

WOMEN IN LEADERSHIP PODCAST



Episode 28

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Annemarie Cross: You're listening to Women and Leadership Podcast, episode 28.

Hi I'm your host Annemarie Cross, Branding Communication Strategist, also known as The Podcasting Queen. Welcome to another episode of Women in Leadership Podcast, the podcast that empowers you to reach your full potential.

Does this just sound like you? You love the work you're doing and the impact you're making in your client's lives, running your own business, being your own boss and being in control of your decisions and the clients you work with? You absolutely love that. However, one thing that can send you into a tailspin is when it comes to technology, especially when it comes to keeping up to date with everything. And don't even get me started when it comes to the technology not working in doing what it's supposed to do. Can you relate? Well, if you can, you are in for a treat today?

Joining me on the show, today's Tech Coach and IT girl, Megan Iemma. She's a thought leader in the world of technology and its uses, an educator and "techno-geek." Megan combined two passions that education and technology and founded Tech Coach HQ working with individuals and businesses to improve processes and embrace the productivity that technology has to offer.

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On today's show, Megan is going to share digital literacy. Why it's important for you to embrace today's technology, social media, and why engagement is so important and not just exist as a static entity in the social media realm. As well a digital organization, why it's crucial for you to have systems and processes in place to effectively manage your business. Let's welcome Megan to the show. Welcome Megan.

Megan lemma: Thank you for having me Annemarie.

Annemarie Cross: So there's a couple of milestone which I'm really proud to be able to share in your behalf. You were recently invited to become a Microsoft SMB Ambassador being recognized yourself as an influencer and of course that is how we met. So congratulations with that.

Megan lemma: Thank you.

Annemarie Cross: You're the founder of Tech Made Simple Facebook community and that's the place where entrepreneurs and small to medium business owners can get answers to their technology questions. You're also are a contributing writer about technology for ladies in heels. Well, that is very impressive.

Megan lemma: Thank you. Look I love writing and I've been writing for certain publications on and off. And I really get to enjoy sharing my knowledge and information with other women and encouraging them to be not afraid of technology and making it simple. And empowering women to understand that it's one bite at a time and they just had need to go for it.

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Annemarie Cross: Yeah and I think in this day and age with the technology that is at our fingertips, there's so many different tools, apps, that can support us in automating, in streamlining, in getting our prices up and running. So that we don't have to do a lot of things that we are doing. Yet as I mentioned in the introduction, there are so many of my colleagues and even clients that when it comes to technology, it is really scary. Because there are so many new things coming to the market and it's really hard to keep up at times.

Megan lemma: It is and often also I will say just choose one thing you're going to focus on because they can easily, a, be overwhelming but, it can change so rapidly. So if you're talking about social media, the changes in Facebook, the changes to Instagram, you've got to focus on one thing. Also join communities where someone else can do all the research for you and tell you the things that you need to know.

Annemarie Cross: Yeah, it is certainly is. Have you always been someone that love technology from a young age or as you've gotten older you've kind of then tapped into, "Oh, these tools are interesting." How has the journey progressed for you?

Megan lemma: The journey has been quite an interesting one. I grew up in Tasmania and then I moved to Melbourne to study music education. So I became a qualified music teacher and I came out and I was...even in my degree, I was fascinated by a music technology and then when I started teaching, it was how to engage my students and how can I make things easier. So I've won several awards and been recognized by seven different companies for achievement in that area.

Annemarie Cross: You're fantastic.

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Megan lemma: It was just interesting. I had a light bulb moment back 2006, 2007 that my biggest passion was teaching adults. We're training the adults how to use technology because I noticed and the expression actually came from my mom. I live in Melbourne now and I've been doing tech support to my mom in Tasmania. And like with many women, who become tech support for their parents and it can be frustrating, especially trying to do it over the phone. But that's where I started my inspiration for my business which I am...as I started consulting about 2006, 2007 but then really the business got sound officially Tech Coach HQ three years ago. And I just noticed a huge gap even just with teachers. That's one of my passions is helping educators develop their digital literacy so that they can benefit their students and obviously in the workforce.

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So moms returning back to the workforce is one of my biggest passions and upscaling. Because if you've been away from the workforce using technology, it can change so much and...

Annemarie Cross: It's certainly can.

Megan lemma: ...it's really important to help them.

Annemarie Cross: We'll dive into talking about digital literacy. I mean it is very important to embrace those tools. But just to give you an example, the other day I was visiting my elderly mother. She is 96, turning 97 in September. In a hostel, she's just taking some time out and she did not grow up, even I did not grow up with any computers at all, yet, here I was able to pull out my smart phone. My brother is

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oversees traveling Europe and everything and so I was able to show her on my iPhone all of the photos that he'd uploaded to Facebook.

Now, for her that was an absolute thrill because she's missing him. But being able to see him and his wife and friends that they're traveling with just allowed her to really connect to them as well as show all her all the latest up-to-date photos of all her great grandchildren. Technology really is amazing and she's just amazed. I mean she's just way too old to learn it but it really is an amazing tool.

So let's dive in and talk about digital literacy. Why is it important for us to embrace today's technologies in our business?

Megan lemma:

The reason that it's important is that if we don't, our customers are already most in the digital so if we don't interact with them on a digital platform, it doesn't work for all businesses, but like in the accounting industry, in real estate, law and our clients are all on those platforms. And so if we don't get on those or update our knowledge, our clients will simply go somewhere else because we can't use the same language. So that's so... being able to talk the same language is really important.

I'm not saying that you need to know about absolutely everything. Obviously, your curiosity or your love of learning will push you further in terms of learning more about digital. But my biggest thing is and I'll always come back to it is choose one thing. Where that one thing it's like taking a prescription. But I like to call myself the app pharmacist and I was on prescription for 6 weeks. So you have to go away and try it for 6 weeks. You can't tell me, "Oh it doesn't work," unless you've used it for 6 weeks because it takes time to create those digital habits.

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Too often people go, “Oh it’s not working.” but well, no actually you haven’t tried it long enough. You got to work through and we still heard those and things like that.

But especially for women, I noticed that a lot of my friends and clients and colleagues. Their partners are in IT and they will say, “Oh, why don’t you just get it.” I’ve shown you once that’s all I need to show you and my philosophy is we all have different ways of learning. And sometimes we might just need a gentle reminder but I think that’s where a lot of people really get disgruntled. They’re just like, “Oh I can’t do it” and they’ve given up before that they’ve even tried and it’s because...I’ve had an experience with someone else saying, “Oh we just can’t do it,” like, “ Just give it to me. I’ll have to do it for you,” and that’s where the problem starts.

Annemarie Cross:

Yeah, it is so true the fact that we want to at least have an awareness on how to use some key tools for our business and I love the way that you’ve said. So many people have said this on each show so it is absolutely key. Start with something. Learn about it. Tweak it to the point that you are familiar with it rather than trying to embrace everything at once.

One thing that you did say and I want to just emphasize. This is so important that if you’re not online, if you don’t have the ability to use some of these key tools. There may be customers who are talking about you in a good way and sometimes people are now going to social media and kind of sharing their disgruntlement. And you need to be there to be able to deal with it.

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But I'll give you an example, I remember years ago, one of my colleagues, she was very unfamiliar with social media but she's sort of dipped her toe into the pool. She decided kind of going to this forum where she knew her idea. of clients were hanging out and one of her clients had written this beautiful comment about how impressed they were. She does tinting for cars. How beautiful the car looked, how professional the service was and that she would recommend and that.

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My colleague did not ask this client to do that but here was this wonderful comment. And so underneath the forum, my colleague she thought underneath that "Look, thank you so much for that" and gave some hints and tips. And just seeing that conversation going on there on that forum was huge for her business because she got a lot of inquiries and subsequent business from that conversation on that forum. That had she not being there, she would never have been able to find it and tap into this conversation about her business.

Megan lemma:

It may...the business has been going over three years now and there's certain pieces of software that are I'm well known for and so people will go, "Oh Megan, what's the app for that?" Like, "I just need an app to do this." Someone would take my name on to certain Facebook groups that I belong to. It's business, business, business, ultimate business support. I mean business owner in Victoria. So people will tag my names and again like you said I had with my Tech Made Simple group, we celebrated our one-year anniversary and for signing the group. Someone wrote back, "Thank you so much Megan for setting this group up" and several people actually got on and go, "Thank you for giving back of your time and your effort."

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And it was beautiful to watch and I just stopped and thought. It was like I'm a little disgruntled and I want my numbers to be higher and am I impacting anyone. Is anybody listening out there but that post really brought home that it has made a difference and a lot of people look in that group because they love watching the comments that, the questions because...they're don't always feel comfortable to write things but when they need help they know that they come into that group and just asks those questions.

Annemarie Cross: Yeah, there a lot of people who do tend to look and this a great conversation to have too. And we can dive into the next point here about social media and why engagement is so important not to just exist as a static entity but to have conversations, to have comments to share. Because there have often been times and I've had that too where I've posted something a number of times and I'm thinking in different messages and I'm thinking, "Oh I wonder if anyone's really reading it." And then you get a message, a private message that says, "I'm so glad that...thank you so much for the message. I was having a really down day today and this has really inspired me." You just don't know the lives that you're able to touch and support. So I think for those of you who are trying and dipping your toe in, don't be disillusioned. There are people there that are appreciating your message even though they may not be saying so. So let's talk about engagement, why is that so important.

Megan lemma: I called it like the yellow pages. Yes, it's all very well to have a yellow page and just listing but if you don't do anything with it this is same with...especially LinkedIn is a perfect example. It's all very well to have a LinkedIn profile but and just a tip to go with that, you can actually look up something called social selling index. We'll put the link in the podcast. But that can means you can actually track how well

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you're actually doing on LinkedIn? Do you reply to comments? Do you add your own post? What's your engagement on LinkedIn? That's a really good spiritual...a really good wise step of how well do you engage? How do you build relationships and so for me LinkedIn...yes , you could have a LinkedIn profile but it's not good if you just lay me at setting because it's not going to do anything. It's like having an invisible. You might as well be invisible.

Annemarie Cross: Yes. Now I'm just going to back up a little bit and be a little bit cheeky. I know that there are a number of people who are listening who are overseas and who maybe at a certain age that don't even know what is Yellow Pages? Do they even exist, you know ?

Megan lemma: Yellow Page is really doesn't exist in Australia anymore. You might get that's more online. Yellow Pages in Australia is an online or used to be at physical directory that we would get for certain regions of Australia and that's where you've go and look up people's business' numbers or the white pages with our residential. If you didn't have your number in...

Annemarie Cross: These books you didn't exist.

Megan lemma: You didn't exist. Again, the trends how it transfers to online if it...you can't be found and I've talked to several of my clients. Yes, they have a LinkedIn profile but they have no niche. It's like you might as well be nobody because how can you engage? And people will check out. It's really interesting who checks out my LinkedIn profile because often they're looking to see what do I actually share. Who am I connected to? I think that's a really interesting point and I've had several people private message me and like, "I would love to work with you. I'd

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like to have a meeting with you” because of the connections I have. And that makes it, and then you think, “Really?” You know?

But having said that we’re like I noticed you know I feel like, “Colleague you must be all right” if you choose to be connected so and I had that as an example last year. And one of the guys goes, “The only reason we are having this meeting is one, because we’re connected through our mutual connection. Number two, was your LinkedIn profile was up-to-date.”

Annemarie Cross: They can probably see you engaging, commenting, sharing things. So it’s not just this profile that sits there stagnant. You know?

Megan lemma: Right, you’re not.

Annemarie Cross: I think also too it’s like having a conversation. If you imagine that you are at the networking event and you are just sitting there. If you don’t talk or respond to people when they comment to a lot or whatever it is, we would consider that rude. Wouldn’t we? Because we would expect someone to respond if they communicate to us. And similarly if we’re not engaging online, it’s almost like we are being very quiet and yet not responding. Let’s talk about regularly posting because I think that also too is very, very debatable. I’ve heard people go, “Well, I’ve set up my profile and I’m on posting regularly,” and “So how much is regularly?” “Well at least once a week.” What do we say to that?

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Megan lemma: Yes, you are regularly posting but you’re easily forgotten. It easily would disappear and everyone’s feed. It’s like reading the newspaper. If you’re going to the post an ad once a week, it’s not going get noticed. In order for people to be

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fresh of mind or front of mind then you are going to need to post on a regular basis. So I manage social media for some clients. If I don't post on a regular basis especially for Instagram then people would forget about our brand.

Annemarie Cross: So how really are you posting and to have that level of impact?

Megan lemma: At least once a day if not more. And again but with Instagram, it's not just about posting. It's about commenting on other people's posts. Yes, you can just...it's very one-way traffic. If you are just posting and you're not engaging with others then is it really interesting? And also just to say like with Instagram especially with key words or like with the hash tags, what hash tags are you using to reach out to an audience that might not have ever seen your...I guess business.

Annemarie Cross: Post. That's so true. In fact I do post regularly and share obviously the podcast and the wonderful guests that we have on the show. You...we'll be madly promoting you next week Megan. But I have to say that that's one thing I need to do. I mean I respond to people who commented to me because it's like they've reached out. They've said something or they've left a comment and so I certainly respond to those. But however for me I know that's something that I need to do more with intension is to look at other posts and make comments. So there's always, you know, and why I share this is because no matter where you are at even in our lab technology so we could geek out for Alice. I'm sure.

Megan there are always things that you can learn. There are always intentions and with more purpose that you can do. So it's always learning and growing and doing that. So no matter what level that you are in your business. Let's talk about something else that you specialize in as well. Digital organization, it really is crucial for us to have systems and process is in places, isn't it?

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Megan lemma: It's definitely and especially like I just had a client call this morning with one of my clients and we're talking about curating content. And so if you find a website or an article, what do you do with it and how do you followed?

And I watched FBS actually on Tuesday night. It was about hoarding. You know what's not often talked about is digital hoarding and I think it's a huge issue. Because nobody sees except when my client. When I see my clients and I looked at their desktops or their mobile devices like their iPads or whatever and I go, "Do we need to talk about filing?" They're ashamed because for me it is like walking into a room that is floor to ceiling worth of paper like you know? And you can't see anything.

But one of my clients was deleting files off her desktop because she couldn't find anything. That was really sad. I was like, "No we don't need to do that and but because...and I set up folders for her because she hasn't got into the digital habit of filing stuff. It's really hard for her to maintain.

Annemarie Cross: Yes, that is so true. I mean and a lot...I'm sort of thinking Megan if you'd gone and looked behind the covers of my computers. There have been times where I mean this is an area that I can so improve. When you create a file, you do file it yet you don't actually have a structure or proposes. You're thinking now where did I file it. What did I call that file? So that search, the search feature to find files for me and documents is so important but it is absolutely true. I mean how often are we not filing things, deleting things that no longer is needed, absolutely.

Megan lemma: That digital hoarding concept. We might need it.

Annemarie Cross: Yes.

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Megan lemma: We might need it one day and so we're going to get keep hold of it.

Annemarie Cross: I think you need to do a tech tip on some that how you're structuring and how you're in one of the shows how you're doing. Just some basic tools that you might.

Megan lemma: I think we need to...

Annemarie Cross: I think you need to do an article on that - digital hoarding. Yes.

Megan lemma: I actually have done an article on hoarding, on digital hoarding. Because I said people and in people quite sheepish. I said, so how do you file and they're like "I don't."

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Annemarie Cross: What do you mean filing? Yeah, absolutely.

Megan lemma: Yes and the thing is because nobody can see it. It's not like walking into someone's house where you can't move. What it does and when I worked with clients and we've done that tidy-up process so like, "Oh, I can find stuff. I can think properly now." It's really made the difference.

Annemarie Cross: Yes, yeah it has. I remember years ago one of my colleagues was an RTO and, oh, my goodness the records and the documentation that they need to keep in has to be so in order. And one of the things that she taught was that you can have like a format with all the different headings and all everything needs to be coded and everything but you can then link files to a main header so it makes it so easy to go and locate just at the click of a button and I started doing that. It didn't take long to go back to old habit. So I'll have to start doing that again. I'm being very anal

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when it comes how I manage my Microsoft Surface. I thought this is a fresh tool and I'm going to be very mindful in how I'm using it. So what last words of advice would you like to leave with everyone today?

Megan lemma: I think for my thing is try one tool and try it for six weeks. I think that's a really good thing and for me looking back at my business, get the systems and processes that's in place when you start if you can. If not, get some help especially...

Annemarie Cross: Absolutely.

Megan lemma: ...with that digital organization. I think it really makes difference in digital coaching which is what I do is so neat because and people don't know where to start. It's like I don't know what I don't know of.

Annemarie Cross: Yes.

Megan lemma: How do I ask for help when I don't know what I don't know of?

Annemarie Cross: Yeah that's right. sometimes spending sometime with you, there are so many different tools or specific tools you can narrow it down really quickly or show someone the steps on how to do something. And it's like oh my goodness you have just saved me 10 minutes and I can just now do it in 10 seconds. Now if we ad that up over a day, or over a week, over a quarter, a year that can save us so much time.

Megan lemma: It can and you know what that's a scary thing and also the confidence in me it's actually a ripple effect. I'm thinking back to one of my clients who's still one of my clients two years later. And we catch up for coaching session every so often. The

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amount of help people she has helped. She's helped her partner. She's helped one the community around her. She is so much more confident like she said, "Oh Megan you're gonna be so proud of me. I even programmed it to my car's with Bluetooth. In the past I wouldn't have even touched it."

Annemarie Cross: Wow.

Megan lemma: But I have more confidence now to use technology.

Annemarie Cross: Yes. Yes, that's so...

Megan lemma: It's not just using the tools that I've taught her but actually having the confidence. A, to teach others and she does that really well now. Like she uses Twitter and till we're doing video tools now so and she's just growing in confidence and you know what for me, the impact in the community is a really powerful thing.

Annemarie Cross: Fantastic. So how can people get in touch with you?

Megan lemma: I have my website www.techcoachhq.com.au, a bit of a mouthful. I'm on all the social media platforms but I have a great group code techmadesimple. It's all one word and this is my group for a small and medium business owners, startups and entrepreneurs, teaching you how to use technology made simple. And that's why my biggest dream in the next two years is to do a TedTalk on digital literacy because it's so important and in Australia actually this year, it's the national year of digital inclusion so it teaching people...

Annemarie Cross: Is it really? Dear god.

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Megan lemma: ...how to be digitally literate.

Annemarie Cross: That's fantastic. We will put all of the links on how to connect with you and of course to that Facebook group that you're talking about. I think everyone should be part of that because I know and I bet you guys listening that I know that there's sometimes, I think, "Help, how do I do this, this?" Sometimes you inadvertently, you push some buttons in your screen and all of a sudden you're looking at an upside down screen. I don't know if you've had that before and you think, "Oh my gosh what have I just done."

Anyway, that's just one of the things that I have done in the past. And I'm sure you have to so make sure that you click through annemariexcross.com/podcast28, annemariexcross.com/podcast28 and join and connect with Megan there. Thanks so much for coming on the show.

Megan lemma: Thank you for having me Annemarie.

Annemarie Cross: Now as you know over the last couple of shows I'm inviting my fellow Microsoft Brand Ambassadors to share their tech tip. And how we can use technology whether it be the Microsoft Surface, an app or a processor tool that will help us streamline our businesses. Now people if you're already using a Microsoft Surface Pro and you've got to favor that, that you're using in your business, let me know. Send an email to podcast@annemariexcross.com, podcast@annemariexcross.com. Without any further to do. Let's dive in to today's tech tip.

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Annemarie Cross: Megan, we've got you here again today sharing a tech tip. So what are you sharing with us today?

Megan lemma: Oh I'm sharing a tip for Windows 10 and that's called a virtual desktop. So most people are if you haven't discovered already. You know, there's a great little icon next to Cortana. Now Cortana is Windows 10 voice recognition. It kind of looks like three little boxes right next to that thing.

The great thing about having a virtual desktop is you can actually set up several different ways of managing your workflow. What I mean about that is you might have desktop that you're working the Word documents and research. Second one, might be your social media. The third one might be another program you're working on.

So on the right hand side once you touch that button you can set up a new desktop and move things around and easily see what software you have in each of those programs. So it's really...you don't have to just really set it up except don't touch that icon. Once you do that in the right hand corner it says plus new desktop and then you start using your apps and add things that you'd like to work on it. Then a new desktop if you'd like that. And if you hold it down, you can quickly have a preview and say what actually apps you are running in those programs. So really easy way and it's much let's cluttered rather having 20,000 applications working at all at one time. You're going to have it streamlined.

Annemarie Cross: Yes fantastic and Megan are we going to have a video on that?

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Megan lemma: I'm just in the process of shooting it at the moment so yes there will be a video on this.

Annemarie Cross: Fantastic.

Megan lemma: It's basically, how do you use it step by step and we'll be releasing it to match the podcast.

Annemarie Cross: Yeah fantastic. So reminder if you want to go and see the video you need to go to annemariexcross.com/podcast28 and we will embed that in the show notes. Fantastic. Thank you so much and we're going to have you back on show I think to share a more of your tech tips. Thanks to that.

Megan lemma: I'd love. I love being there. Thank you very much for having me.

[Music]

Annemarie Cross: Now, before we leave at the end of this podcast just a reminder for those of you who are in service based business and you really want to expand your business. Yet one of the reasons you're not doing so is you haven't yet figured out what your signature program is. Go across and register for one of my upcoming breakthrough round tables where we will help you map out your step by step signature program that you can then develop into VIP days, home study programs, or group coaching programs. All you need to do is go to annemariexcross.com/yoursignatureprogram
annemariexcross.com/yoursignatureprogram.

That's brings us to the end of another show. I do hope you'll join me again next week. Remember to subscribe to our iTunes channel because that means that

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you will be the first to know when we have another great interview at so all you'll need to do is go to annemariexcross.com/podcastitunes. annemariexcross.com/podcastitunes. We'll put all of those links on our show notes.

Also, while you're over there, could you do us a favor? Would you comment and rank the show? Leave a comment there and rank the show. Why? Because we think you're super awesome and that would be such a benefit for us in getting our message out to so many other women and men of course too. I know that there's a lot of men who were listening to this podcast. It helps us to get our message at so we can empower and inspire more men and women across the globe. Until next week, have a fabulous week. See you Megan.

Megan lemma: See you.

[0:29:13] **End of Audio**