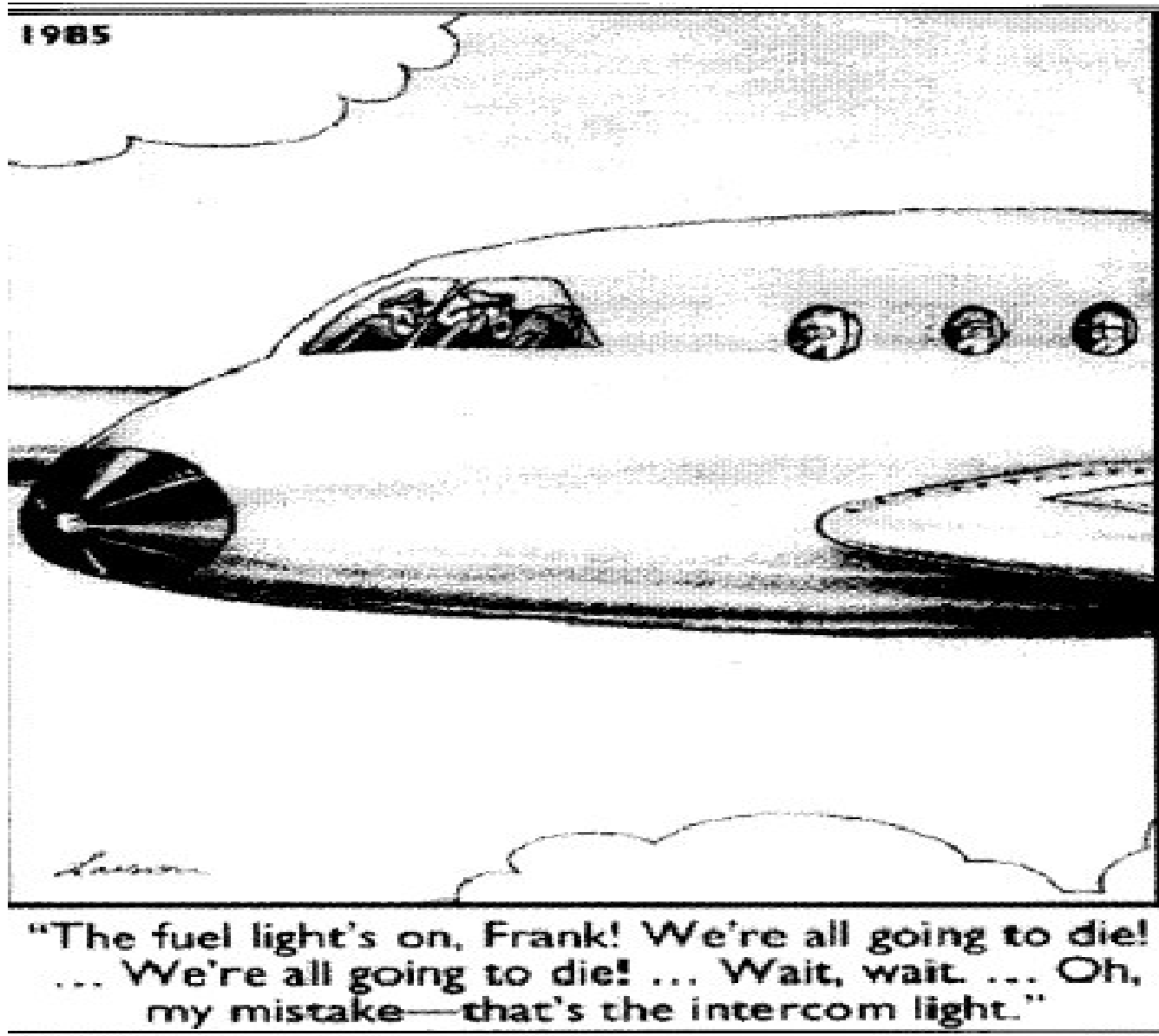


Overcoming Technophobia





"Trust me Mort—no electronic-communications superhighway, no matter how vast and sophisticated, will ever replace the art of the schmooze."

Some of the Problems

- Too much change too fast / too little prep / too little training
- Too little/too much documentation
- Too much jargon
- Things break
- Fear is not seen as legitimate
- Nobody is old

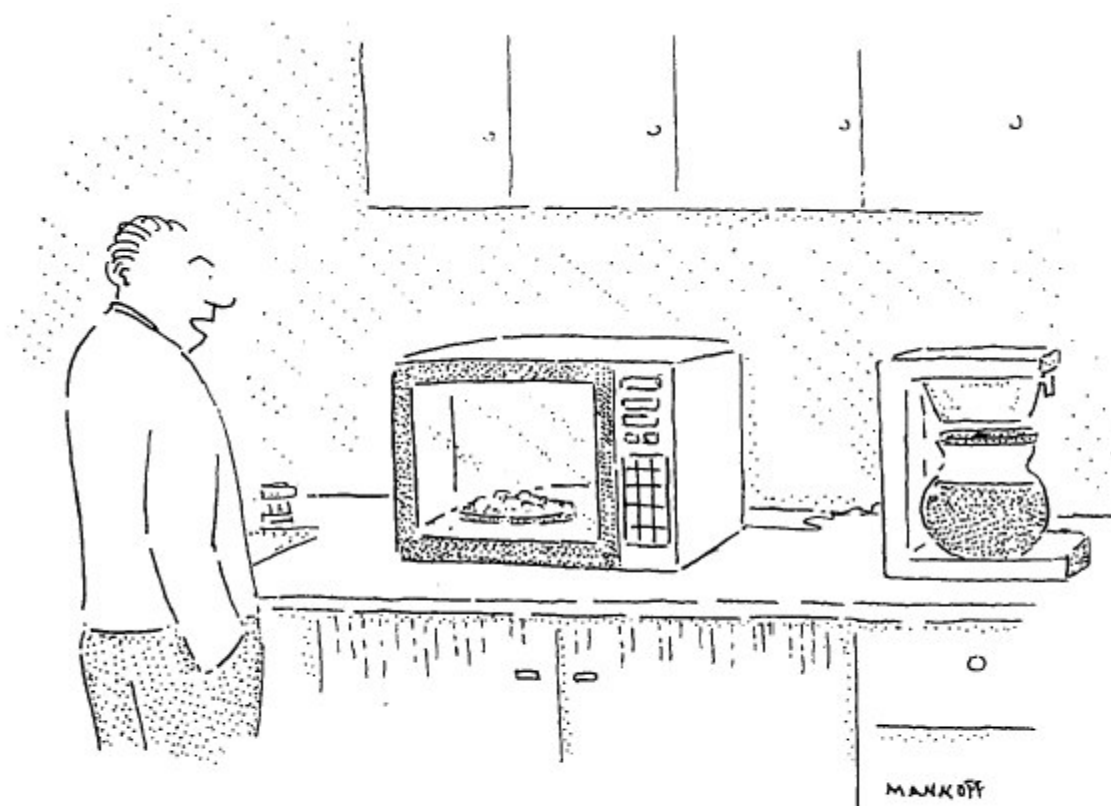


HUMAN
ERROR.
AGAIN.

vltor

Some Solutions

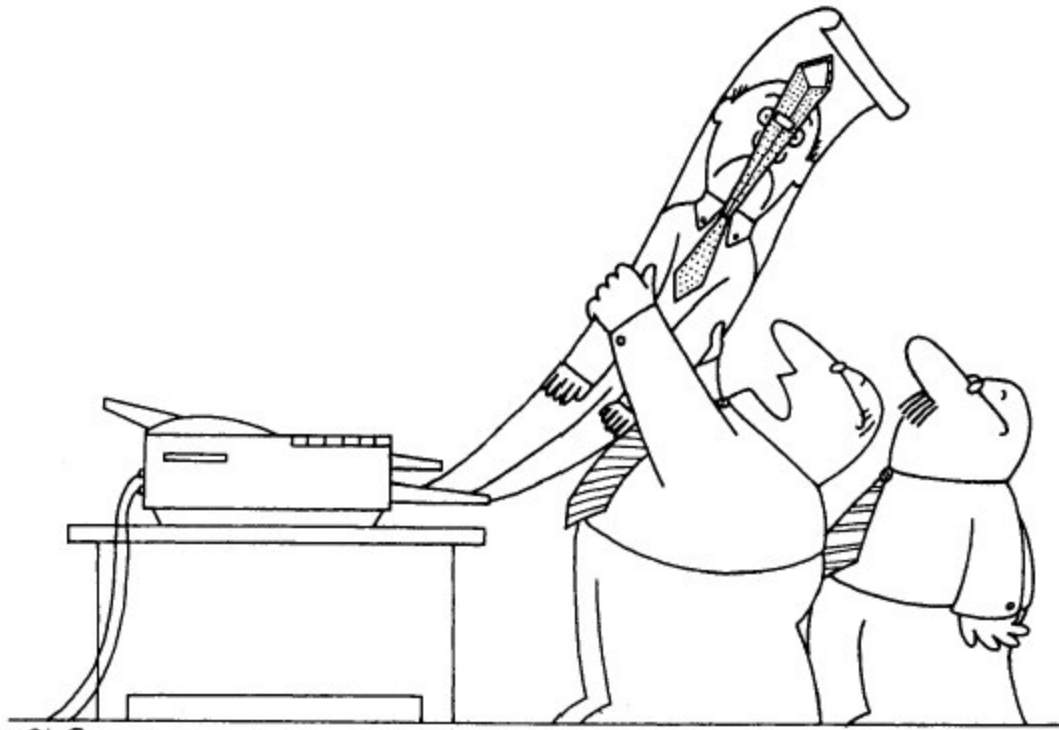
- Start with Solitaire
- Single page cheat sheets
- Talking back
- Group training by skill level (you don't have to tell anyone your doing this)
- Recognize that geeks do not necessarily make the best instructors
- Lots of little trainings can be better than a couple of days of non-stop training



"No, I don't want to play chess. I just want you to reheat the lasagna."

Some Solutions continued

- Be sure everyone has access to some kind of “help desk” after the training is over
- Adopt and encourage the 15 minute rule

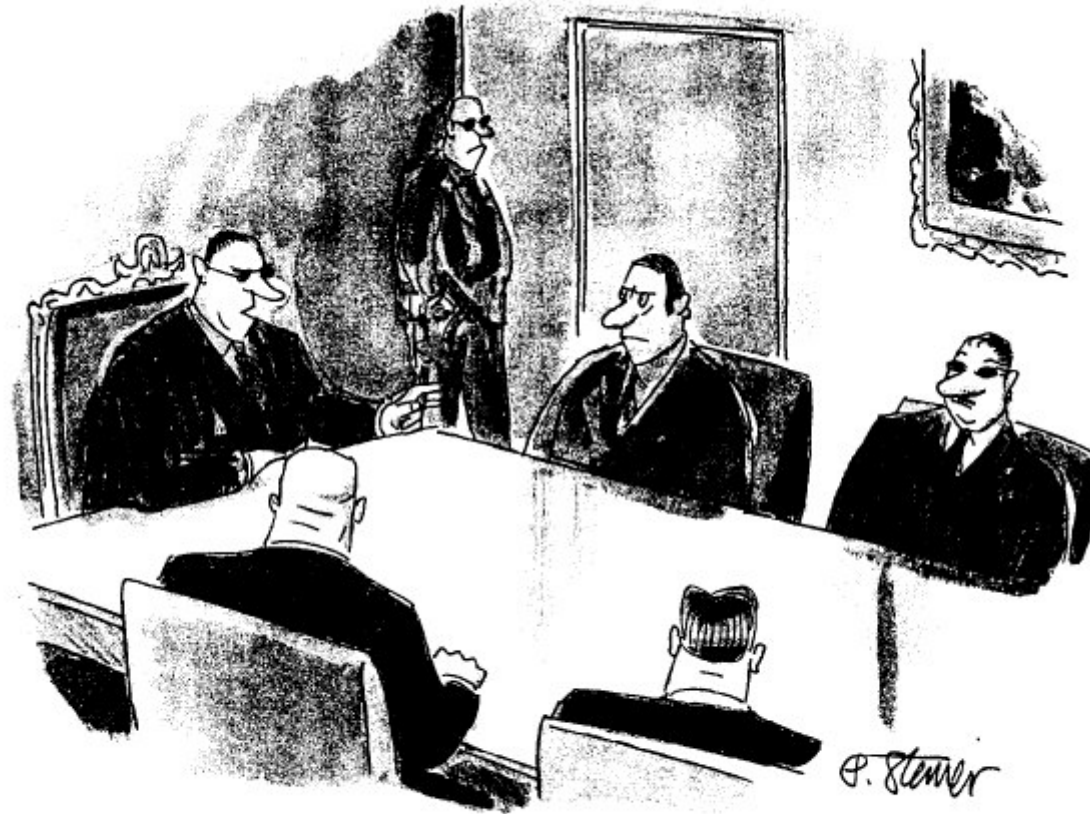


C. Garbutt.

"My God, there's been a terrible accident in our Chicago office!"

You might also try

- Reverse Mentoring
- Regular check ins
- Techno Stress Breaks – food, prizes, anything to make it fun



"Big Tony's Web site—get rid of it."

Fun Jargon for your next Cocktail Party

- Infoglut
- Communicholic, hyperconnectedness, email addiction
- People do not chat – they interface
- Core-dumping



"On the Internet, nobody knows you're a dog."