Article published on April 2nd 2012 | Software

The Internet has changed our lives in so many ways. From a business point of view, it has altered our workdays to an amazing extent. Communication via email is effortless and virtually instantaneous. Research that used to involve spending hours at a local library is now at our fingertips. And routine tasks, such as arranging for shipments of packages and tracking shipments, are now handled through the Internet. It is, indeed, a powerful tool and for the most part it has made businesses run much more smoothly and efficiently.

But along with the advantages have come the disadvantages. For all its power and capability, the Internet also provides an avenue for employees looking for distractions to keep them away from their workday tasks. Not only is a world full of valuable information just a few clicks away, but so are social media sites, celebrity gossip sites, shopping sites and more. Our workers are faced with these temptations each and every day.

As a business owner or manager, you need to be certain that your employees are being as productive as possible throughout the majority of the business day. If abuse of the Internet is creating problems in your business, you may think that Internet tracking software can resolve the problem. In fact, many businesses now implement Internet tracking software on a regular basis. To a certain extent, it makes sense to do so. After all, itâ€™s important for management to make sure that their employees arenâ€™t knowingly or unknowingly downloading viruses or illegal software. And, of course, itâ€™s important for managers to know that their employees arenâ€™t abusing the Internet and ar being as productive as possible during business hours. Computer tracking software is a much more invasive solution. This software is often installed in each individual PC in an office, and tracks each employeeâ€™s use of the Internet.

Further complicating the problem is smart phone technology. Most workers now have their own smart phones, which means that they have access to the Internet whether or not management implements some type of software to track Internet use. Yet another issue that adds to the complexity of the problem is the growing number of people that now telecommute. This brings up a daunting dilemma for employers: how in the world will you monitor your employeesâ€™ Internet use if theyâ€™re working from home?

The answer is, in fact, quite simple if you look at the situation from another point of view. Rather than focusing on how much nonproductive time employees are spending at work, focus instead on how much productive time theyâ€™re spending. Measure the percent of time they devote to work-related tasks, and set goals for them to achieve even greater productivity.

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Article Keywords:
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