

Twist Goes Global

Written by

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One of the biggest mistakes any small or mid-sized business can make is to th



ink like a small or medium-sized business. You might be based in a particular region, but that does not mean that your area of influence needs to be limited to that geographic area. There are so many ways that even small businesses can think big, think globally, and taking advantage of them is key for success.

Technology these days makes it easy to get your message out to people around the world, but being able to reach people in different locations does not make you a global company. So what does it really mean to “go global”? From our perspective, going global not only means reaching people around the world, it is also about providing information, products, and services that are relevant to people whether they are 10 minutes or 10 hours away.

As some of you might know, our fellow Twister Jocelyn recently relocated to Hawaii. Although we are insanely jealous, we are also excited that she will be able to remain a part of the Twist team. Technology that was once only available to multi-million dollar corporations has now

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made it possible for the team here in St. Louis to stay in contact with Jocelyn and continue to share the information necessary to best serves our clients. What is most exciting for us about Jocelyn's move is the fact that we have another team member in a different part of the country who now has a different perspective to offer us and our clients; and Jocelyn isn't the only member of our team outside of St. Louis. We have graphic designers and web developers not just in another state but in other countries which allows us to serve our customers virtually 24X7 and provide that international perspective that helps set us apart.

Find Jocelyn on [Facebook](#) and see how she's settling in.