

WCITechnology Insider

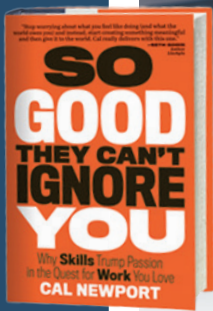
Insider Tech Tips - Written For Humans, Not Geeks

So Good They Can't Ignore You

By Cal Newport

At one point or another, we've all received this advice: "You should follow your passions!" It's common career advice, and according to educator and author Cal Newport, it's bad advice. That's the premise behind his book *So Good They Can't Ignore You: Why Skills Trump Passion In The Quest For Work You Love*.

Instead, Newport suggests that your attitude, ability and mindset are more important. He talks with people across several industries to understand why they do what they do. The book details what they put into their careers to find love for a long-term career rather than chasing a passion. The book offers advice to those who may feel stuck, burnt-out or unsure how to love what they do.



What Are Managed Services ~and why you should demand this from your IT company~

We all want to protect our businesses. They're a part of who we are, and it would be devastating if anything bad happened - including an unexpected cyber-attack. But it happens. Businesses are attacked every single day. Some businesses are left in ruin. Some can pick up the pieces, but at a great cost. Then there are businesses that are back up and running in a matter of hours, almost as if nothing happened at all.

These are businesses that said "yes" to managed IT services and made the commitment to protect their business, employees and customers. If your business lacks managed IT services and you haven't yet embraced total IT Security, it's time to say yes and give your business the top-notch IT support it needs to protect it from the countless IT

threats that exist in the world today.

Managed services essentially offer complete IT support without the need to hire dedicated in-house IT support staff. You get full-time access to network and technology experts without having to pay a full-time team. In other words, you save money *and* you have someone keeping a close eye on your network. The good news is that the IT company you already work with may already offer managed services - you just have to ask for it! (If you don't work with an IT support company or managed service provider, it's highly recommended that you do!)

March 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.

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Here are a few reasons why Managed Services should not be ignored:

It's a proactive service you can't find anywhere else. Proactive IT support is huge. You have to be proactive because guess what? Hackers and cybercriminals are proactive. They're smart people and they're relentless. Managed services will give you access to your own outside team of exceptionally smart people and systems that can identify IT problems before they actually become problems.

On top of that, proactive managed services ensure your network - and everything connected to your network - receives regular updates, security patches and routine maintenance. Basically, they help keep your business protected while minimizing downtime that can cut into your bottom line.

It helps you save money - and you know how much you'll be spending month to month. Hiring in-house IT experts is expensive. It's one of the most common reasons why many small- to medium-sized businesses don't invest in good IT support. The sticker shock is too much. But services take away the sticker shock.

Instead, you get the *exact* support you need, and you pay a set fee every month. It makes it much easier to set a quarterly or yearly budget. And because managed services are customizable, you can put together a specific plan for your business and pay only for those specifics - there are no fluff or padded fees. Managed IT is also scalable, so as your business grows or changes, your managed IT services can change as well.

It protects you in many different ways.

You can count on your MSP to minimize malware, spyware, ransomware, phishing scams and other exploitative hacks. You're protected by advanced software, hardware and old-fashioned human knowledge and experience. But the protection doesn't stop there - far from it! Managed service providers can also protect you against potential natural disasters, such as flood or fire, or hardware failures - things that are impossible to predict yet possible to prepare for.

They can also protect you when it comes to compliance. There are many industries where compliance is a big deal, from banking to health care. If you operate in one of these industries, you know how important this is.

Having managed IT services means your network is up-to-date with all the find print.

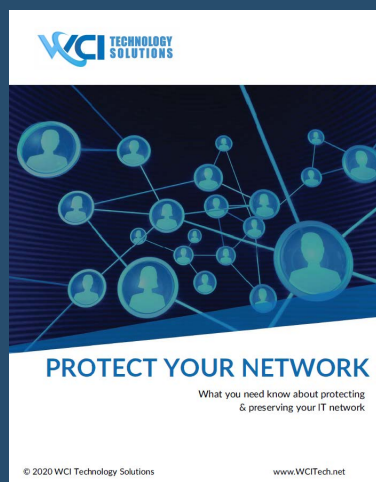
You don't have to worry about anything slipping through the cracks, or breaking compliance, which can lead to all kinds of costly headaches.

It gives you time. This is the most precious commodity of all. If you're running around dealing with network issues yourself - or trying to - you're spending a lot of time doing everything you didn't want to be doing when you started your business. Wouldn't you rather be focused on taking care of the things you intended to focus on, like growing your business and taking care of customers?

When you bring managed IT into the fold, you have so much less to worry about. No, it's not set-it-and-forget-it, but it's close. Your MSP handles your IT, while you handle your business - and you collaborate when you need to. You can rest assured that someone is keeping a close eye on your network and that your MSP is a quick phone call or e-mail away (should you have any questions or concerns).

These few points only scratch the surface of why managed services are so important. Stop putting it off and make the phone call. Tell your IT company you want managed services and you're ready to protect the future of your business!

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

Microsoft 365 Tip

Using Teams while working from home? Sick of the constant notifications when you're trying to get your head down? Just mute the conversation for a while.

Select the conversation, click 'More Options', then 'Turn Off Notifications'. You can do the same to turn them back on when you're ready to jump back into the chat.



Need your budget to *stretch further* this year?

You're not alone.

With the drama that last year brought about, lots of business like yours are cutting back. And with the threat of a great recession on the horizon, getting value for money from everything you do is essential.

That goes for your IT budget, too.

Hopefully you already realize that cutting back on your IT support spend is a very bad idea. One that is almost certain to cost you more money in the long run.

But, there's another element of your IT budget you may not have considered before: your devices. More specifically, whether it makes better financial sense to repair or replace a device when things start to go awry.

Yes, the outlay for a new device can be high. The outlay for a

whole fleet of devices can be scary. But if your PC or laptop is getting towards the end of its lifespan, you will probably make more of saving if you replace it, than if you opt for trying to squeeze another year out of it.

Knowing when it's time to replace a device is the hard part.

Let us run a device health check on every device used by your business, and we can advise you how best to make some long-term savings.



Visit

www.scheduleyou.in/53PTQqp
to book your health check

Shiny New Gadget of the Month

Sticker - The Smallest Finder by Tile

First, there was the Tile - the small, square device used to find just about anything. You attach Tile to the thing you don't want to lose (keys, for example) and you pair Tile with the Tile app. It's that easy!

Now, Tile has introduced Sticker, their "smallest finder". It's a mini-version of their popular fob, and it can be stuck to just about anything, from TV remotes and portable electronics to tools, bikes, you name it - anything you don't want to go missing.



Plus, not only does Sticker stick to anything, but it also has a three-year battery life. So, as they say, "you can set

it and forget it". Once it's paired with the smartphone app, it's super-easy to track. And if you lose a "Stickered" device, Sticker emits a loud ring to help you locate your misplaced item, at a range of about 150 feet. Learn more about Sticker at TheTileApp.com/en-us/store/tiles/sticker.

Don't Let the Data Breaches of 2020 Get You Down



In 2020, there were several major data breaches. As the pandemic grew, hackers went to work searching for security holes they could exploit - and they found *several*! A number of major companies were successfully targeted by hackers, including Garmin, Marriott, Nintendo and Twitter - these are all companies that maintain large user databases. Unfortunately, thousands of people had personal and financial information that was compromised.

This is another reminder about how important updating our login information truly is, as well as using two-factor authentication (at minimum). There are also resources, such as HaveIBeenPwned.com, that allow you to see if any of your accounts have been hacked. The more proactive you, the easier it is to stay ahead of the bad guys!

Going Strong or Burning Out?

"Burnout is what happens when you try to avoid being human for too long." - Michael Gungor

What is burnout?

Burnout is a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed. It is characterized by:

- Feelings of energy depletion or exhaustion
- Increased mental distance from one's job or feelings of negativism or cynicism related to one's job
- Reduced professional efficacy

This is considered in occupational context and should not be applied to experiences in other areas of life.

Ask yourself, how many times have you felt burnout in your career? Those who are highly engaged in their work are more likely to have burnout, not necessarily people who just "clock in and clock out." Just because someone is productive does not mean they aren't at risk.

Why do we keep putting ourselves in stressful situations? Stress can be an addiction.

- People want to make sure they are good enough and want to feel valuable
- It can give you the sense of feeling significant and important
- There's a sense of guilt and fear of not doing enough

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- Physical and emotional exhaustion
- Lack of energy
- Feeling sad or hopeless



- Lack of joy from things that used to bring you joy at work
- Diminished connection with colleagues
- Feeling like you are not contributing anything to your job

What is the cause?

- Heavy workloads
- Job insecurity
- Frustrating work routines (too many meetings, far too little time for creative work)
- Crunch on downtime that is necessary for restoration

Burnout = Low Resources + High Demands

High Resources:

- Supervisor support
- Rewards and recognition
- Self-efficacy and work

Low Demands:

- Low workload
- Low cumbersome bureaucracy
- Low to moderate demands on concentration and attention

What's needed?

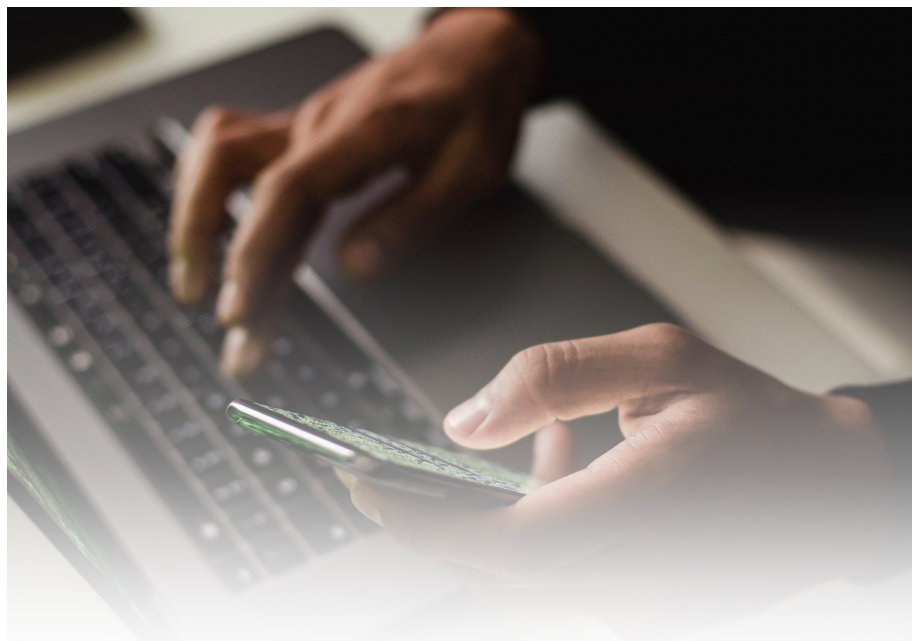
- Employee support/high resources
- Acknowledgment/feel good about work
- Opportunities for recovery from stress
- Mental and emotional well-being

Reevaluate

- Zero-based meeting calendar
- Team up the A-players
- Culture around "precious time" and wellness



Mark Coniso has over 25 years of experience in founding, building and scaling numerous companies. He's been with start0ups and publicly traded companies, including digital marketing agencies, SaaS companies and much more. He's renowned for helping other entrepreneurs grow their own businesses, and as a longtime member and leader within Entrepreneurs' Organization (EO), he's well-suited for the task!



Would you know if you were being smished?

Ooof...you'd hope so, right? Sounds uncomfortable.

But push away whatever image that word has put in your head, and turn your attention to your mobile phone.

Smishing is the text message version of phishing.

What's phishing again? It's where criminals send you an email, pretending to be someone else (like your bank), to try to get sensitive information from you.

Just like with phishing, smishing attempts are not always as easy to spot as you might think.

Most of them pretend to be sent from a recognized business - like your network provider, for example - rather than just a random number. Some look like they've come from someone you know personally.

They'll ask you to click a link to take an action like checking your monthly bill, updating your account information, or

maybe to pay a bill.

But if you click that link... you've potentially given them access to your device. And that means they may have access to your data, passwords, and any other information stored on your phone.

Terrifying. Protecting yourself is really similar to the way you'd deal with a phishing attempt on your email.

- Never click on any links unless you're certain the sender is who they say they are
- If you're unsure, contact the company (or person) on their usual number to check
- And if an offer seems too good to be true, it usually is (sorry, you didn't really win that competition you never even entered).

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LATEST TECH ALERT

Did you know you can block 99% of account-based hacks?

This can help you protect you against phishing and smishing. And probably a few other "shings" as well.

Multi-Factor Authentication has no become a vital part of your security process. Microsoft says by using it, you can block 99.9% of unauthorized access attempts.

Multi-Factor Authentication is where you produce a one-time code on a separate device to prove it really is you logging in.

And it can be used on most of your applications, not just email.

Is your business data encrypted?

Encrypted can be a confusing subject for most people. Is it a good thing, or a bad thing?

We understand the confusion. Thanks to the surge in ransomware, you could be forgiven for thinking that encrypting data is definitely a bad thing. After all, if it's encrypted, how on earth will it be usable?

However, when you encrypt your own data, you're adding a level of protection to it. It means that should it be stole; it'll be unusable to everyone else.

But less than 50% of companies have standardized end-to-end

encryption set up. While they have some level of encryption, they don't have a documented standard that covers every area of their business.

And it's not only hackers and other cybercriminals that could benefit from a business's lack of data encryption. Lost or stolen devices put that data at risk, too.

When you consider that a laptop is stolen every 53 seconds, it's leaving businesses more vulnerable than they should be.

Microsoft 365 automatically encrypts business data by default. But if you have no other encryption set up across your applications and files, it's time to speak to your IT support partner.

If we can help, please don't hesitate to get in touch.

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 should we dispose of old devices?

ANSWER

Never just throw your old devices away. First, ensure they are fully wiped of any data that may have once been stored on them. Then, if they are not fit for use, recycle them.

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

Samsung was founded in 1938 ... as a grocery store! Making it 38 years older than Apple

Tech Fact#3

You'd think the whole planet is online - but it's only 40% of us (4.3 billion people)

Tech Fact#2

Whereas Nintendo started life as a playing cards company back in 1889

Tech Fact#4

People view 15 billion videos online every month

Technology Update

Do you back-up your data every day, off-site? And check the data (a process called verification)?

If the answer is no, you need to look at implementing this right now.

As ransomware attacks rise (where your data is encrypted and held hostage until a ransom fee is paid), how would your business survive if it lost all its data? That's all your files, your documents, your contacts... everything, gone.

It's a terrifying prospect. And one that's made worse when there's no hope of recovering data. An off-site data back-up means that your business can continue to operate, even after a critical attack.

If you already have back-up in place, make it a routine (ideally, a daily one) to ensure that it is working correctly and verified. The number of people that don't do this is staggering...

Of course, your IT support partner should do all of this for you. If you could do with some help, or someone to check your back-ups are working correctly, give us a call today.



Inspirational Quote of the Month:

"We live in a society exquisitely dependent on science and technology, in which hardly anyone knows anything about science and technology."

Carl Sagan, astronomer and science writer



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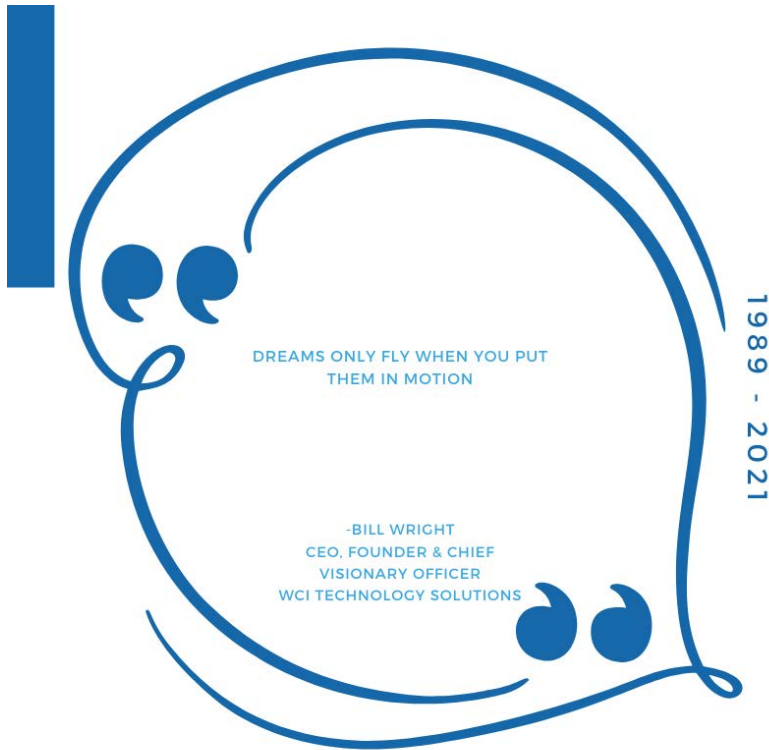
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3 Simple Yet Effective Ways to Boost Employee Morale

Good employee morale is essential to any successful business. It's a reflection of company culture and has a direct impact on not just happiness but also productivity. Here are three surefire ways to improve morale within your organization:

1. **Keep the door open.** When supervisors or management vanish without a trace, it hits morale hard. It's crucial to be present and available to your team. Sometimes it's as simple as keeping the door open, but it also includes having transparent communication. Keep people looped in, especially when there are good things to report on. On top of that, have regular one-on-one chats with everyone on the team and make sure their needs are being met.
2. **Emphasize mental health.** Everyone should have their mental health acknowledged. Always take time to assess the mental health of everyone on your team. If they need to take a break to refocus, make sure they do.

If they need a mental health day (or vacation), encourage it. Be flexible and understanding.

3. **Reward and recognize.** Make sure hard work gets recognized and people get credit for that hard work. Shout out star players during meetings and make sure everyone (including management) sees the good work that's being done. And don't hesitate to dole out rewards (lunch, gift cards, etc.) in recognition of that hard work, as well.
Inc., Nov. 4, 2020



How Big Data Reveals the Humans Behind Your Users

The Internet is a data mine. From search engines to ad clicks, we can see what people are interested in. Big Data is accessible to just about every business, and it can tell you a lot about the people you do business with - or the people you want to do business with.

If you aren't tapping into Big Data (Google Analytics is an example), you're missing out. You can use data to home in on the customers you want to acquire and reduce those costs at the same time. You can better develop products and services you know customers will love. And you'll be able to adapt to changing trends driven by real people.
Inc., Feb. 26, 2015