

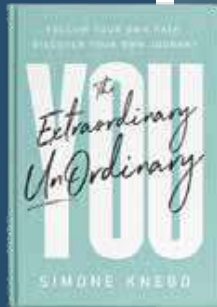
# WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

## Your Best Year Ever

By Michael Hyatt

Sometimes, all we need is a little push in order to accomplish something extraordinary. That's the premise of *The Extraordinary UnOrdinary You: Follow Your Own Path, Discover Your Own Journey* by Simone Knego. Motivation isn't always easy to find. In *The Extraordinary UnOrdinary You*, Knego tells her personal story of finding inspiration and motivation. She helps guide readers out of their comfort zones and into the unknown. Being an entrepreneur herself, she recognizes that many other entrepreneurs struggle when searching for a path forward out of their comfort zone. This book helps them find the push they need.



## You NEVER See It Coming! ~but once it hits, everyone says, "I wish I would have \_\_\_\_"~

A year ago, no one could have predicted that countless businesses would shift to a remote work model. The pandemic hit hard and fast, and small businesses had to think on their toes. Many had only a few weeks to adapt. It was stressful and extremely challenging.

Look back on it, many SMBs wish they'd had a plan in place that would have made things easier. When the pandemic hit in February/March 2020, SMBs had to absorb the huge cost of getting their employees up and running off-site. Not only was it costly, but it also took a lot of coordination and on-the-fly planning. This meant things slipped through the cracks, including cyber security.

As they say, hindsight is 20/20. You may wish you had a plan in place or had more time, but

you didn't. A vast majority didn't. However, you can still plan for the future! While you never know when disaster is going to strike, you CAN be prepared for it. Whether that disaster is a pandemic, flood, fire or even hardware failure, there are steps you can implement today that will put you in a better place tomorrow. Here's how to get started.

### Put your plan into writing.

First and foremost, you should have a standard operating procedure to call on, should something go wrong. For example, in early 2020, many SMBs didn't have a security plan in place, let alone a *remote* work security plan. They had to make it up as they went, which just added to the challenges they were already experiencing.

*Continued on Page 2 ...*

## February 2021



**Bill Wright**  
Founder &  
CEO

### Our Mission:

Technology systems that anchor your business and protect what you have built, from a company inspired to make the world better.

... Continued from Cover

To get over this challenge, work with an experienced IT services company or managed services security provider (MSSP) to put together a plan. This plan should include a cyber security protocol. It should define what malware software employees should be using, what number they should call for 24/7 support, who to contact when they receive suspicious e-mails, how to identify suspicious e-mails and so on.

More than that, it should outline exactly what needs to happen when disaster strikes. Pandemic? Here's how we operate. Fire? Here's what you need to know. Hardware failure? Call this number immediately. The list goes on, and it can be pretty extensive. This, again, is why it's so important to work with an MSSP. They've already put together plans for other SMBs, and they know where to start when they customize a plan with you.

*"when you have IT security in place, including firewall protection, malware software, strong passwords and a company-wide IT security policy, you put your business and all your employees in a much better place."*

### Invest in Security and Backups.

While every business should have network security already in place, the reality is that many don't. There are a ton of reasons why (cost concerns, lack of time, lack of resources, etc.), but those reasons why aren't going to stop a cyber-attack. Hackers don't care that you didn't have time to put malware protection on your PCs; they just want money and to wreak havoc.

When you have IT security in place, including firewall protection, malware software, strong passwords and a company-wide IT security policy, you put your business and all your employees in a much better place. **All of this** should be in place for both on-site employees and remote workers. With more people working from home going into 2021, having reliable IT security in place is more important than ever before.

On top of that, you should have secure backups in place. Investing in cloud storage is a great way to go. That way, if anything happens on-site or to your primary data storage, you have backups you can rely on to restore lost or inaccessible data. Plus, having a solid cloud storage option gives remote employees ready to access to any data they might need while cv'j qo g"qt" qp'yj g'i q0'

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**ugev'k{ 'qh'yj g'dwukpgu'ku'gn0'** This where your IT partner comes into play. They are someone you can rely on 24/7 and someone who will be there for you during a pandemic or any other disaster.

## Free Report Alert: What You Need to Know About Cloud Computing



If you are considering cloud computing of Office 365 to save money and simplify IT, it is extremely important that you both download and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network to the Cloud."

This report discusses, in simple, nontechnical terms, the pros and cons of cloud computing, data security, how to choose a cloud provider and three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy at [www.WCITech.net/cloudreport](http://www.WCITech.net/cloudreport)

## Microsoft 365 Tip

**You know you're working hard when your desktop looks like the inside of your brain - 20 different windows open at once.**

Here's a great way to minimize everything but the one window you're currently working on.

Click the title bar of the window you want to keep open. Hold your mouse button down and give the window a shake back and forth. After a couple of seconds, all the other windows will minimize, leaving just the one you want open. Cool.



# What *key change* could your business *benefit from*?

**You could say that we're all experts at change, now. After last year, even those who were resistant to change have passed a masterclass in adaptability.**

When you're running a business, change isn't a bad thing. And that's also true when it comes to the technology you use.

Your IT setup should be something that's been well thought through. It should allow your business to change and adapt with minimal stress.

However, if you don't have an IT service partner working proactively, you might be missing that.

It's one thing having an IT support company waiting to fix things for you. It's another having a partner who's constantly looking at your setup and designing ways to make your team's lives easier both now and in the future.

This is what we do. And this is what makes us different.

We're confident that after spending a little time on a call with you, we could identify some areas for key change that could make a huge difference to your business and its IT setup.

We're calling this our key change audit. Snappy, right?

During this audit, our experts will take a detailed look at your IT infrastructure, what you do and the tools you currently use to do it. We'll discuss how you'd like everything to work in an ideal world. Then we'll make suggestions on the key changes you could make to get your setup as perfect for you as possible.



Visit  
**[www.scheduleyou.in/53PTQqp](https://www.scheduleyou.in/53PTQqp)**  
to book your audit



## SHINY NEW GADGET OF THE MONTH

### FitTrack: A Revolutionary Scale Lets you Look Inside Your Body

Right now, countless people have gotten lax on their New Year's resolutions and given up on their goals. One of the most popular resolutions is to get fit. It is also one of the most challenging ones to see through to the end. The FitTrack smart scale is here to make that a little less challenging!

FitTrack has earned its designation as a smart scale. It does much more than tell you your weight. With a number of other sensors, as well as data you input into the FitTrack app, it can tell you all sorts of things. Yes, it will tell you your weight, but it will also tell you things like body mass index, muscle and bone mass and hydration levels, to name just a few. In total, it can track 17 key health insights.

As you work toward your fitness goals for the year, don't miss out on a companion that will give you crucial data along your fitness journey. Discover more about FitTrack at [bit.ly/2VOg7Vs](http://bit.ly/2VOg7Vs).

## The Worst Passwords of 2020!

Password manager NordPass recently revealed the worst passwords of 2020. The list included several passwords that were on the list in 2019 (and the year before that...) These are passwords that hackers LOVE. It makes getting into accounts super easy.



4. password
3. picture1
2. 123456789
1. 123456

# Production v. Connection ~The Ailment and the Cure~

Recently, I had what we like to call an "aha moment" while listening to a sermon one Sunday. The minister made the observation that our society as a whole has swung to the extreme side of *productivity* at the expense of our *connections*. It hit me that this is one of the greatest ailments we see as coaches with our member companies and leaders, especially as of late.

### Culture > Appreciation > Connection

We know the best-performing companies are those that devote significant effort to creating a culture that their team members *want* to be a part of. And where does that culture come from? People crave appreciation in the workplace - and we're talking sincere, heartfelt appreciation, not the casual "pat on the back" or quick "thanks" in passing. *Real* appreciation can only occur if there is a *real* connection between people. Connection is valuing the other person more than yourself or having an "others first" mindset. It takes effort, vulnerability and emotion. True culture cannot exist without both of these key elements.

### The ailment

Unfortunately, in our "all about me" culture, connections tend to be shallow and unemotional. It's not 'what can I do for you', it's what can you do for me. As a society and in business, we have become so laser-focused on over-achievement and beating the competition that our connections receive little attention. Especially today, when companies are striving to get back on their feet, push out new offerings and make up for lost time from the pandemic, connections are starving due to the demands of winning.

### But at what cost?

There have never been higher instances of job discontentment, disconnected families, depression, suicide and overall lack of joy. Our extreme focus on production and achievement has



come as a huge cost to society. Extremes at either end of the pendulum never end well.

### So, now what?

Back to our coaching perspective, I think we have it right when we help our companies focus on culture by viewing their team members as human beings and not just a means to productivity. In addition, we all know that you cannot truly separate the business side from the personal side and that you have to be equally intentional in both areas to create the life you want, which involves real connections to who and what we love.

It's time to swing the pendulum back, ease off the production pedal and give more attention to treating each other with compassion and putting others first. It may seem strange, but the companies that have done this well typically outperform on the production side, too, because connection is a great motivator for betterment - both personally and professionally.

Gee, maybe there's really something to the old Golden Rule thing.



David Pierce spent the first 30 years of his career in the corporate world. As a CPA, he spent a decade with Deloitte and PwC, and another 20 years in a C-level post in regional banking. He also launched one of the first stand-alone online banks in the US. As an entrepreneur, he eventually said goodbye to the corporate world and started his own consulting firm, and became a Four Decisions Certified Gazelles International Coach and a Petra Coach.



## Everyone on your team needs cyber security training. Including you.

**Every good business leader knows that training is essential for a highly productive team.**

But, have you ever considered giving your staff cyber security training? You really should.

What is it?

It's about increasing their awareness of the ways that criminals try to break into your IT system. And the devastating consequences if they do.

**So they'd learn:**

- How to spot the different types of fake emails and messages, and what to do with them
- The risk of social engineering by email, phone, or text message
- Why we use back security tools such as password managers and multi factor authentication (where you generate a code on another device)

By hiding regular cyber security training sessions, you can keep everyone up to date. And develop a great culture of security awareness.

It's another layer of protection to help ensure that your business doesn't become part of a scary statistic (one small business is hacked every 19 seconds).

PS, as the leader, it's critical you do the training, too. You'll be one of the most targeted people in the business, as you probably have access to all the systems, including the bank account.

*If you don't already have cyber security training in place, we'd love to help. Give us a call or drop us an email anytime.*

Come hang with us on social media!



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### LATEST TECH ALERT

#### 5G is a major upgrade in speed

**Sure, there's been a lot of controversy about 5G.**

But one thing's for sure - depending on which network you're on, it can be incredibly fast. Up to 10x faster than 4G.

What will make 5G feel faster to us is not just the speed increase.

It's also the reduced latency.

That's the time it takes for data from your device to be uploaded and reach its target.

With 4G, the average latency is 50 milliseconds. With 5G it will be about 10 milliseconds. That lack of delay is what we will interpret as "wow, 5G is REALLY fast".

# Got a scary new friend?

## It's not as rare as you might hope.

Ransomware is the fastest growing cybercrime in the world right now (it's where all your data is encrypted, and you must pay a ransom to get it back).

And those delightful cyber criminals are using our new work from home culture to find their way into your network.

There are many ways for them to do this. Once they're in, it can be very difficult to detect them until they launch and attack. And that can take up to 10 weeks.

That's 10 weeks of them lurking in your network, seeing all your private data, installing suspicious programs on your devices... and just waiting to make their move.

Scary. It's not always easy to spot if you've been compromised.

*If you think someone's done something like click on a bad link in an email, let us look to see if hackers are already in your system.*

*Give us a call.*

## Three questions for you:

1. Do you currently have an IT support company?
2. How happy are you with them?
3. If the answer isn't "they're amazing", let's jump on a Zoom

**Everything that happened in 2020 taught businesses round here just how important proactive, responsive IT support is.**

*If you'd like to set up a 15 minute Zoom, go to my live calendar at*

<https://www.scheduleyou.in/53PTQqp>

### QUESTION

**How can I make my Wi-Fi faster?**

### ANSWER

Try moving your device closer to the router. If that works, you may need to install some access point to extend your range. Connect directly to the router with a cable. If it's still slow, call your provider to see if they can work some magic on their end.

### QUESTION

**Why can't I print?**

### ANSWER

Is your printer connected to your Wi-Fi? Are all the cables plugged in firmly? Is there sufficient paper and ink? If you've checked these and it's still not working, try restarting your router.

### QUESTION

**My computer keeps crashing. What do I do?**

### ANSWER

Annoying. There can be many reasons why your computer has crashed. First, give it a couple of minutes to see if it fixes itself. If not, open your task manager, see what program is not responding and close it. If that doesn't work, restart the device and try again. If it happens repeatedly, call for help!

## Tech Fact#1

Every month, hackers release around **6,000 viruses**.

## Tech Fact#2

24 hours of video is uploaded to YouTube every minute. That's **34,560 days' worth of video**, every day.

## Tech Fact#2

Changing font can save printer ink. The theory is, if you switch to a lighter stroke, you'll use a little less ink per page, meaning around a **10% saving when printing large quantities**.

## Tech Fact#4

**92% of the world's currency is digital**, existing only on computers. Even banks store money electronically.

# Technology Update

**When did you last upgrade your office phone system? Have you done it in the past 5-10 years?**

You'd be surprised how many businesses haven't. And the benefits they're missing out on by not doing so.

Not only can a new VoIP phone system save your business money (no need to install new lines as your business grows, and no cost per call), but it also brings a whole host of other benefits.

Clearer calls. More functionality. They're every way more adaptable for remote workers.

**Not sure where to start?**

Just give us a call, we can help you find the most compatible system for your business.

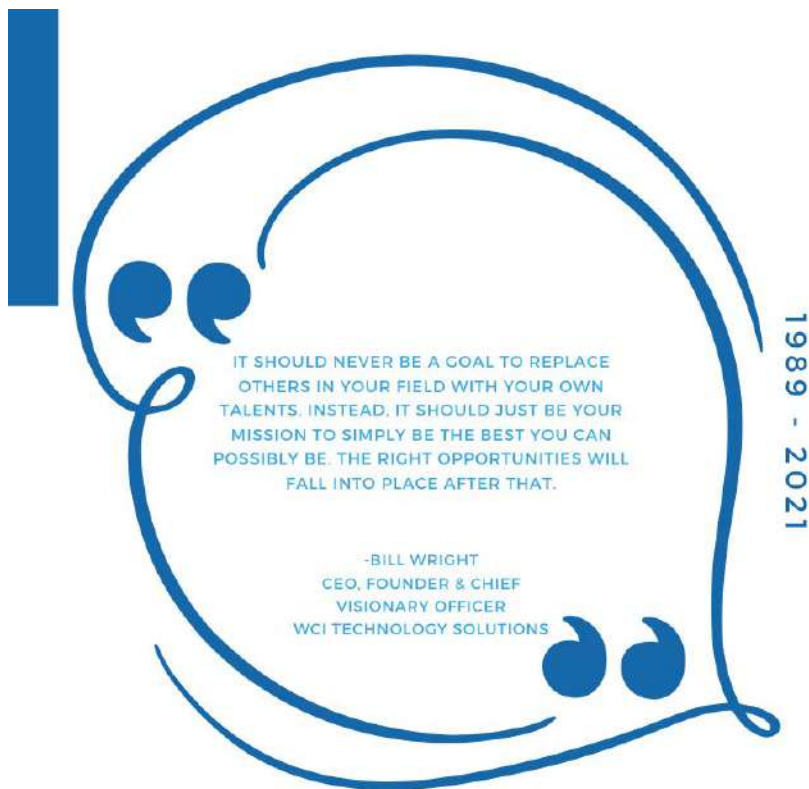


## Inspirational Quote of the Month:

*"The technology you use impresses no one. The experience you create with it is everything."*

*-Sean Gerety, user experience expert*





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## 3 ways to protect your data during Covid-19

1. **Manage your passwords.** You've heard it before, and you'll hear it again - one of the best ways to keep intruders out of your data is to lock it behind strong passwords that are updated every 60-90 days. Use passwords that are a mix of letters, numbers and special characters. Make passwords long and confusing.

2. **Secure all data.** Who are you sharing your data with? Do former employees still have access? What about former clients? Take time to see who has permission to access your network and data. While you're at it, clean up old or useless data that may be just taking up space. When you know what data you're saving - and who has permission to access that data - you can better protect it.

3. **Adopt best practices.** When was the last time your team received IT security training? Never? Five years ago? It's time to get back on it. Train your team on the

latest cyber security threats and how to handle them. Then, adopt best practices so your team knows what to do when they receive a phishing e-mail or there's a threat to your network. *Inc., Nov. 20, 2020.*

### Confidence is key: how to self-promote for greater success

We often don't like to talk about ourselves. But, there are many times when it is important to talk about yourself and to convey your accomplishments. Maybe you're applying for a new position within your organization, you're trying to establish a partnership with another company or you want to expand your professional network. Either way, here are a few ways to self-promote without sounding like a brag.

**Lean into your expertise.** Call on your experience. If someone is dealing with an issue you're familiar with, walk them through it. Or, take on the role of mentor with others in your organization or community.



**Be receptive to feedback.** This is how we grow. Listen to what people have to say and respond by taking action. Make adjustments as they make sense. When you receive positive feedback, accept it graciously.

**Emphasize "together".** Don't make things just about you. Share credit when it deserves to be shared. Be a supportive and motivational voice. Uplift others. *Forbes, Nov. 23, 2020*