

Successful businessmen use information well

When we talk about the changing face of American business, we must not acknowledge that we are living in the age of information.

As John Naisbett said in the book "Megatrends," the information society is an economic reality, not an intellectual abstraction.


If we expect to identify where and how we will get where we want in the future, we must have access to information that allows us to learn the most from our past experiences and those of others.

Once we can do that, we can then understand how achieving long-term success and growth as an organization isn't a result of chance or luck.

Rather, it is the result of using the right information to make the "right" kinds of business decisions now and in the future.

SUCCESSFUL BUSINESS owners who understand the importance of information processing have structured their firms to promote the continual flow of timely, accurate and reliable information to assist in decision making. How so?

One method involves taking advantage of information technology. This technology is available to help us select the information we need, rather than the information that is useless to us.



focus: small business
Mary DiPaolo

Some examples include on-line data bases, in-house management information systems and communication channels for sorting and selecting data. These information sources allow us to immediately obtain answers to how changes in the competitive, economic, technological, political and cultural environments affect our business — as well as provide integrated structures to evaluate these changes relative to what we already know about our internal operating environment.

NETWORKING is another way that businesses are enhancing their information processing function. At

one level, networking involves business professionals getting together to share ideas, exchange information and establish contacts between themselves and clusters of others.

Business conferences, seminars, professional meetings and trade shows provide the opportunities that promote this form of networking.

At another level, networking represents a definite management style replacing the traditional hierarchical structure. Rather than information flowing from the top down, as in the case of an organizational hierarchy, the network management style promotes communication flow in all directions.

TOP EXECUTIVES, managers and support staff personnel are encouraged to spend time exchanging information, ideas and knowledge with one another.

As Naisbett said, "In the network environment, rewards come by empowering others, not climbing over them."

Mary DiPaolo is the owner of *MarketTrends*, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."

datebook


- WHARTON ALUMNI**
Thursday, Nov. 5 — Wharton Alumni Association of Michigan meets. Information: 556-3364.
- IRAS**
Thursday, Nov. 5 — "Will You Be Able to Deduct an IRA Contribution this Year?" free tax talk offered with breakfast 7:45-8:30 a.m. in Troy. Information: Ursula Scroggs, 449-4400. Sponsor: Derderian, Kann, Seyferth & Salucci CPAs.
- CPA WEEKEND**
Friday-Saturday, Nov. 6-8 — CPA Early Weekend offered in Rochester. Fee: \$40. Up to 25 hours CPE. Information: 370-3120. Sponsor: Oakland University.
- PROFESSIONAL SECRETARIES**
Saturday, Nov. 7 — Educational seminar offered from 8:15 a.m. to 5:45 p.m. in Detroit. Fee: \$40. Qualified with Council on the Continuing Education Unit. Information: Patricia Glover, 588-5626. Sponsor: Professional Secretaries International.
- SMALL BUSINESSES**
Saturday, Nov. 7 — Free small business management course begins at 10 a.m. in Troy. Information: 542-4220. Sponsor: Small Business Management Schools.
- GRE WORKSHOPS**
Saturdays, Nov. 7 through Dec. 5 — Graduate Record Examination preparation workshops offered from 9 a.m. to 12:30 p.m. in Rochester. Fee: \$115. Information: 370-3120. Sponsor: Oakland University.
- FRANCHISE WORKSHOP**
Monday, Nov. 9 — "Pros and Cons of Franchising" workshop offered at 2080 W. Big Beaver. Troy. Fee: \$10. Information: 649-8646. Sponsor: Start A Business Store.
- STOCKS AND BONDS**
Mondays, Nov. 9-23 — "Introduction to Stock and Bond Investments" offered 8:10-9:30 p.m. in Troy. Fee: \$95. 8 CPE credits. Information: 689-5232. Ext. 260. Sponsor: Walsh College.
- STRATEGIC PLANNING**
Monday-Tuesday, Nov. 9-10 — "Simplified Strategic Planning for
- Small- to Mid-Sized Companies" offered in Troy. Fee: \$696. Information: Clark E. DeHaven, 480-4284. Sponsor: Michigan State University.
- AUTO CONFERENCE**
Monday-Thursday, Nov. 9-12 — ALTOFACT '87, automotive conference, exposition, held at Cobo Hall in Detroit. Information: 271-1300 Ext. 292. Sponsor: Society of Manufacturing Engineers.
- 401(K) PLANS**
Tuesday, Nov. 10 — "401(k) Plans: New Developments and Continuing Utility" offered from 8:45 a.m. to 12:30 p.m. in Troy. Fee: \$60. 4 CPE credits. Information: 689-8282. Ext. 260. Sponsor: Walsh College.
- BUILDING APARTMENTS**
Monday, Nov. 10 — "Inside Story on Property Development" lecture on building apartments by Robert Brody of Samuel Brody and Sons offered 6-8 p.m. at the McGregor Memorial Conference Center in Detroit. Fee: \$40 includes parking and refreshments. Information: Lynne E. Fuller, 577-4710. Sponsor: Wayne State University's college of lifelong learning.
- LEGAL SEMINAR**
Tuesday, Nov. 10 — "Divorce Forms" will be offered 4-6 p.m. in Southfield. Non-member fee: \$40. Information: Richard Victory, 646-7177. Sponsor: Family Law section of State Bar of Michigan.
- ADMINISTRATIVE MANAGEMENT**
Tuesday, Nov. 10 — Administrative Management Society meets in Southfield. Information: Joan McCallion, 353-4660.
- AUTOMATED TESTING**
Tuesday, Nov. 10 — "Using the Personal Computer in Automated Testing" offered for four hours in Detroit. Fee: \$125. Information: 478-5200. Sponsor: Tektronix.
- VENTURE CAPITAL**
Tuesday, Nov. 10 — Southeastern Michigan Venture Group meets for breakfast at 8 a.m. in Southfield. Fee: \$35. Information: Ann Martyn, 779-9862.
- ASPHALT ASSOCIATION**
Tuesday, Nov. 10 — Michigan Asphalt Paving Association meets at 5:30 p.m. in Troy. Fee: \$10. Information: 567-1907.
- START A BUSINESS**
Tuesday, Nov. 10 to Dec. 15 — "How to Start a Successful Small Business" offered 7-10 p.m. in Royal Oak. Fee: \$295. Information: 542-4220. Sponsor: Small Business Management Schools.
- MANAGE FOR PROFIT BUSINESS**
Tuesday, Nov. 10 to Dec. 15 — "Managing for Profit" in small business offered 7-10 p.m. in Royal Oak. Fee: \$275. Information: 542-4220. Sponsor: Small Business Management Schools.
- NEGOTIATING**
Wednesday, Nov. 11 — "Negotiating in American Business" offered from 8:45 a.m. to 4:30 p.m. in Troy. Fee: \$115. 8 CPE credits. Information: 689-8282. Ext. 260. Sponsor: Walsh College.
- TRAINING SOCIETY**
Wednesday, Nov. 11 — "A View from the Top" featuring Morris Massey presented by American Society for Training and Development in Troy. Information: Gus Carlson, 354-2673.
- BUSINESS COMMUNICATORS**
Wednesday, Nov. 11 — International Association of Business Communicators meets in Southfield. Information: Sue Robach, 855-2288.
- RECREATION FAIR**
Wednesday, Nov. 11 — Vendors fair 10-30 p.m. in Southfield. Free admission. Information: Joan Thornton, 884-7525. Sponsor: Michigan Employee Services and Recreation Association.
- TAX PLANNING**
Wednesday, Nov. 11 — Free program, "Opportunities in 1987 Tax Planning," for individuals and business owners, 7-9 p.m. in Troy. Information: 642-6733. Sponsors: Gordon & Co., Kramer, Mellen, Wagner & Ishbia.
- WOMEN'S NETWORK**
Wednesday, Nov. 11 — Women's network luncheon noon to 1:30 p.m.

- CORPORATE WARS**
Thursday, Nov. 12 — Corporate competition will be described by Douglas K. Ramsey beginning at 10 a.m. in Detroit. Fee: \$125. Information: 755-4665. Sponsor: Wayne State University.
- PRESENTATIONS**
Friday, Nov. 13 — "How to Deliver Winning Presentations" offered from 8:45 a.m. to 4:30 p.m. in Troy. Fee: \$115. 8 CPE credits. Information: 689-8282. Ext. 260. Sponsor: Walsh College.
- CHURCH FINANCE**
Saturday, Nov. 14 — Free seminar, "Congregational Finance," offered from 8 a.m. to 1 p.m. in Bloomfield Hills. Information: 255-3490. Sponsors: National Bank of Detroit, Greater Detroit Interfaith Round Table.
- HOME BUSINESS**
Saturday, Nov. 14 — "Homebase Business" seminar offered from 9 a.m. to 1 p.m. in Detroit. Fee: \$20. Information: 862-8000 Ext. 304. Sponsor: Marygrove College.
- FRANCHISE WORKSHOP**
Monday, Nov. 16 — "Pros and Cons of Franchising" workshop offered at 2080 W. Big Beaver. Troy. Fee: \$10. Information: 649-8646. Sponsor: Start A Business Store.

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