

# Inc.

The Handbook of the American Entrepreneur

## Blue is the New Green

Water: a trillion-dollar opportunity

PAGE 116

6  
EASY WAYS  
TO SOUP UP  
YOUR PC

### Invest in Training

Another mistake companies make is skimping on training, says Patrick Gray, president of Prevoyance Group, a Fort Hill, South Carolina, consulting firm that specializes in IT strategy. “The more training employees receive,” he says, “the greater the chances that the project will be a success.” Gray says rolling out new technology over a period of months, while employees continue to use existing systems, helps iron out unforeseen problems. Because employees don’t all learn the same way—some may prefer more formal sit-down sessions, while others would rather just learn on the fly—organizations benefit when they take a multipronged approach. He recommends giving extra training to “power users,” select employees who will be able to guide their peers and help reduce the number of calls to the IT help desk.

Barkley, an independent advertising agency in Kansas City, Missouri, has taken this concept to another level by creating an internal training program it calls Digital Ninja. Every month, employees meet to learn about the latest technology in advertising—topics such as blogging, podcasting, and virtual reality. Employees who have earned the distinction of “subject matter experts” teach the lessons, says Mark Logan, who heads the program. “This helps us get everyone in the company fired up about the latest tech trends,” Logan says.