

3. Be a storyteller – State your purpose – What do you want to tangibly see as a result of your dream because of your vision?
4. Be a Leader – Have a Mission – What is going to be your focus and how are you going to ensure that the purpose comes to fruition? In other words, create the process that will be the foundation for the system.

As one goes through this process, one must remember that the system is never done. Ensure that processes have been created within your company, and this will make certain that you have a basic foundation as you continue to grow. However, this is a living procedure and will be continually changing with the environment.

Mr. Gerber explained that the four steps of growth, assist in the culmination of creating a turn-key business, that has a concrete management system, a foundation of processes, and a final system to allow for continuous growth and reaching full business potential.

Gerber concluded his nearly 90 minutes with the Entrepreneur Community crowd by taking questions from the audience, and providing a personal invitation to the RSPA Dreaming Room, a 10-week, 90 minute intense training program Gerber will be offering exclusively to RSPA members

Gerber's passion for entrepreneurs was clear. His desire to help entrepreneurs was tangible, and summed up best when he told the crowd: "There is a calling for every single one of you—but you have to be open to hear the voice from within." Gerber certainly seems determined to help the entrepreneurs of RSPA not only hear that voice, but let it guide them to the business of their dreams.

To find out more about The Dreaming Room for RSPA members, see page 27 for more details. [c](#)

competition for our attention, Pam Lindgren (Copperstate Restaurant Technologies) said, "You have to always focus on your audience and their needs."

Kelli Stewart (Advanced Data Systems) felt that the seminar challenged her perspective of good versus bad manners. "It was a great way to open up my eyes about rules of engagement," Kelli said. "I'm not going to fall into that temptation (and check my vibrating phone)." [c](#)



Turner speaks to attendees about communication styles and how to utilize each.

"The greatest problem with communication is the illusion that it has been accomplished."

– George Bernard Shaw

W2W Community

By Gabby Coor

It's no secret that technology has drastically changed our notion of being present, a concept that is already subjective. With people constantly checking their phones and the immediate response they are able to receive with the use of technology, the human brain can now work 4-5 times faster than the average human can speak! Truly engaging one on one is difficult. In Jeanine Turner's seminar, *Communication Styles: The Importance of Presence and Impact of Technology*, the author and Associate Professor at Georgetown University, demonstrated to attendees of W2W's annual luncheon at RetailNOW® how we can allocate our presence and use technology to not only enhance our communication with each other, but also how we can learn to peacefully coexist with our smartphones.

In an environment where individuals are expected to be present, it isn't always practical to simply turn off a device. In

order to focus on each other, Turner, who studies the use of communication technologies, explores how communication changes and is changed by the use of new technologies, urges us to learn to distribute our attention using 4 main types of allocation: Budgeted, Entitled, Competitive and Invitational.

- When practicing budgeting, the audience is targeted. Although attention is not truly undivided, the individual is aiming to efficiently manage messages, thus appropriating time to a certain task or interaction. Entitled presence may be the most precarious to employ. The speaker must demand their listener's attention, thus implying that it is most important the audience focus on him or her; however, this technique allows all technological distractions to be removed from the environment.
- A speaker using competitive allocation will attempt to persuade their audience to focus their attention on what he or she is saying, rather than

assert his or her relevance. One must be compelling in order to employ this tactic, but research suggests that appealing to emotions, reasoning, and giving the listener the impression that you are worth listening to yields to more successful meetings.

- We've all heard that technology can cause human beings to limit their contact with one another, but can it actually facilitate interaction? Although the least used, an individual can employ invitational presence to use technology as a catalyst for new conversation. Leaving oneself open to conversation can help to uncover new information about a listener and help to develop relationships, though this can be more time consuming.

Although there are some disadvantages to using the above tactics, we learn during the presentation that, in a technology filled world, we must strive to create and balance these types of presence. With all the technology we are exposed to on a daily basis creating



Virtual Choir

Turner began her talk with an example of the positive aspects of using technology in communication. Sometimes, technology can enhance communication by helping us engage in ways that we could not without it. A prime example is Eric Whitacre's Virtual Choir, a sensational concept sweeping the globe that allows singers, nation-wide, to perform together as a group, online.

The Virtual Choir began as somewhat of an experiment in 2009, when one of Whitacre's fans uploaded and shared a video on YouTube, her version of one of his pieces, 'Sleep.' Whitacre was touched, and issued a call to others to do the same—record themselves singing along to the song and share the result on social media. Dazzled by the response, Whitacre recorded himself conducting 'Lux Aurumque' and asked supporters to sing along the choral piece—and the Virtual Choir was born.

How does it work? Users upload their videos; then, the individual videos are synchronized, showcasing voices from around the world and resulting in the "Virtual Choir." The phenomenon has inspired singers across the globe, and has grown from 185 participants in the first performance to 8,409 by the fourth.

In 2013, Whitacre took the virtual choir to new heights by having users perform live, using Skype, as he conducted an on-stage choir. Individuals from 28 countries participated.

Whitacre has gained much recognition for his ingenuity and has received numerous awards for the Virtual Choir, including a Grammy in 2012 for Best Choral Performance.

