

Don't Lose Sight Of The Goal In Communications Technology



 by [Lars Plougmann](#)

It's important to remember that communications technology is the servant not the master. This sounds obvious – but how often does it feel the other way around – really?

With the plethora of mobile devices and the

veritable explosion in the worldwide use of communications tech, (there are now an incredible seven billion mobile users worldwide!) the world has fundamentally changed. The challenges businesses face in this rapidly evolving world is to keep up with

trends, whilst keeping their eye on the ball of what they're aiming to achieve. But they also need to try and achieve their aims via a far more fluid structure that mobile technology allows.

One of the dangers, in this regard, is in technology becoming the end in itself rather than an important means to it. Younger team members and those who love to embrace new technologies can often be guilty of this – talking about the possibilities of apps and other technological innovations, almost regardless of their relevance to the tasks at hand. In other words – their whole focus can be on tech processes rather than the actual goal,

On the other side of the fence are those team members who can take too much of an ostrich-like approach, hiding behind their disdain (fear?) of innovations in communications technology – whilst dressing up that fear as a positive; “let's keep focused here people” etc.

In the ideal scenario – there is a balance, as with all good teams. The role of the CEO or team manager here is vital in balancing the two extremes. It is hugely important to keep focused on what a team or entire enterprise is aiming to achieve, obviously. But it's also vital to keep abreast of news ways of working as, otherwise, you run the risk of becoming irrelevant pretty quickly in today's ever-accelerating tech environment.

So your team does need those people who are “out there” focusing on the latest developments and the possibilities they bring – almost regardless of relatively shorter-term

goals. The right team needs to balance these views and, just like any team coach, the leader's main role is to have the right people in the right roles, with the right balance – rendering his or herself almost obsolete or redundant is so often the ideal to aim for here. Remember – in an ideal world, the football coach wouldn't even need to watch the game as the important work has been done long before the team takes to the field.

One good way to achieve a balance is to put the right tech enthusiasts with the best products available to serve the enterprise's needs. Much is made, these days, of enterprise mobility management or “EMM”. This simply describes the whole set of people, technology and processes working together to manage the ever-increasing array of wireless networks, various mobile devices and other related services to ensure that mobile technology best serves the needs of the enterprise.

With [BlackBerry's mobile device management](#), for example, businesses are assisted in deploying and managing work apps and content in the right balance to enable team members to be more efficient and more productive. With a fully integrated EMM platform, including elements such as smartphones, tablets, apps and security, a team can most certainly become more effective. But the most important thing is the leadership and training that goes along with such a platform. Any EMM platform is there to serve the enterprise's needs – rather than for its own sake. The technology is the servant, not the master.