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TECHNOLOGY AT WORK

The Apps These 15 Entrepreneurs Can't Live Without

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Every trailblazer takes the digital concept of productivity differently, but all have certain apps they'd never go a morning or evening without clicking on.



Though an entrepreneur may prefer wearing one hat over another, founding your own company and becoming not only your own boss but perhaps, the manager of many — requires most successful business owners to work major overtime. While before they went solo they had a siloed role, the title of 'CEO' often throws many more demands into their wheelhouse, some of which, perhaps they aren't as skilled to execute. And all of those stakes and deadlines raise their expected output ... quickly. Blame it on competition, pressure from investors, those big ideas that miraculously come at the witching hour, but to ensure every facet of their hectic life is run as smoothly as possible, many rely on their smartphone to organize it all.

And while, sure some of these apps directly impact their bottom line, sales goals or deliverables, others become their moment of zen, fitness or social connection, helping them to alleviate some of the stress of their 24/7-lives. Every trailblazer takes the digital concept of productivity differently, but all have certain apps they'd never go a morning or evening without clicking on. And no, sorry, for most, it isn't scrolling through Instagram day-in and day-out.

If you're considering starting your own gig, going freelance full-time or merely need an extra push to complete the last quarter of the year, test the effectiveness of these entrepreneur-recommended apps:

Voice Memos

“Whenever I have a meeting with one or more clients or prospects, I ask permission to record the audio of our meeting, and I explain why. I tell them that not only would I rather focus my attention on what they are telling me—so I don’t need to write it down—but it also helps me better understand what they are saying. When I’m listening, I’m also thinking about how to respond, and how to move the discussion in the right direction.” — [Marty Schultz](#), technology innovator.