

Raymond J. Prince



Advisor Group for the
Graphic Arts Industries

<https://hrlevenson.wixsite.com/gcag>

PRESS RELEASE

Becoming a Digital Boss—

Laura Moynihan of Digital Helpmates encourages industry newcomers and private users to be in control of their computers and mobile devices

(Pismo Beach, Calif.) In the November 2021 article of the ***Graphic Communication Advisors Group (GCAG)***, Laura Moynihan, principal of ***Digital Helpmates*** in Bremerton, Washington, describes how to become a “**Digital Boss**” over the day-to-day technologies required for industry and private use.

In her article, ***Lessons from The Jetsons ...and how to become a Digital Boss***, Moynihan points out that efficient use of computers and mobile devices is a must for productive and profitable organizations. However, with the present labor shortage, companies are forced to hire workers that may lack sufficient computer and digital-device knowledge. Additionally, training budgets often do not exist or are insufficient for such on-the-job training, particularly when working remotely. Moynihan describes alternative tutoring for industry newcomers and other individuals wanting to master as well as understand their digital devices. Moynihan points out that, “**A Digital Boss has the right to be served by their technology, not the opposite.**”

Moynihan’s complete article is available at:

https://hrsite.files.wordpress.com/2021/10/lessons-from-the-jetsons.final_pdf

Harvey Levenson, Cal Poly Professor Emeritus and coordinator of the GCAG, said: “Laura Moynihan’s Digital Helpmates idea to expedite digital training is seminal. I do not know of any other such training, both online and/or in person. The pandemic and labor shortage has heightened the urgency for such training as inexperienced workers enter industry, and as “stay-at-home” individuals are relying more on electronic communication than ever before.”

Moynihan’s article is the eleventh in the first-year series of the Graphic Communication Advisory Group (<https://hrlevenson.wixsite.com/gcag>), and will appear in an annual journal early in 2022.

About the Graphic Communication Advisors Group

The *Raymond J. Prince* Graphic Communication Advisors Group (GCAG) is a team of specialists and experts accessible to the printing, publishing, packaging, and related communities. The group provides fresh, outside perspectives representing a broad range of experiences and a long-term commitment to all facets of the graphic arts industries. Many of the GCAG consultants and

practitioners are printing industry “household names” and best-known managers, technologists, scientists, researchers, authors, and Expert Witnesses. They bring the power of their deep expertise and problem-solving acumen to bear on training and solving difficult problems. See: <https://hrlevenson.wixsite.com/gcag>

Laura Moynihan is a former graphic designer, copy editor, journalist, and high school English teacher. In 2020, she founded Digital Helpmates, her fourth business venture, after tutoring technology full-time since 2015. Today, Laura manages several other Tech Tutors and teaches them how to provide the best one-on-one tech help available today. With degrees from Pepperdine and Dominican Universities, Laura’s burning desire is to help elevate humanity through teaching and technology.



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