



Focus on the Future

Guest Predictions: Dona Kerr

Guest Predictions is a regular feature in which we ask leaders in a number of professions a set of questions that affect us all.

Dona Kerr, www.donakerr.com, resides near San Diego, California. After attaining her Degree in Management and completing a Business and Life Coaching Certification Program, Dona took her passion for working from home and began an internet marketing and virtual assistance company. Dona found that the practical skills learned during college became much more valuable than formal courses, because in reality internet marketing changes daily. Her constant adaptations taught her how to learn, think and grow as a business owner.

Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

A: Finding people in my industry who are on the cutting edge. The people I follow are the ones who are committed to developing and testing innovations in on-line marketing in real time.

Q: What changes have been the most troubling to you?

A: Google and other internet companies change the way the internet functions constantly, including how people are required to interact with the internet. This forces companies to continually adapt to new methods at an exceeding rapid pace.

Q: How will globalization affect your professional area in the near term?

A: Learning and adopting new tools to support a world audience will be essential. Skype and webinar ability will continue to become more beneficial, practical and constructive.

Q: What significant challenges might be anticipated in your professional area in the next few years?

A: As new technology is introduced, such as tablet computers and smart phones, we have to learn to market across many different platforms. An example would be mobile marketing vs. internet marketing.

Q: What are the greatest challenges confronting young professionals in Western culture today?

A: There are several pressing challenges that I see ahead including: information overload and not taking the time to relax and unplug, in a way that the creative mind has a chance to form new ideas (ie. an epidemic of over-busyness). So much is going on in life that balance becomes a serious issue, leading to the prospect of burnout.