

Images not displaying properly? [View the online version here.](#)

HardSoft Systems Ltd  
select business and tech tips

June 2019  
newsletter

06



HELLO!

Hopefully as you read his the nice weather has arrived!

This month we would like to highlight the article on Voice Technology.... If your company has a product or service that could be accessed from a smart home speaker (Amazon Alexa, Google home, etc) can you get a jump on your competitors by offering the product or service via these tools? What about scheduling maintenance service/ Cleaning/ repair? How about reminders with a voice enabled calendar service for reordering? Whatever service or product you sell, you may want to sit down and take a look at whether it is condusive to this type of access.

As always, we hope you enjoy these articles and if you would like to discuss the technological implications, please don't hesitate to contact us through our website [hardsoft.ca](http://hardsoft.ca), by phone 1-800-263-8433 or email [info@hardsoft.ca](mailto:info@hardsoft.ca). Have a great Day!

> [IN THIS ISSUE](#)

Your Company Needs a Strategy for Voice Technology



Bradley Metrock, Harvard Business Review

Consumers are already accustomed to adapting to voice technology with everyday devices for their homes, but what hasn't been discussed enough is the adaptation to voice technology in the business world. Learn how voice technology is making a mark on a variety of industries and why you should start thinking about voice as part of your business strategy.

> [read more](#)



### How Data Can Help You Make Better Gut Decisions

Gary Vaynerchuk, Inc.

Data we receive from consumers and competitors is important in guiding business strategy, but don't be fooled. A common misconception is that the market is controlled by marketers and the media, yet it is actually the consumers who control most of it. Find out why using your gut is so important, and how you can interpret data to help make better decisions.

> [read more](#)



### 3 Tips to Help You Secure a Meeting with a Busy Person

Avery Blank, Forbes

Some of the most cooperative people who can help us with growing our business are often extremely busy, and getting time on their schedule can be a daunting task. There are helpful ways to track down a busy person, and make sure the meeting counts. Learn 3 ways to increase your chances of securing a meeting.

> [read more](#)



### Are Noise-Canceling Headphones an Essential Travel Gadget?

Lars Leetaur, The New York Times

Music and travel go hand in hand. While pricey headphones cancel the noises of the public and can help with a clearer listening experience, there are some drawbacks of these headphones. Learn more about whether you want to make these headphones part of your must-haves when you travel.

> [read more](#)

### 9 Ways to Attract Good Energy Today and Every Day

Deep Patel, Entrepreneur

Helping create and attract good energy can be contagious and help form better friendships and business relationships. Personal confidence will



increase with good energy and help others find it within themselves. This type of energy will also improve communication and relieve feelings of anxiety. Learn 9 steps you can use to start feeling positive energy.

> [read more](#)

## AND...VIDEO PICKS FROM OUR STAFF



### Ford Personal Robot Delivery

Driverless cars combined with robotic delivery

> [see the video](#)



### Fully Autonomous Cars

Cars that are driving towards full automation

> [see the video](#)



### Reading the Road

How Google self-driving car sees a road

> [see the video](#)



Share this newsletter:



HardSoft Systems Ltd  
1376 Plains Rd E  
Burlington On L7R 3P8  
(905) 631-3075  
<http://www.hardsoft.ca>  
  
Follow us on [Linked-In](#)

[Unsubscribe from this mailing list](#)

1376 Plains Road E, Burlington, Ontario L7R3P8