

Intro/Outro ([00:05](#)):

It's time for supply chain. Now broadcasting live from the supply chain capital of the country. Atlanta, Georgia heard around the world, supply chain. Now spotlights the best in all things, supply chain, the people, the technologies, the best practices and the critical issues of the day. And now here are your hosts

Kevin L. Jackson ([00:33](#)):

Afternoon. This is Kevin L. Jackson and Scott Luton here with you on digital transformers by supply chain. Now welcome to today's show. And today we're really talking about Bitcoin and digital securities and what they have to do with global supply chain. We have two great experts with us to link all of this disparate things together. Stay tuned for a wonderful discussion that will get you ready to do business in the digital world. But first I'd like to also thank our sponsor digital names by total network services. We're learned more about digital names later in to show quick program note, before we get started, if you enjoy today's conversation, be sure to find us wherever you get your podcasts subscribe so you don't miss a thing. Okay. With no further delay, let's bring in our featured guest and Nadia Vincent, the CEO of digital transformation leaders and Bradford boats to director of operations at total network services corporation. So great. Nadia, thank you for joining us from Belgium. So please tell us about yourself. How, how did you get into digital transformation?

Nadia Vincent ([01:58](#)):

Hello, thank you. Thank you, Kevin. I'm not having sites. So I've been in digital conservation or in technology for the last 25 years actually and studied in icon. And then 25 years ago, I moved to Brussels Belgium, and I've been here working internationally, but mostly based in Brussels, helping in transforming organization. And it's a pleasure to be with you. Thank you for having me with you today.

Kevin L. Jackson ([02:29](#)):

No, yes. So Kevin, I got to share, I got, I got to share with Nadia, our standard rule of thumb here. We stopped counting after 20. So, so all of us here, we say two decades and we stopped there. So we appreciate it's kind of late there for you, huh?

Nadia Vincent ([02:50](#)):

Yes. Yes. It's late. It's uh, almost 10 o'clock in the evening.

Kevin L. Jackson ([02:56](#)):

So really appreciate you. Thank you very much. Uh Brad's when you got the cider world he's out on the West coast. So, so breath Bradford, please give us, uh, a bit of your background and how did you find yourself basically at the leading edge of, uh, finances with crypto?

Bradford Botes ([03:17](#)):

Yeah, it's a really cool story and you know, it's cool to see a weird God in the universe just, you know, brings you right down the path you're supposed to go. Um, but I went to school in university of Alabama. Uh, you know, it was working for some cyber security firms, uh, right after school. And, uh, that's when I really took a passion for Bitcoin because of, uh, all the, uh, criminal activity that was happening, um, in the real estate space and other places. And, you know, basically at the end of that day, the FBI, you know, wasn't able to really help any of these businesses that, uh, may have had some

kind of cyber or hacker attack, um, that, uh, you know, intersected a wire transfer. So in the early days of Bitcoin, there was just a lot of broken things that need to be fixed. And over the past three years, being in the industry and, you know, getting to see the evolution of the space and the opportunity and the reach that the technology has, the blockchain, you know, it's just like the early days of the internet. There were so many broken things that had to scale and get to a point where they could be adopted and done. That's, what's really exciting about blockchain technology right now.

Scott Luton ([04:25](#)):

Now, Kevin, we've done some homework, at least our team, our army of researchers has done some homework on two guests. And that we're about to talk about digital transformation and starting with some, some defining of the terms. However, it should be noted that Nadia is an expert craftsman when it comes to baking, right? And she's a historian and a passionate about, uh, the, the study of history and our files tell us that Bradford is a world-class, uh, award-winning surfer out there on the West coast after wakeboarding down here in the Southeast where our waves aren't big enough to do much, uh, much surfing, right Bradford. That's correct. It's a little different, but

Bradford Botes ([05:07](#)):

Gotta be behind the boat.

Kevin L. Jackson ([05:09](#)):

It's too cold out there on the West coast in the water. Got to have a wet

Scott Luton ([05:15](#)):

Or one day. Yeah, I don't know about surfing, but I'm seeing it at some point, but a pleasure to have both of y'all join us here on digital transformers. I'm looking forward to, uh, we're looking forward, Kevin, and we're looking forward to picking your brain a bit more, as I mentioned on the front end and appreciate, I am not a technologist. I've, I've been learning a lot from Kevin. Uh, especially as it relates to digital transformation. I look forward to learning from both of you here today, but let's do this. There's probably a lot of folks like me. Well, maybe not so many, uh, this slow, like I in technology, but folks trying to wrap their head around this phrase called digital transformation and what it really means. So not, I want to start with you, you know, from an international perspective, they're in Brussels, how would you explain and define digital transformation? Some of our listeners

Nadia Vincent ([06:00](#)):

Digital transformation, how I explain it is the transformation of a bit out of the business using technology of man, we think of digital transformation is the technology is going to consume everything and that human will be lost in technology, but that's not true at all because it's consolidation is happening because we are human. We are making it happen. So we own the technology and there should be a better relationship between the human and the technology. Because currently there is a big field when it comes to digital transformation, innovation, people who are afraid of losing the job, but instead of looking at it that way, we should look on how we are going to transform business in a digital world, in the digital era. So that it be more, it become more profitable for us business leaders, but as well that we can have much of what we want. If we want to spend more time with our family, why not? We can delegate a lot of tasks. We can have better business intelligence, which is very important because the business intelligence as changed in the digital age before we were in the industry at age.

Now we are in the digital age, we are going to do business differently, but we will still be doing business and it will be human leading the digital age.

Scott Luton ([07:27](#)):

I appreciate that what a well-rounded definition. And I think the phrase can be been intimidating for some digital transformation because they're not exactly sure what that means and whether they're leading it, whether they're participating in a transformation initiative themselves, it can be, it can be a bit, um, rattling a bit, but Bradford. What else would you add to not as definition of digital transformation?

Bradford Botes ([07:50](#)):

You know, I think in so many ways, we're still in the early days of the internet and the full, you know, reach of where it's taking us as humanity and society and everything. And, um, you know, there's a lot of broken parts of the current internet infrastructure that we're using and, you know, even recent events have, you know, made us understand more and more, um, why there needs to be more transparency, security, and all of these things regarding our digital identities, footprints, um, the information that we receive, um, everything. So, you know, I think, um, this next chapter of the internet is going to be on a much newer set of rails called the blockchain. Cyber security is a huge issue with the current infrastructure of the internet. So the problem is cybersecurity. Blockchain is the solution as the standard for the new cybersecurity standard. So that's the way I see it. You know, we're just moving out of a legacy system and infrastructure onto a much more, um, sophisticated set of rails. That's going to provide a lot of opportunities for the future scaling of where the internet is taking us.

Scott Luton ([09:03](#)):

Love it. All right. So, and Kevin, I'll give you a chance for talk about digital currencies. Anything you, would you add, uh, Kevin to Nadia Bradford?

Kevin L. Jackson ([09:11](#)):

Well, I think it's Nadia highlighted the fact that digital transformation is really about people. It's not about the technology and it's the interaction between people and when Bradford is talking about the security, it's, it's really securing the information about those people, um, uh, leveraging the blockchain. Yeah.

Scott Luton ([09:36](#)):

Great point there love that point. All right. So Bradford sticking with you, this, this golden age of global business. Wonderful. Uh, there's so many opportunities out there, international commerce and beyond. So how would you, uh, where does digital currencies come into digital transformation space?

Bradford Botes ([09:53](#)):

So, yeah, when we're speaking about just digital currencies, you know, let's relate that just to like some major cryptos that, you know, people are familiar with, like for instance, Bitcoin and Ethereum, everybody knows those household names. If you learned about crypto in so many people have been investing in that a long time and a lot of people who've had success because, you know, it's a true limited supply of assets and digital real estate. So people are taking advantage of participating in this opportunity to store value, but what a lot of people and a lot of businesses need to understand is, yeah, this is a great asset to add to your balance sheet. And yet it's a great store of value, but really the way

that this can be used as a money transfer vehicle to go around the traditional set of rails, especially between, you know, every merchant consumer, whether that's credit cards or PayPal, um, Bitcoin offers superior technology that allows these consumers and merchants to peer, to peer give a hundred percent of an asset right then, and right there with, you know, note, a small transaction fee and no lag time where, you know, if you go through PayPal or another credit card service, it may take days or weeks for that, uh, payment to actually hit your account.

Bradford Botes ([11:12](#)):

You know, there's a lot of power, um, with receiving a hundred percent of that asset right then and there, and then being able to reallocate it and disperse it and operate your business quickly and much more efficiently

Scott Luton ([11:24](#)):

Love it. It's like a whole new generation of optimizing your order to cash process. So, uh, we'll be talking a lot more about that, Kevin, uh, in the months ahead, uh, Nadia, same question to you, where do you see digital currencies kind of fitting into the overall digital transformation landscape?

Nadia Vincent ([11:42](#)):

Well, the thing is that we have digital transformation. We go global business is done globally, not locally. So that's mean we have a lot of decentralization, whether it's the workforce, uh, the, uh, the tools we use, then the one value we've been using most of the time we use dollar American doula, although I'm in New York, most of the time I used American dollar for my business and use ago in Europe, we had that big issue with so many different coinci for different States. We had to adopt the EU. So it was a way to centralize business. But today in a global market, the Bitcoin is the global currency. Even if it's not fully now, tomorrow, it's going to be the global currency. That's allow every business to decentralize because what happened with a currency, the currency told by a country, and anytime there is inflation and political instability, the currency is affected with Bitcoin. It will be, I mean, for a pandemic like we have today with the COVID-19 that this kind of thing that could impact the Bitcoin much more than if there is, let's say a good data in one country. So Bitcoin and as well, a blockchain that's the decentralization, uh, value the decentralization technologies for digital transformation.

Kevin L. Jackson ([13:08](#)):

Wow. That's a, that's a huge statement right there, Nadia you're, you're basically saying that Bitcoin and these digital currencies are going to replace international commerce. I mean, that's going to really change the global supply chain, how people buy and sell things, uh, Bradford. What, what's your point of view on this? How, how should companies really view digital currency from, from that lens?

Bradford Botes ([13:43](#)):

Well, I mean, I think a great example when something that's got a lot of the mainstream attention is, you know, now, you know, there's been a lot of different, you know, real estate deals and transactions that have happened with Bitcoin that have made news and got to recognize through different PR. But now that Elan Musk is, you know, accepting Bitcoin and other cryptos as a payment for Tesla. I mean, this is really huge because it's going to be, you know, really showing the, uh, the power of the technology when people that, uh, want to go buy a cyber truck can just pay for that right there with Bitcoin. You know, people's eyes are really going to be opened as, wow, why am I not running my business? Like Ilan trending his business? Because in so many ways, people are just going to want to

adopt new technology and participate in these assets, um, and accept them as means of transactions. Just because now you have people that are definitely the smartest, some of the smarter people, you know, in business and all types of different verticals that are saying, Hey, this is the way that business owners can have a huge advantage for any entrepreneur.

Kevin L. Jackson ([14:59](#)):

Well, yeah, I just saw, uh, yesterday I think that MasterCard is going to launch a credit card that support quote selected digital coins. And I mean, Ilan is, you know, he made his money in PayPal and now PayPal is going to be taken Bitcoin. So as a, as a business owner, how do you get ready for this inevitable transaction? Especially small business owners. I mean, is this something that they don't have to worry about? Should they run out and get a digital wallet today?

Bradford Botes ([15:34](#)):

Yeah, no, I think that the truth of it is, you know, all of these businesses since Bitcoin's existed could have been accepting and as a way of a payment, but you know, there wasn't a lot of, uh, trust with the asset. You know, there wasn't a lot of visa views as far as how to use it, how to accept it, but really, you know, now there's so many different financial platforms that people were familiar with, like Coinbase cash app PayPal. And like now you're even hearing about MasterCard, you know, getting in the game, but all of these services are going to be offering ways and already do offer for instance, like a Bitcoin wallet. So, you know, if you can have a easy way, which lots of technologies are providing to be able to list your wallet address, then it's very easy for you to present your consumer with that as a merchant and say, Hey, just send me that asset right now, because I'll get a notification on my phone that I've received it.

Bradford Botes ([16:32](#)):

That's how fast the blockchain moves. So, um, you know, it is a, there's a lot of tools and resources that are being scaled and, uh, that are going to hit the mainstream to make these crypto transactions very easy and simple and just not complicated. You know, so many things were very hard to use in the early days of the internet. People had no idea how to use it. It's funny watching those old news clips of people talking about the early days of the internet, what is this? I put a www. Can you tell me what an email is? Yeah. And now, you know, now we're at, you know, in 2021, it's just crazy how it's totally transformed everything already. You know, you, can't not participate in this digital world. And I think this last year has been a huge proof of concept showing us, you know, if we want to survive in this day and age, we have to be competing with the right tools and, uh, you know, blockchain. And a lot of these digital assets are huge tools. They just have to continue to be educated in the mainstream eyes so that people can learn how to use them. And there's a lot of businesses that are pushing these tools to make it easier. I'd like to add something with it, the technology books for

Nadia Vincent ([17:50](#)):

Blockchain and Bitcoin, this part is easy creating the digital currency. The biggest challenge that we need to expect is the adoption adoption by people because people are used to a currency that is hold somewhere. That, I mean, they, they, they are attached to the kind of security. So, uh, when, when someone like, uh, Ellen invest in it, that starts a trend because the one thing that does slow down, this is this, it was the security aspect. The second point is government because for government that's, when they are going to lose control and that like it. So a company we need business owners need to be very innovative on how they use it. And as well, businesses, most, they must be on the forefront of the

forefront of the innovation. They should be the one driving it because there is so much freedom that you can get with the Bitcoin and the blockchain that it's scary for government. It's scary for people as well. So there is a lot of education, customer education for the customer experience. And every business owner should think about educating people about the adoption of the beacon, because it's a completely different new world, a new way of doing business for them. But any business that are investing, the more businesses are investing in it, the more people will be comfortable in adopting.

Kevin L. Jackson ([19:27](#)):

Well, one thing I want to sort of pull on that a little bit, because you've been over in Europe for quite a while, you went through the transition from the different national currencies to Euro you're, you're there watching the Eurozone, being rocked about Brexit and all of the challenges with respect to international trade and commerce, a small business, or even a moderate sized business, trying to deal with all of these change. And, and now they're getting hit with Bitcoin. I mean, you said you think it's going to be maybe replaced the dollar as, as international currencies. I mean, what's going to happen to international trade. Are we going to have a Euro exit here?

Nadia Vincent ([20:19](#)):

I doubt because the different countries, th the difference between Europe and America is that you can have 50 States, but you speak the same language, even when everyone speak other language. And that there are more common point done in Europe, in Europe, for example, even Belgium, there are three languages for a very small country. Imagine doing marketing in this country. It's very expensive, right? Expensive and something in France, the way we do business in the NERC is different than the South. So there's so many, there are so many different in Europe. And the issue is that everyone wants to keep the identity. Everybody's fighting to keep the identity, even in the same country, everyone is fighting to give it. So I don't see them leaving, not adopting the youth. There, there will be, there may be more, uh, similar like the seat, some countries who realize that, okay, it's not in my interest, this your thing, because I have to pay much more.

Nadia Vincent ([21:23](#)):

I'm leaving the EU, but this is not sustainable because term we are glowing globally. So any attempt to become smaller, unless if you are huge country like France, Germany, they have more freedom than Belgium can because bedroom is a small country, negatives and power. It's very small, but still they have to join the global force. So I do see Bitcoin will be normal. It will be an alternative currency along with the, Oh, I don't see the, you are disappearing. No, but many people later, I may prefer to use blockchain. But again, that's the customer education part that business leader need to do to help people not to be too fearful about the Bitcoin.

Scott Luton ([22:18](#)):

How do you see this? Well, I'll tell you what, from what I'm learning, as I spoke to a dear friend of mine, that I worked in metal stamping with in manufacturing industry, uh, several years back, and, you know, he's been diversifying a wide variety of his investments, and he was telling me not too long ago about how he invested in bit, been Bitcoin a few years back, and how well it's doing here today. So clearly based on that anecdotal, local friendly feedback, and then what I'm hearing here, I gotta get with it. I got to get with the program and then dive deeper because it is truly transforming global business, not just, and we're going to talk about global supply chain here again in a minute. Cause that's one of my, you know, I'm a big supply chain, nerd Bradford, and Nadia, Kevin knows this. All right.

Scott Luton ([23:02](#)):

So let's talk about if, if we can, uh, not, and we'll stick with you for a second and Bradford will come to you next, but naughty, let's say international supply chains are here to stay. I mean, I mean, there's been a lot of talk here in the States, at least about, you know, reassuring and near shoring. And surely that there's, there's already been some of that. There'll be some of that, but, you know, because consumers love, still love inexpensive things and that still, despite some other things that are shaping priorities still, that's really important. And, and that really requires that flex across international supply chains in many ways to act on that, that consumer sentiment. But Nadia, let's say let's play a little role playing game here. Let's say Alita international supply chain. And I really, you know, um, I might be late acting, but I want to jump on and tackle, uh, did a successful digital transformation approach for starters. How would I approach that? And then, and then secondly, if you could address, you know, what training or certification programs, what resources are out there to help me in my team really be successful at it.

Nadia Vincent ([24:04](#)):

Well, it will supply that supply chain B uh, your core business. Yes. Okay. That's good. So whether it is your core business or not your core business, because many organization, it's not the core business, it's about, it's like a super team, uh, business unit in it, and both, they should consider it 360 degree turn. So mission and not focusing on siloed that's mean you should not focus on the supply chain path. Only. You should see your whole business because currently there is a big challenge, meaning organization who transformed, they choose where they think their business need to transform to, and they have some siloed it consuming. And then later on, some of them go bust or get even more challenges because there is a matrix effect. You don't, you don't construct out of your business, but I don't a 60 transformation. That's me looking at every business unit and they invent the business and we are talking about international business, global business. One of the first thing is about covering the business model. That's very important. First thing in the business model, how does it fit in a global market, especially for supply chain, as you say, everyone likes a cheap, some cheap things. You know, you want to give

Scott Luton ([25:31](#)):

Every business, the internet.

Nadia Vincent ([25:34](#)):

Exactly. Exactly. So I will consider really have a full digital strategy. When I say the full detail, sorry. For example, I won't consider one technology. Let's say she wants to implement artificial intelligence. I will tell you, you don't just go and implement artificial intelligence. Artificial intelligence by itself. Doesn't exist. Artificial intelligence by itself is dumb artificial intelligence. Without that, that is completely done without the cloud, is you as less

Scott Luton ([26:11](#)):

Tell us how you really feel naughty. Don't hold any back. The only thing back.

Nadia Vincent ([26:14](#)):

So it's just this STEM we put together and weave the right business strategy. We've the life process with the light business model because what's happening? What I see happening a lot, especially in the past five years before COVID-19 many organizations, you are consuming, they take one part, this, they choose what they are going to implement. They are going to consume the marketing. Okay. We do digital marketing. We take care of the customer experience, but behind do things cool, then work

together. So this model should not exist anymore. It's not sustainable. If a company implement that kind of model today, there is an emergency to have a full transformation with 260, that the transformation to the examine your whole organization, or the always I give you no more than two years to live. So you must live and I sign, I need money. So it's very important to look at it like that.

Nadia Vincent ([27:17](#)):

And based on the strategy, you are going to choose the different tools to implement together, who consume your business. Again, as I say, it's not what the technology is going to do to your business. It's how, it's what you as an executive, what you are going to use technology to achieve in your business. So therefore the business model, the business vision is very important. And then third, we go further down and we talk technology. The last thing to go, yes, yes. In the visions goals. And we go down further and about, uh, learning what people, and actually I've seen that happened so many organization, that facially organization, that I'm called into the skew, the implementation. And then that's when you finding out that part of it was conceived, but most of it was left behind. So in that context, I created a 365 degree approach to digital transformation where I covered from the business vision until the implementation.

Nadia Vincent ([28:28](#)):

And there is such a misunderstanding of digital transformation that some people will say, but I cannot understand that you do it all in idea. I say, I don't do it. I can do it. But as an executive, I know all the part in your business, what you need to implement. And then there are part I'm very specialized in and the other part, then I will call some other expert to contribute to it. And that's how you get it to the under 65 degree that consolidation. And I created this program that I delivered to organization globally, uh, given his path is helping delivering for gum as well. Well, we work more on networking, cloud, artificial intelligence and data structure, and that's a way to help organizations to shift from the siloed to the full 360 to the 65 degree. You start transformation.

Scott Luton ([29:32](#)):

All right. So a lot there it's so you're, so you're saying it's really sick Nadia, right? Three point plan. I appreciate what you shared there. And I really appreciate as Kevin kind of put it it's about people. Some of what I heard you say there, Nadia is, is don't lock in on digital because it truly is business transformation, right? And, and a friend of the show DC, uh, made that point in some of our earlier, uh, programming, Kevin and, and, and I think it's really spot on. Alright. And thank you for sharing some resources.

Nadia Vincent ([30:01](#)):

I'd like to add something to simplify what I said that was long because I created a formula for this, which is very simple. So digitize on digital transformation is equal to individual transformation than business transformation and technology transformation and all divided by fear. That's what is causing people to stop innovating. We need to scale, and we need to unleash the power of innovation from everyone. And you cannot upload your permission without consuming the individual without the towing, the business and the technologies, all of it together.

Scott Luton ([30:45](#)):

So not any there's hopefully not bound to fear. Yes. Not down to fear business calculus was not Condamine college. So I'm hoping there's not going to be any quiz on these equations and Nadia. All right. So Brad for let's talk about digital currencies and I appreciate what you've shared already, but for,

for business owners, business leaders, for that matter, anybody that wants to further explore and kind of train themselves up, what, what resources, what learning resources are out there.

Bradford Botes ([31:14](#)):

Yeah. So again, education in one second, I just wanted to back up something Nadia said, you know, appreciate everything that you just said. There, something that's been really interesting to me with the supply chain is, you know, already watching some big companies adopted. So, you know, we talked about Tesla, but you know, something that's really interesting is Amazon, you know, for the past, about two years now, you could buy anything on Amazon with crypto up to a certain price point. You know? So like, you know, probably like five, \$10,000, but it's very simple. And, uh, you know, it's very interesting to learn. They were, you know, utilizing it to help their supply chain because, you know, basically I would download this little browser extension called moon technologies, and I've talked to this company and, you know, they're partnering with Amazon, but essentially what this browser extension did is when you get on the Amazon checkout page, it would just pull up your Coinbase wallet and then you could pay them directly in Bitcoin.

Bradford Botes ([32:14](#)):

So the first thing I noticed, which is really cool is like, you put it in a dress, but you don't have to put in a billing address for like a credit card processing. And there's no lag time on Amazon side as far as like, Oh, well, let's wait till we get our money to send out the package. It's like, Oh, we have a hundred percent of the asset already in Bitcoin. So we can send out the package right now. There's no lag time, you know? And that also was cool because, you know, on certain days they caught them crypto prime days on em, if you paid with crypto, you'd get an incentive because on their side, they're not paying a transaction fee. They don't have to wait on the money. So it's like, you know, why wouldn't I offer my incentive, uh, my consumer incentive for giving me a preferred payment option.

Bradford Botes ([33:00](#)):

So, you know, on the back end, it's not like, uh, Amazon's whole, all of this Bitcoin, uh, you know, they work with a broker dealer to convert that to USD immediately, or, you know, they probably have some that they add to their balance sheet that they don't liquidate, but just as a use case for supply chain and just showing how, you know, Amazon's, you know, big core, but if every small business owner could be doing this, you know, they could offer their consumers incentives as well. And they could, you know, have the same advantages Amazon is having as far as immediately receiving that asset and not having to rely on any of the third parties that these businesses rely on. So it's kind of like going into what Nadia is saying is, you know, understanding that you can't be scared of these tools because they're so disruptive. And that's something that you need to get behind because you can really be disrupting your current supply chain model. If you adopt these technologies, just do the equation. And it all makes sense. Right. It's, don't be scared.

Scott Luton ([34:07](#)):

I wanted to get my protractor for that

Bradford Botes ([34:09](#)):

One. Yeah, yeah, yeah. Scared figure out how to do it, and it's become easier and easier. And, uh, I guess just kind of pivoting to the next part of the question, just education.

Scott Luton ([34:21](#)):

So, so Bradford, if I can wait, and just for a second, before we switch over to education on digital currencies, Kevin Bradford, Nadia had just dropped a ton of knowledge here. So before we, before we talk about education on digital currencies, what would you piggyback on here? What's, what's, what's one of the most important things that our audience really needs to understand about that last segment.

Kevin L. Jackson ([34:44](#)):

Well, I don't want to scare people with equations, but that equation was really important because that denominator, yeah, it's tough. The more fear you have, the less you can take advantage of your own transformation of individual, your business transformation and the use of technology for transformation. So you really, you slow yourself up by having fear, right? No, go try things, learn about things, get the education fear. There's no real value in fear. It just takes fear away.

Scott Luton ([35:28](#)):

Love that. All right. So now Bradford, now we're going to talk about using the education to smashing that fear, right? Smashing that fear down. What, what some resources you'd recommend to folks.

Bradford Botes ([35:39](#)):

So I would recommend, you know, credible sources for information just like anything. And that's been very hard to find in the crypto space with it being, you know, a lot of people were just saying like, I might be a big point influencer, a blockchain expert, but you know, up to this point, everybody is really trying to learn how this technology is going to become standardized and, uh, you know, really implemented, I mean, you know, all of these different models, so credible source for information, I would listen to a lot of the speakers on a real vision. If you've heard of that, I think the block works group, uh, Anthony Pompe, Liano their podcast. Um, off the chain offers a lot of good information and, you know, there's only going to become more and more opportunities for education. I actually see a lot of, uh, you know, the next few years there being, uh, a lot of job opportunities created around just helping businesses, consumers, uh, individuals educate themselves and, uh, set up these technologies that are going to enable them to transform their businesses, utilizing these tools.

Bradford Botes ([36:48](#)):

So, you know, just like in the early nineties, when you had a business that was just a bunch of cubicles with no computers in it, they had to hire some kind of service to come in. And whether those people knew how to use those tools or not, they had to implement the tools and educate them how to use them, to evolve the business and continue to allow it to scale. So, you know, we're just going to see another one of those opportunities. And, uh, you know, I think in a lot of ways it will help the economy, um, and job creation a lot. And that's international because this is not just a domestic thing. This is a global, uh, a global recession.

Scott Luton ([37:25](#)):

Well put, uh, Kevin, I'm gonna toss it back over to you, but really quick when Bradford talked about that, that cubicle example, uh, it took me for some reason, took me back to my air force days back in my first stint. And we were using two 86 is in three 86. And then we got the, the fast four 86, I think was the first Pentium chip. But to Bradford's point, we got it. We gotta lean on those trusted resources and advisors that help us figure out where that, you know, how can we implement that kind of stuff and act

on and to get over our fear that prevents us from acting. So a lot of good stuff here. All right. So Kevin, where are we going next?

Kevin L. Jackson ([38:01](#)):

Yeah. Well, I was just wondering Brad for footage training education, is there a top age limit, so stable. Oh, I never got to be young.

Bradford Botes ([38:19](#)):

Well, that's why there's going to be a lot of jobs created for people. Right?

Kevin L. Jackson ([38:24](#)):

I'll tell you, this is, this is really been an enlightening discussion. I mean, we've learned a lot of how things are going to going to change. So other, other than me are interested in learning more. So, so Brad, how, how would listeners get in touch with you to, to learn and I'm going to get the same thing from Nadia.

Bradford Botes ([38:47](#)):

Yeah. So, you know, connect with me on LinkedIn. My name's Bradford Bodus and, uh, that's B as in boy, O T E S and, uh, also connect with us over at deal box, go to our site, DLB x.io. We're a company that's packaging up a lot of these digital securities. So, you know, we're tokenizing these companies, cap tables and equity so that, you know, their security and revenue streams and royalties can all flow on a blockchain, but we have a lot of crypto related companies, uh, that are helping with this education adoption resources. So definitely get in touch with me if you'd like to learn more about these companies, uh, and just ongoing education, we'll be doing some cool things with the clubhouse app, if you're familiar with it, uh, where we'll have a chat room, uh, that will allow people to come on and join us and ask questions and just learn more about the, uh, different tools and resources that we have.

Kevin L. Jackson ([39:47](#)):

Yeah. I just found out about what make crypto easy.io. So I go check that out and, uh, Nadia transformation, how did they reach out to you and learn more about what they need to do?

Nadia Vincent ([40:03](#)):

They can reach out to me on LinkedIn. My LinkedIn name is M dot Nadia. Vincent. My company is digital transformation leaders.com. And you can see the logo with the big icon behind me and for education. Well, for the last seven years, I've been educating people, preparing themselves to adopt digital transformation. And my second book leveraging digital transformation, which you will find on Amazon and any other libraries leveraging digital transformation is focusing on educations. I mean, you under 60, 65 degrees on salvation and as well on digital transformation leaders, we have lots of courses and coaching for that. So I can be rich that way on, on Twitter. My name is it twins leader at it leaders. So yeah, I'm very available on that.

Kevin L. Jackson ([40:56](#)):

Great. I teach trans leader. So, um, on that note, be sure to check out a wide variety of industry thought leadership@supplychainnow.com. And you can, you can find us and subscribe wherever you get your podcasts. So on behalf of the entire team here at supply chain, now this is Kevin L. Jackson and Scott

wishing all of our listeners, a bright and transformable future. We'll see you next time on digital transformers.

Speaker 6 ([41:30](#)):

Thanks everybody. Uh,