

Times Have Changed

Written by Steve Marr
Saturday, 23 March 2019 22:08

I have always thought of watches as a timepiece. Since I like to be on time, I've used many different watches that were created to help me tell time. The first watch I can remember having was a Roy Rogers watch, which, if I still possessed it, would sell for \$300 to \$400. Maybe it's a reminder that we shouldn't always throw old things away.

Over the years, watches have evolved into calendars and much more. I generally have bought inexpensive watches because I tended to knock them around a bit. I don't think I've ever paid much over one hundred dollars for a watch, generally less.

Now I have graduated to an Apple watch which is helpful in several ways. However, its least important function is telling time. My watch tells me when to get up from my computer to move. I tend to sit too long and need the reminder. The watch also reminds me to complete my deep breathing exercises. Also, it shows when a cell call or text comes in so I can determine if I need to answer with my phone or my watch or respond to a text. When I'm with a customer, my Apple watch helps me eliminate 95% of the interruptions that can wait for a response. My watch even has a fall indicator. If I trip and hit the ground, my family receives a notification.

Clocks used to be a major investment. They were typically well cared for. It was one reason antique clocks held their value. Today, few people invest in large, decorative time-keepers. Times change.

I still have my grandfather's pocket watch which he carried in a vest pocket. I remember him taking it out to check time. Now that multi-function wrist watches have become popular, you don't pull out your watch; you simply glance down. Also, our watches have become mini-computers. Times change. Often businesses change in similar ways.

In business we need to watch these trends carefully. Watch makers who missed trends, paid the price. Pocket watch manufacturers who failed to adapt to the wristwatch innovation lost customers. Swiss manufacturers who failed to adapt to the crystal watches lost huge market shares.

Times Have Changed

Written by Steve Marr

Saturday, 23 March 2019 22:08

While I'm unlikely to buy a replacement wristwatch, I will likely replace my Apple watch in the future. My new one simply has too many benefits that add to my productivity. King Solomon wrote, "There is a time for everything, and a season for every activity under the heavens," (Ecclesiastes 3:1, NIV) In the same way, there was a time for old wall clocks, pocket watches, and different types of wrist watches; now it is time for "computer watches." I was not an early adapter so when Steve Marr makes the shift, take note: change eventually pulls the die-hards in or they become as outdated as an antique clock.

Subscribe to the free Business Proverbs e-mail here: <http://bit.ly/ncixc1>