and in large part because of the technology that we've chosen to use helps us to achieve that.

Jill Flodstrom ([15:32](#)):

Now, I know that you're primarily Apple based as I am. I've got, I've got, I'm gonna string a question on you just because I think it's gonna be a fun one. What is your favorite one? Okay, so two questions. One, what's your favorite Apple product? And two, like, what's your favorite thing or like gizmo or gadget that does something amazing for your Apple products?

Kevin Allgaier ([15:57](#)):

Ooh, that's a hard hug, right? Be a non-Apple product. That is a tough one. <Laugh>. Okay, so if, if I were, let me rephrase it just a little bit. If I were on a deserted island and I could only have one device, what would that device be?

Jill Flodstrom ([16:10](#)):

That's even better. Ooh,

Kevin Allgaier ([16:12](#)):

That's a really tough one, because I love my MacBook Pro. I use a 14 inch MacBook Pro, and I do a lot of video work, so I love having that power. But I also love my iPad and I love my iPhone, and I love my watch <laugh>, and I, I love it all. But if, if I had to choose, if you held a hypothetical gun to my head and said, you can only have one device, Kevin, what is it? From a functionality standpoint, I think I'd have to say my MacBook Pro, it goes almost everywhere with me. It, it's fully functional. I, I spend a lot of time on Final Cut Pro doing video editing and Logic Pro on audio editing which doesn't seem like a normal thing for somebody who does what I do, but in bi in our business, we do a lot of work in Final Cut, which is really fun thanks to the Pandemic. And so I would probably say that with a a lifetime supply of power and fast wifi, <laugh>

Jill Flodstrom ([17:15](#)):

<Laugh>, I'm just gonna say the proverbial deserted island with no wifi or power <laugh>,

Kevin Allgaier ([17:20](#)):

Oh, it'll be the most connected remote island you'd ever see. <Laugh> in terms of gadget, oh, I, I would have to say I love my Apple Watch. You just got the

Jill Flodstrom ([17:31](#)):

New one, right?

Kevin Allgaier ([17:31](#)):

I'll call it a gadget. The, the, so this is the ultra. Yeah. You can't really see it that well, but this is the ultra, and I love it. It is so good. The battery will last. I was, I took a quick trip to New York a couple weeks ago. I was there and back the next day. And when I got back at the, the end of the second day and I was go, go, go there, the battery was still at like 40%. The battery life is awesome. I love the screen. The new technology that's built in is amazing. In terms of software services, I love Apple Pay. It is one of the best services, like in terms of features, it's one of the best features I think that Apple has rolled out for a while. I love Apple Pay, just the power to walk in somewhere and go tap, tap and you're done is awesome. And eventually, you know, driver's licenses and you know, other things, you know, Delta, my Delta boarding passes are there, and it's just, people ask me every time I board a flight, they're like, how'd you do that with your watch <laugh>? How did you get on the plane with just your watch? Anyway? I love, oh, I could talk about that all day long, but I, I love those. I, I love everything Apple does just about is just perfection.

Jill Flodstrom ([18:50](#)):

I, you know, what I was thinking about when you said that you could do that with your Apple Watch? I'm like, how would you do that? Like, but it's so true because there's so many things. Like we have these amazing, I mean, we have like a computer in our hand with our phones. We have all this amazing technology, but we don't really know how to use it to its full capacity because, you know, we just use it for what we use it for. But really, like any other system or process in our business, like it can usually do so much more than we think. And maybe that could be, like, one of the things too in the new year is to be like, I'm gonna look at the technology that I already have, talk to somebody who knows like everything about it and say, how could I use this more? Because there's probably things that we're using now that were like, oh, I bought another thing when really I didn't need to do that because the thing I already have can do that. Right?

Kevin Allgaier ([19:42](#)):

Yeah. Do you know, I've actually, you just said something a second ago that, that made me think I have to mention something. Yeah. For me, one of the most important things on staying on top of technology is education. Educating yourself and educating your people. We actually earlier this last year, and I don't know why we didn't do this 10 years ago, Jill, we should have, but, you know better late than never, but we instituted earlier this year a program within our business that every employee spends at least four hours a week learning something new. So that's 10% of their time each week is devoted to learning something new. If you have questions about you know, maybe you don't feel totally confident in working with Active Directory, for example, spend 10% of your time this week learning active directory, here's accounts to various different learning solutions, online learning solutions, take that 10%, go off to a, a remote room somewhere, that's your time. And that was modeled after companies like Google who are, who's notoriously famous for allowing their people to spend X amount of their time working on random projects. And you know, I just, I thought, what a great idea to say, look, stop what you're doing and learn. Just go and learn. And, and it's made a big impact since we introduced that it, it's great for employee engagement. It's really helped them and and it helps them to, to just be better at their job and who doesn't want that. Right?

Jill Flodstrom ([21:19](#)):

Totally. And it's sometimes even the simple stuff, like literally before we got on this call, you helped me figure out the do not disturb on my computer <laugh>, which sounds like, duh, everybody knows how to

do that. But it's like those little tiny things that you just suffer, quote unquote, which is not suffering. Let's, let's be honest. But, you know, it's these little tiny things that irritate you that you're like, ah, I gotta figure out how to do that. And, but they never get done. And so carving out that time you're right, is so important to be like, okay, I'm gonna figure out how to do the do not disturb on my computer. Cause there's gotta be a way, cuz Apple's thought of it. I just need to ask the right person and sit down and learn about it. So true. So, so true.

Kevin Allgaier ([22:04](#)):

Exactly. Yep. Simple things make a huge difference.

Jill Flodstrom ([22:09](#)):

So true. And one question that I ask every single person on this podcast is, what is your one piece of advice that you would give to a small business owner?

Kevin Allgaier ([22:22](#)):

Ooh, if I, I, I've got lots of advice I could give. It's

Jill Flodstrom ([22:26](#)):

Hard to choose one, right?

Kevin Allgaier ([22:27](#)):

It is. And it's really hard because every business is different. You know, every, every business has its own its own strategy and philosophies. And every business owner, and every management team and every employee is just, it's so hard. But if I could give just one piece of advice, oh, Jill, that's so hard. <Laugh>. I would say, and, and, and I'm kind of biased here and it's gonna, it's gonna have a technology spin on it. I would say ensure that your strategy, this is kind of an overarching piece of advice that encompasses many things. I would say an that you ensure that you're overarching te strategy for the business includes technology. That sounds really simple. Most techno or most companies don't have technology as part of their strategy. I know because I work with a lot of them and I've worked in businesses in the past where they just, it's an afterthought.

Kevin Allgaier ([23:28](#)):

Don't let it be an afterthought. Make it part of the business. Make that strategy part of the business, bake it in, bake it into your dna. N technology is wonderfully enabling and wonderfully powerful if you let it. Most businesses, again, are very passive about technology and and they don't allow it to help the business the way it can. It's super powerful if we let it. So just make sure that it's part of your discussions, that it's part of your strategy. And kind of along those lines, again, like I said before, listen to your people. They've got some great ideas and some great suggestions. You hired them, they're smart people. Listen to them and let them, let them have a voice when it comes to technology. And you know, not everything will be implemented, but, but give 'em a chance. Listen to 'em. But strategy, tech, technology and strategy.

Jill Flodstrom ([24:20](#)):

So good. I was thinking to myself, what's one piece of advice I would give myself about technology? I would be like, never give up <laugh>. No matter how many times it crashes, no matter how many times



it like messes up, you mess up. Just don't give up. Like, just keep going. And when people are like, okay, one, I'm frustrated cuz I accidentally pushed my computer off the table and now the screen's broken, I wouldn't know anything about that. Or Hey, I can't get my stupid printer to work for some reason. Or bigger strategies like, Hey, I know that technology needs to play a role in my company. How do people connect with you? Because you and I are many, many states away. How do people connect with you to get help, get help with those strategies, or even the simple day-to-day things that, you know might be currently frustrating them?

Kevin Allgaier ([25:10](#)):

Yeah, great question. So our website is [algie r consulting.com](#). Algier is my last name. And we started this business mainly offering consulting services, but we've pivoted it over the years. We've kept the name. My last name's a little funny, you spell, it's it's German, but it's a l l g a i e r consulting.com. I'm also on Twitter, I'm on Instagram, I'm, you know, all things social that way. But that's probably the easiest way for people to find us.

Jill Flodstrom ([25:42](#)):

Absolutely. And I'll be sure to leave that in the show notes too.

Kevin Allgaier ([25:45](#)):

Oh, perfect. Yeah. Great. Before we finish, I do want to tell you one really, really, I love the story. In fact, should I just tell you now?

Jill Flodstrom ([25:54](#)):

Yeah, absolutely.

Kevin Allgaier ([25:55](#)):

So, okay, so I love the story because it, it shows how really simple things can make a huge impact in your business. So one of our clients, we, we work in lots of different verticals. I think you probably know that we work in professional services and finance and healthcare and, you know, agriculture and real estate and everything. And one of our clients happens to be a dental office. And he approached me a few years ago and said, you know, I, I, I wanna, I wanna feel like I'm connecting to doctors who refer their patients to us for dental work. And I said, great, okay, let's talk through this. So we strategized, we threw out some options, and in the end we came up with a really interesting solution that he said, I really like that I'm gonna do it. And here's what it is.

Kevin Allgaier ([26:39](#)):

When a doctor refers a patient to him, he, the patient comes in, they do good work, and then they leave again, right? And then billing happens. And, and that's kind of the end of it. The, the gap that he was trying to, to fill was reconnecting with the doctor to say, after the engagement to say thank you and to say, this is what happened. He said, how do I do that? And I said, at the end of the day, take 10 seconds per patient. It doesn't have to be long. They don't want it to be long. You don't want it to be long. Take the number of patients you had for the day. Carve out 10 to 15 seconds per patient, do a quick little video record. Hey, Dr. So-And-So I, I just had Johnny come in, you know, we discovered this and this.

Kevin Allgaier ([27:20](#)):



It looks like you prepared them. Well, we did this and this, and you know, they're, they're in great shape now. Thanks so much. Send, how cool is that? And so he's been doing that now for about five or six years. And his, the doctors have been referring more patients because they feel that connection. They feel that com that that passion that he has for doing his work. And he's able to convey that back using video, which everybody has a webcam and a microphone and a computer and email. It's so easy to do. And it takes him maybe 10 minutes at the end of his day to record a short message and send it back to the referring doctor. And they love it. It has transformed their business. And that's a simple fix. That is part of his strategy. That connection back to the referring doctor is directly connected to his strategy.

Jill Flodstrom ([28:12](#)):

Well, and that's good for any business because who doesn't want a referral? I mean, when he, does he just ask the patient like how, where the patient came from or what, like, is there a strategy around like, how do we get clients to tell us who sent them?

Kevin Allgaier ([28:27](#)):

So their particular, bu he's an endodontist. And so he does mouth surgery and so he, he, he doesn't, people aren't coming to him just to come to him. 90% of his patients are referred to him because they'll go to their dentist and the dentist will determine you need this kind of surgery or whatever. And so they say, go see this doctor. He's fantastic at it. And so that's how that referral process happens. But, and, but he loves working with those doctors and, and or the dentist and you know, he, that that is the lifeblood of his business and he wants to make sure that that happens. Prior to that, about the only level of engagement that he had was once a year, he would, or a couple of times a year, he would have one of his staff take a a dozen cookies to the office and say, Hey, we said thank you, here you go. But this, this is a direct connection from doctor to doctor and the doesn't forget that. And he appreciates that little gesture of connectivity between, you know, from doctor to doctor. And it makes a big difference.

Jill Flodstrom ([29:29](#)):

That's so good. Even

Kevin Allgaier ([29:30](#)):

Like, it's, it's cool stuff. Tech technology is a name.

Jill Flodstrom ([29:33](#)):

Well, and when you break it down and be like 10 to 15 seconds, like, who doesn't have 10 to 15 seconds? You know, like you wrap up your appointment with a client, it's like, like you could just do it right then while it's fresh in your mind while you're thinking about it. Oh my gosh, that's so good. So good. Yeah.

Kevin Allgaier ([29:48](#)):

Yeah. I've mentioned that story to a number of people over the years. And not that they're doing the same thing, but it gets their creative juices flowing because technology allows you to be creative. They're like, okay, that doesn't fit us, but wait a second, we could take components of that. And now we're doing this. And it's just amazing. It's amazing what can happen when you're creative with technology.

Jill Flodstrom ([30:14](#)):

Yeah. And when you,

Kevin Allgaier (30:15):

It's really cool.

Jill Flodstrom (30:16):

You're thinking differently. You're thinking about, yeah, like, I would've never thought about that, but you're like, that's so good. Like, I would love to get that if I referred somebody to somebody else. Like I would love to know that one, they actually reached out, like the client reached out to the person, but also that the person was able to help the client. Like that's just awesome and so fast too.

Kevin Allgaier (30:38):

Yeah. And that they're well taken care of. Cause, because that's one thing for us, you know, we occasionally refer people to, you know, if, if somebody needs a, a web app, for example, developed, we don't do that. We do just about everything else, but we don't do that. And so we'll refer them to someone else, but to hear back from them that, Hey, we white glove service is happening here, they're well taken care of. To me, that helps me to sleep better at night knowing that my customer that I care about truly is well taken care of by someone else. Because a lot of times you refer people and it's like a black hole. It just Yeah, totally. You know, it goes in there and, and you never hear back.

Jill Flodstrom (31:15):

Mm-Hmm. <affirmative> so cool. Oh my

Kevin Allgaier (31:17):

God. I love what you said a second ago about thinking differently. I almost wonder if a company, maybe a big fruit company, should have a campaign about thinking differently.

Jill Flodstrom (31:26):

Mm-Hmm. <affirmative> <laugh>, that

Kevin Allgaier (31:28):

Would be, so you, that was back in the nineties, that was a, that was a big campaign. Was it nineties? That was a big campaign for Apple. Think differently. Yeah,

Jill Flodstrom (31:36):

It's so true. Look at what it's done. They've created things that none of us even thought were possible. And that's something that if we use that process in our own businesses to think differently. Like, who would've thought that a, that a dentist would have that much growth, but just a ten second video every day. Mm-Hmm. <affirmative>. Like, that's crazy simple. That's the, that's the part that we forget I think so often is we forget that it doesn't have to be complicated. Technology doesn't have to be complicated. It can just be simple.

Kevin Allgaier (32:09):

Yeah. Do you know what, can I offer one more piece of advice? Of course.

Jill Flodstrom (32:13):

Yeah.

Kevin Allgaier ([32:13](#)):

Okay. So, and, and this is something that is so baked into our DNA, I actually get this from my dad. He was absolutely a role model for me growing up in a lot of different ways. He was a, a physician and, and just you could see and feel that he cared about people. And that's, that's translated into what I do. But one thing that we always do, and it's again, baked into our DNA, is don't look at things from,

Kevin Allgaier ([32:51](#)):

Okay, we're back <laugh>. So the idea is don't look at things from your perspective only. Of course, that's important, right? Because you hopefully have the expertise to, to make recommendations. Always look at it from the other person's perspective, put on their shoes, put on their glasses, put on their coat. How will this technology impact them on a daily basis? How will this impact them? Will it make them work a little bit longer at the office? Or does it mean that they can get home a half an hour earlier each day because we're automating some things? If you look at things and all the time, always look from their perspective because their perspective matters more than you know. And if they're not happy with something, if it's causing them heartache or stress or having to work longer, that's not a win. It could be an incredible system, an incredible piece of hard software service, but if it doesn't help them, it's not a win. And there's gonna be resistance. So always look from their perspective.

Jill Flodstrom ([33:58](#)):

I love that. So many good things that we talked about today. Thank you so much for being here. Like I said, I'll be sure to drop your links in the show notes. There's, and people, if you're listening, you've gotta check out Kevin's blog because there's so much good stuff on there. So I'll link that as well. Kevin, thank you so much for being here. I appreciate you spending time with us. I know you're crazy busy, but it's always fun to chat with you,

Kevin Allgaier ([34:22](#)):

Jill. Any chance I get to talk to you, I'll take it. You're amazing and you do thank so many good things for so many people, so thanks for having me on. It's, it was fun. I could talk about this all day long.

Jill Flodstrom ([34:33](#)):

I know. Me too. Me too. Tell the next episode, right?

Kevin Allgaier ([34:36](#)):

Yes, exactly. <Laugh>, thank you.