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Where IT Meets Talent Management: Employee Tech Policies

By Nathan Denny on Nov 15, 2011

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One of the many issues arising to bedevil small businesses over the past decade has been the dramatic rise of new, cutting-edge personal technology -- from communication (iPhones and smartphones) to entertainment (iPods) to communications (Facebook and Twitter), technology has, like it or not, completely transformed the American work place.

Dealing with how to integrate these technological shifts into your business plan is one thing. It's entirely another to evaluate the impact all these technological wonders are having on your employee productivity.

"Fight it all you want, but employees are going to be bringing their own smartphones, tablets and other technology to work with them," warns John Parkinson for *The Wall Street Journal*.

"So it's time to stop resisting and start preparing."

In supporting the idea of allowing your work force to utilize their own technology in the office, Parkinson's main points boil down to:

- **mobility** (the inescapability of mobile devices);
- **virtualization** (separating the user's software environment from the IT hardware);
- the **rise of "temporary, contract and outsourced labor"** (you can't fairly dictate what technology contractors use); and
- the **difficulty in getting a good return on fixed assets**.

Millennial Cross-Over

Of course, the influx of Generation Y, or Millennials, is greatly increasing this shift to personal tech in the office. As a recent Cisco study discovered, "**one in three** college students and young professionals consider the Internet to be as important as air, water, food, and shelter."

The study also found that the desire of this younger generation "to use social media, mobile devices, and the Internet more freely in the workplace is strong enough to influence their future job choice, sometimes more than salary."

What do you think? Does the use of these largely personal options help or hurt a company's bottom line? Sound off in the comments and let us know your thoughts.

*And check out **Vistage Connect's Series on Managing Millennials** for more up-to-date info and insight into understanding and managing Generation Y:*

- *How Do We Get Them Going? It's About Motivating Millennials!*
- *Developing a New Paradigm for Managing Generation Y*
- *Managing Your Millennials ... and Beyond*
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Scott Axelrod Nov 15, 2011 7:21 PM

http://www.cisco.com/assets/sol/ent/business_trend/borderless/ccwtr/tech_world_report2.html

Look at this infographic. 56% of young professionals will not accept a job from a company that bans social media. That is an impressive number and one that companies have to deal with. Maybe the answer is allow access, but to track the time?

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Andrew Hard Nov 15, 2011 11:12 PM (in response to Scott Axelrod)

Good lord, suing Napster, print trying to hide from the web, hating social media -- how long do we take to accept that the world has changed -- and we need to adapt?