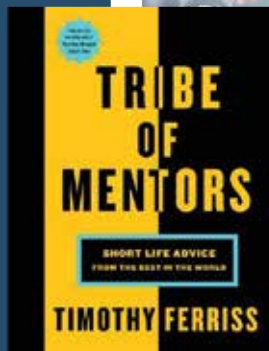


# WCITechnology Insider

Insider Tech Tips - Written for Humans, Not Geeks

## *Tribe of Mentors: Short Life Advice From the Best in the World* By Timothy Ferriss

How do the most successful people figure out how to get the most out of their time? What are their priorities? These are two of the many questions Timothy Ferriss asks in *Tribe of Mentors: Short Life Advice From the Best in the World*. The book details everything from their morning routines to how they discovered their ideal work-life balance. This is for anyone who's trying to find that balance and maximize their productivity. It's also for anyone trying to overcome any major obstacle, personal or professional - especially if they're not sure of what to do next. You might not find the perfect answer, but you'll probably find your next step forward.



## These Technologies Hold the Key to ~Growing Your Business~

## July 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.

After a roller coaster of a ride in 2020 and into 2021, businesses just like yours are looking to the future. Their eyes aren't just on recovery. Many businesses are eager to make up for lost time, and they want to bring new customers into the fold.

There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs: technology. Under the umbrella of tech, you have plenty to choose from. It really comes down to finding the right solutions that fit the current or future needs of your business.

This month, we'll dive into two ways you can utilize various technologies to grow your business in the second half of 2021 and in the years to come. Let's get started.

### Using Automation

Many businesses have yet to crack the code on automation. They aren't sure how to implement it and make the most of it. And that's okay. Automation comes with a few hurdles, like just getting started for one. It's an investment of time and money. However, once you get started, it does the rest.

A majority of daily business activities can be automated. One increasingly popular form of automation is artificial intelligence (AI), often used by chatbots. In the past, chatbots were useless. From the user standpoint, they never worked as expected. But those days are over; thanks to major strides in AI technology, chatbots are automation kings.

*Continued on Page 2 ...*

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Chatbots are highly customizable. You can use them as the first "person" a customer or potential customer sees when they visit your website. From there, a chatbot can ask questions and mimic a real person. But, here's where the automation really comes into play: if a potential customer has a specific request of question, the chatbot can instantly direct them to the person within your company who can help. It saves a lot of time.

Automation is also useful when it comes to collecting data. Now, you can rely on numerous apps to collect different types of data and have it all sent to one place. For instance, you should have forms on your website where people can input data, such as their name and e-mail (and other similar

*"There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs: technology."*

data you may be interested in). You lock free content (such as special reports, books, videos, demos, offers, etc.) behind a "data wall". Once a potential customer gives you what you want, they get access and you have a lead.

### Investing in IT Security

Many businesses went through huge changes last year. One common change was the shift to remote or hybrid work models. In the process, these businesses had to figure out a lot of things on the fly, from how to get their employees up and running, to making sure their data was secure.

Unfortunately, many businesses, particularly small and medium-size businesses, struggled to balance getting their employees up *and* running and staying secure, due to a lack of resources, support or know-how. They ended up having to focus on one or the other - data security often got left in the dust. And in the mix of it all, growth completely fell off their radar.

We're going into Q3 2021, but many businesses still lag behind when it comes to their IT needs. Not investing in network security, and an overall IT security strategy, has the potential to hold your business back and prevent the growth you're looking for. Not only is your data at risk from both internal (hardware failure, data loss, etc.) and external (data breaches, cybercriminals, etc.),

but there are also other issues to be aware of

Here are a few questions to consider:

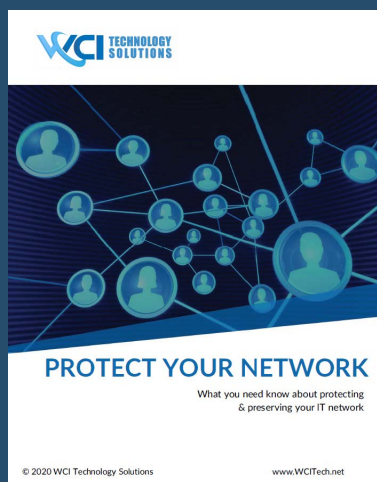
- Do your employees have strong endpoint security? (Are their devices and network connections secure?)
- Are they trained in IT security protocols? (Do you have protocols in place?)
- Are your network and IT needs scalable? (Do they allow for growth or are they static?)

These questions are a starting point. If you aren't happy with the answers, it's time to fill the gaps and give your business the advantage it needs for the future.

### Getting Started

If technology still eludes you, you want to jump into the cloud or automate parts of your business, or you need to boost your data security, your best next step is to partner with a managed services provider (MSP) or a firm that specializes in IT solutions. You never have to do any of these things on your own - especially if you have questions or aren't sure how to get started. This is the kind of partnership that can put your business on the path to hitting your growth goals and set you up for tech success!

## Free Report Alert: Protect Your Network



This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Get Your Free Copy at [www.WCITech.net/protect-your-network](http://www.WCITech.net/protect-your-network)

## Microsoft 365 Tip

You know when you copy and paste, and you accidentally copy something new... losing information you hadn't yet pasted. It's annoying. Instead of getting frustrated, use this neat little trick on your Windows PC: Clipboard history.

Go to Start > Settings > System

Click 'Clipboard' and toggle 'Clipboard history' to ON

Once you're done that, type Windows + V and you can see a list of the last 25 things you copied. Simply click on the one you need to re-copy it.

# One way or another, your people are going to take your business down

## The threat of an insider attack in your business is more real than you realize.

Of course, it's not always intentional. Most insider attacks happen because of naivety or negligence. Perhaps you haven't educated your people on cyber security and the red flags to be aware of. Possibly someone had a momentary lapse in judgement. It happens, a lot.

But almost a quarter of insider attack are malicious.

That's someone on the inside actively stealing your data or allowing others access to it. This may be someone with a grudge, someone looking for financial gain, or even

someone who has already left the business.

So what plan do you have in place to tackle and reduce your risk of an insider attack? Because as with everything in business, planning is the best way to get ahead. And with the estimated cost per insider attack being hundreds of thousands of dollars, can you really afford not to create a plan to protect your data?

We call it an insider threat strategy,

and it covers everything from training to staff exit planning.

If this is something you don't already have put together, give us a call today to find out how we could help you develop and implement your own, customized plan.



## Let's talk on a video call A big question for you:

**Do you currently have an IT support company? And if so, how happy are you with them?**

*If your answer isn't "I'm so delighted I want to send them their favorite candy bars in the past every day, and message them goodnight before I climb into bed," let's jump on a video call.*

**Visit [wcitech.net](https://wcitech.net) and schedule a consultation with us.**



## Shiny New Gadget of the Month

### Your Car Companion: FIXD

When you're driving, there's one thing you hope to never see: the Check Engine light. This symbol often means that something is wrong, but it's rarely clear what that is. Well, here's a little help: FIXD!

FIXD is a small device that connects to your car's onboard diagnostic (OBD) port. Every car built after 1996 has this port - it's what mechanics use to diagnose vehicle issues when a dashboard light comes on. You can use it too, so you won't have to rely on a mechanic to tell you what's "wrong" with your car. FIXD wirelessly connects to your smartphone and tells you directly. Then, you can decide what to do!



Say goodbye to the mysterious Check Engine light and say hello to FIXD. Learn more at [bit.ly/3alSXwy](http://bit.ly/3alSXwy).

### Did Your Facebook Info Get Stolen?

Earlier this year, it was discovered that over 533 million Facebook users had information stolen in a massive data breach. Speaking with *WIRED*, Facebook said hackers exploited a "flaw in a Facebook address book contact import feature."



The targeted data included profile names and Facebook ID numbers as well as more personal information, namely e-mail addresses and phone numbers. Thankfully, financial data was not part of the breach, but it's data that cybercriminals can use for phishing scams.

If you have a Facebook account, be sure to keep personal details off of your profile and restrict access to family, friends and followers - do not maintain a public profile. To see if you were part of the breach, you can check your email and phone number at [HaveIBeenPwned.com](http://HaveIBeenPwned.com)

## Mastering Authentic Leadership

When I think of the old definition of leadership, I think of corporate CEOs pretending they don't have weaknesses. Instead of using more productive leadership habits, they're focused on fixing, managing and controlling perceptions to get what they want (the same way a drug addict fixes, manages and controls perception to get the next hit).

Great leaders in the future will lead in a fundamentally different way. The only people who have been systematically trained in the new, authentic model of leadership are recovering drug addicts. This is probably not the first time you've heard about leadership, and you may be familiar with my story and stories like it. And we have all been impacted by addiction in one way or another. As a recovering addict, I've been there. But, I've also been in leadership positions.

We have a saying in recovery: "A head full of recovery will screw up your using." Once you know something, you can't unknow it. It's all about "screwing up" your perception of leadership. But first you have to understand your addiction - that thing you do over and over again, despite the negative consequences.

There are three behaviors addicts exhibit:

1. Saying yes to something you should say no to (getting high)
2. Hiding your weakness ("I never talked about how much I was struggling")
3. Avoiding difficult conversations (such as interventions and getting clean, thus preventing solutions)

As a professional, you waste 500 hours every year doing these three things. It's possible



you are an addict and all you have to do is accept the possibility that you are an addict. When you realize this, you can begin to say no instead of yes. When you do, things will start to change - that isn't to say it's easy.

You can tell a leader to just stop over-committing, stop being inauthentic or to stop working at 5 PM, but these things are scary 0 and we aren't addressing the real problem: addiction. Leaders are addicted to their "mask" - that thing they hide behind as they exhibit those behaviors.

What can you do about this? I had a 12-step process to address my addiction, but it boiled down to three things:

1. Practice rigorous authenticity
2. Surrender to the outcome
3. Do uncomfortable work

You learn to lead in a fundamentally different way. Addicts have exclusive access to these kinds of principles. So, I'm sharing these same ideas with you, to help you know you can get clean and change the way you lead.

**P.S.** Be sure to check out the accompanying Petra Coach webinar at [PetraCoach.com/mastering-authentic-leadership-with-michael-brody-waite](http://PetraCoach.com/mastering-authentic-leadership-with-michael-brody-waite).



Michael Brody-Waite is a recovered drug addict who has since become a three-time CEO and TEDx speaker (with over 2.2 million views.) He's held a leadership role at a Fortune 50 Company, he's the founder of an Inc. 500 company, he's led a nonprofit, and he's the author of *Great Leaders Lead Like Drug Addicts: Lead Like Your Life Depends On It*

# Let's ditch the passwords



**Don't panic, we haven't gone completely crazy. We're still the security-conscious company you know and love.**

But, passwords are a pain, aren't they? First it was "remember to change your password frequently". Then it was "use randomly generated passwords." And then, "don't forget to use a password manager!"

Things change so often it's hard to keep up. However, we're lucky that we're being given new, more secure ways to keep our people and data protected.

And with biometrics becoming more widely used, it's time you make some more changes to the way you log into your devices. Sorry.

What are biometrics? You may already be using them - it's when you use facial or fingerprint recognition to unlock your device. Retinal scanning is even a thing (although not yet widespread for everyday devices.) And they give you an added

layer of security, because someone can't steal your fingerprint or your face!

You can also use biometrics across your apps and software to give you more protection from cybercriminals. It means that should someone steal your device, or access it remotely, they can't access your accounts and data. What better way is there to protect your accounts?

*If you haven't got biometrics set up within your business, give it a try. We can guarantee that this technology is only going to increase in popularity thanks to the added protection it gives you.*

Come hang with us on social media!



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## Did You Know?



### you don't need a third party app to screen share?

If you found yourself teaching older members of your family how to use Zoom last year, you'll understand the frustration of trying to explain something without being able to see what the other person can see.

In these cases, screen sharing can be very helpful.

However, downloading a third party app to do this isn't always straightforward. And it relies on the other person being able to do the same.

Here's the answer. Did you know you can use Quick Assist on Windows PC?

Just type 'quick assist' in the taskbar. You'll be given two options: 'Give assistance' and 'Get assistance'. Select the one you need and just follow the instructions on the screen. But, as always, only allow access to your device to someone you know and trust.

## This month we've been thinking a lot about privacy, especially when it comes to people's online habits.

Though the vast majority of us would have nothing to hide if someone was monitoring what we do online, we still want our privacy to be respected.

Have you ever become concerned at how well targeted online ads are? Or seen adverts relating to something you've not typed into a computer ... but clearly your device has heard you talking about it?

Recently, a number of steps have been taken to reduce tracking without your specific permission, especially in the latest iPhone iOS update.

But, is it enough? What else do you think needs to be done to protect our privacy online?

Do you find behavior tracking helpful as you see more targeted content?

Would you rather see more targeted adverts online, or do you find it too creepy?

And what about the other side of the coin? As a business owner, what's your opinion about how you can target a specific audience online?

As always, we'd love to hear your thoughts on this topic. Start a conversation with us over on our social media accounts, or drop us an email. We're looking forward to hearing your thoughts soon!

## Fun Tech Quiz

Ready for another round of our tech quiz? Can anyone in your office get 5 out of 5 on this one?

1. What year did Google acquire YouTube?
2. What type of port does the iPhone 12 have?
3. What does the acronym 'HTML' stand for?
4. What does 'haptic' mean?
5. What year was the first SMS message sent?

The answers are on page 8.

### Question

**I know I just saved a document, but I can't find where it went**

### ANSWER

This is more common than you think. Don't worry, simply open up a new document, click on 'recents' and your document should be there. Look at the file information and it will show you where you've saved it.

### Question

**I clicked a link in a phishing email. What do I do?**

### ANSWER

First, do not enter any data. Disconnect your device from the internet. If you've got malware, this will stop it from spreading. Run a full malware scan. And then consult an IT expert. They'll advise how safe your backups are, and whether you need to change any passwords.

### Question

**My apps keep crashing, what's wrong?**

### ANSWER

In true IT support style: have you tried turning your device off and back on again? If it's still happening, try deleting the app and reinstalling it. If it's still happening, you may be low on storage space.

## Tech Fact #1

Registering a domain name was free until 1995. Then the first fee was huge - \$83.53 for two years.

## Tech Fact#3

Almost half the world's population has never made a phone call

## Tech Fact #2

The name Yahoo was created by Jonathan Swift for his book Gulliver's Travels in 1726 ... which explained a "yahoo" to be a really ugly person

## Tech Fact#4

The first-ever VCR was the size of a piano.

# Bill's Favorite Tech Story of July 2021

## Bring your own environment - business your way: creating a new culture of working

After the pandemic, no one is going back to work as they remember it. Companies and employees alike are moving instead into a new future, one where work can be done from anywhere.

What does this mean in practical terms? Think back to the early day's of the "bring your own device" (BYOD) movement, when companies allowed employees to bring their own laptops or smartphones into the office. Employers had to implement new policies and tech solutions, enabling flexibility while mitigating the risk of devices that weren't entirely within their control. But it also gave employees a chance for a better work experience and ultimately saved

companies money. Now we've moved beyond BYOD and into BYOE: employees are bringing entire environments to work.

After the pandemic, BYOE work won't be limited to employees' homes. It will give people the freedom to seamlessly work from anywhere - whether that's their home, the office, the airport, partners' offices or somewhere else.

87% of executives believe the remote workforce opens up the market for difficult to find talent and expands the competition for talent among organizations. In a BYOE model, leaders can rethink the purpose of working at each location, and when it makes sense to be at certain sites or with certain people. Three years from now, successful organizations will be the ones who resisted the urge to race everyone back to the office in favor of rethinking their workforce model for the evolving world.

*Accenture.com, June, 2021.*

"I love that we're seeing this trend continue and even rise. It shows just how dynamically well-planned and implemented tech can make an impact for every business out there."



WCI TECHNOLOGY SOLUTIONS



## Inspirational Quote of the Month:

*"Science and technology revolutionize our lives, but memory, tradition and myth frame our response."*

*Arthur Schlesinger, historian*





## Answers

1. 2006
2. LIGHTNING
3. HYPERTEXT MARKUP LANGUAGE
4. TO TOUCH. PHONES USE HAPTIC FEEDBACK TO HELP MAKE THEM MORE USEFUL.
5. 1992. IT WAS "MERRY CHRISTMAS"



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## 2 Things Every Customer-Centric Brand Needs

When you're building a new brand from the ground up or rebranding, there's a good chance you're thinking about the customer. *How can my brand connect with customers?* Not every business puts thought into their customer experience, nor do they strive to connect with the customer outside of the sale, but for a brand to be successful, that connection is a must. Here are two things every business must do in order to build a customer-centric brand.

**Be Empathetic.** Understand where your customers are coming from. What are their needs, wants and desires? What's causing them stress? Be there for customers and their problems. You might not be able to solve every problem, but by listening to their needs and helping them (even if that means referring them to someone who can help), you make a positive difference in how they perceive your brand.

**Know Your Customer.** You need to have a "full view" of your customers. Not only do

you need to understand the demographic you serve, but you also need to get personal and understand what they like and dislike. It goes hand in hand with knowing what they need and want. The more you know about your customer, the better you can serve them. Send out surveys. Ask them about themselves when you engage with them in person or online. Build this approach right into your business. *Forbes, April 15, 2021.*

### The Best Incentives to Attract and Retain New Employees Post-Pandemic

Businesses are struggling to hire. The pandemic has created a workforce that is pickier than in years past, and this isn't likely to change anytime soon. They want to work from home (at least part of the time) and to know their workplace is safe, and they want to know their work is valued. Here's what some businesses are doing to attract attention and to fill vacancies.

**A Focus on Wellness.** Several businesses have started providing various resources for employees. This includes child care services to help ease the burden many parents face.

Others are subsidizing various health and wellness programs, including paying for some or all gym or training memberships. Some employers are even paying for their employees to further their education.

**A Focus on Vaccination.** As the COVID-19 vaccine reaches more communities, businesses are doling out bonuses for employees who get the vaccine. Some businesses are even tacking on bonuses to new hires who come on already vaccinated. *Inc., April 16, 2021*

