

WCITechnology Insider

Insider Tech Tips - Written for Humans, Not Geeks

Born Standing Up

By Steve Martin

Born Standing Up by comedian and actor Steve Martin is a personal examination of his life and career. Decades ago, Martin realized his career wasn't what he wanted it to be, and he had to figure out what that next step would be. It turned out to be several next steps. He faced numerous challenges as he found himself.

This book may be an autobiography, but much of Martin's experiences are recognizable. This is the story of how one person was able to innovate and find a path forward. Many readers - entrepreneurs and business owners included - can easily see their own journeys. And they may even find inspiration for their own "next step".

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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.



5 Technology Trends Changing the Game for Small Businesses

Technology is changing businesses across the board, no matter their size. If you're a small business owner, you shouldn't think that the latest tech developments are out of reach or irrelevant for you.

In fact, they're far from it. As new technological advancements become more and more accessible, they promise to boost the efficiency and output of even the smallest companies.

Even though it often feels as though technology is changing at neck-breaking speed, there are several trends that are really making their mark. Keep an eye on the technology included in our round-up if you want your small business to stay ahead of the curve.

1. Contactless Shopping

Whether you sell products online or in a physical store, contactless tech will likely have become essential to your survival. While contactless shopping and safer shipping have been around for a while now, the coronavirus pandemic pushed them into the mainstream.

Brandon Leibowitz, founder of SEO Optimizers and General Assembly mentor says that "these days, shops that cannot support contactless or online scheduling are going to lose out to those that can. The same goes for eCommerce businesses that do delivery, but fail to put the tech in place that allows for drivers to maintain a social distance."

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physical contact is, unfortunately, less safe than it used to be. This is why customers will be on the lookout for brands that put their health first and businesses need to adapt to these changes.

2. Working Remotely

The world of work has gone remote, once again to the coronavirus crisis. If your business is office-based, chances are that your staff will have worked from home at some point during the last year. In that case, teleconferencing platforms and business communications technology will have been put to good use to keep things running smoothly.

Now that the economy is starting to level out, though, you might be looking to recruit new talent, particularly if you had to let people go early on. But, that isn't all that easy if people are still working from home. In comes remote onboarding technology to help businesses out of this conundrum.

3. Automation

Automations could prove to be a holy grail for your small business, especially if yours is a relatively small team. What automation technologies are able to do is increase the efficiency of previously manual workflows, by taking over part or all of the processes involved. Investing in automation means that you or your employees can free up valuable time for less menial work.

This is a trend that is gaining traction rapidly small, medium, and large businesses alike, with a market forecast expected to reach \$26 billion by 2025. Considering automation is so effective at saving time and money, and improving productivity, it's not hard to see why.

4. HR Technology

Since early 2020, it has been more important than ever for businesses to look after their employees. As the pandemic altered everyday life for all, employee wellbeing plummeted. In response, 63% of employers increased the level of support they

offered in the workplace, including both physical and mental health support, as well as help for those struggling financially.

In order to offer the best and most effective support to workers, companies began using HR technology. While the term 'HR tech' can refer to a number of different digital tools, in simple terms, it means the technology that allows businesses to better organize employee data and manage their performance, all as a means of improving communications across teams.

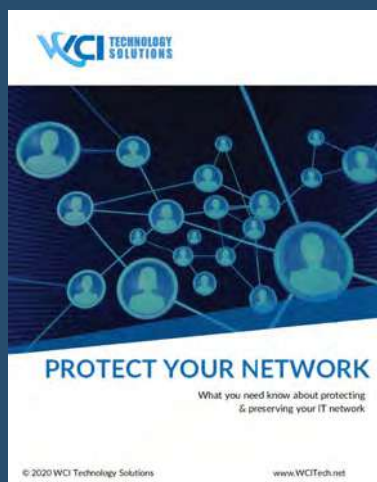
5. Influencer Marketing

As whole industries moved their operations online, it became harder and harder for small businesses to make their voices heard and stand out from their competitors. Influencer marketing helped many combat this problem.

Basically, by partnering with social media influencers that align with your business's values, you can bring your products and services to the attention of ready-made and highly engaged audiences.

Given the fact that consumers tend to value brand authenticity and trustworthiness pretty highly, advertising your business through a high-profile figure who already has their confidence could massively boost your engagement.

Entrepreneur.com, July 2021.



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

Is there a long email conversation going on between colleagues, and you're CC'd so can't stop getting replies?

Microsoft 365 lets you ignore all email messages in a conversation, and will move future emails to your deleted items folder.

Select any message in a conversation. On the Home tab, select the Delete group, then Ignore. Select Ignore Conversation.

That's it! You can undo this by finding your conversation in deleted items, then Home -> Delete -> Ignore -> Stop Ignoring Conversation.

Get More Done Without Hiring More People

Increasing productivity in your business can be tricky.

We like to think our loyal team is working hard and using time wisely. And, realistically, many of your people will be doing just that. But, just because everyone is working hard, doesn't mean you're not still wasting time.

Think about your average week. How long do you or your people spend logging information when you've spoken to clients or taken on new business?

How many emails or calls does it take to arrange a meeting at a time that suits everyone?

And how about the time you spend creating presentations and fiddling around looking for

suitable images, then finding the right place to put them in the slides?

All these little things add up. And as well as being time wasters, they're probably causing a lot of frustration, too. That can lead to demotivated employees.

Fortunately, there are literally hundreds of solutions to help you cut down or remove much of this wasted time. And to give your team a motivational boost because their work lives have been made easier.

Double win.

But figuring out which of these time saving productivity boosting apps are right for your business can be tricky.

We want to help you.

When you schedule a Discovery Call with our team, we'll discuss your business and the way you operate, and begin a conversation about how we can help you simplify and use your time more effectively and efficiently.



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 and schedule a consultation with us.

Shiny New Gadget of the Month

See the World a Little Closer with StarScope

There's something magical about having the ability to bring the world a little closer to you. But the StarScope Monocular isn't magic - it's all science! The StarScope is a compact monocular featuring 10x magnification that can deliver high-quality optics directly to your eye or your smartphone! The StarScope can be attached to virtually any smartphone camera to improve the zoom function, giving you stellar photos. Even better, the StarScope is compact for easy travel; just put it in your pocket or bag and go. And you don't even have to worry about the weather - it's waterproof, fog-proof and ready for your next adventure.



Check it out at [Bit.ly/3opQlhZ](https://bit.ly/3opQlhZ)

Why You Cannot "Set and Forget" Your Data Security

There is no one-size-fits-all approach to data security. It's not uncommon for small and

medium-sized businesses to take a simplified approach to their IT and data security because they are worried about ongoing costs. However, this approach comes with its own set of risks - namely, data security must be an ongoing

effort because there will always be new cyberthreats.

McAfee Labs Threats Report for April 2021 estimates that there are 588 new cyberthreats every minute - a number that's increasing month after month. Cybercriminals are always looking for new ways to exploit current IT security measures, including malware and firewall protection. This means businesses must constantly assess their security needs and remain updated to stay ahead of the cyberthreat curve.



3 Types of Questions You Should Never Ask As A Leader of A Major Company

At ghSMART, we make it our mission to advise CEOs and other leaders of large companies on the biggest, most important decisions that they face - the decisions that can make or break a business. How do we do that, exactly? Well, without getting into the weeds, we usually guide our clients through their decision-making process by simply helping them ask the right questions.

The "right questions" are typically the kind that get to the heart of the issue. They produce answers, and thus actions, that lead to the best possible outcome from the initial decision. However, where there are "right questions", there are also "wrong questions" that can lead to crippling initiatives that could affect an entire business. If you don't want that for your company, here are three common types of wrong questions that you should avoid:

1. Questions Having to do With Potential Ethical Dilemmas

In my experience, some of the wisest leaders in business are the ones who, when faced with a potential ethics question, respond the same way: "If you have to ask, then don't."

What I mean by that is if there's even a shadow of a possibility that saying "yes" to a question about business leadership could propel you into morally gray territory, then it's not a questions worth asking at all. In fact, even if your decision could be misinterpreted as unethical, you should avoid the question. At ghSMART, we call this practice "having 110% integrity" - 100% for avoiding ethical dilemmas, and an extra 10% for avoiding dilemmas that could even just seem to make your company appear unethical. In summation, if you ever have to ask, "Would it be ethical if..." then it's better to leave the question unasked.



Dr. Geoff Smart is the founder and chairman of ghSMART, which helps Fortune 500 companies, CEOs and successful entrepreneurs alike make smart decisions when it comes to curating talented teams. For three consecutive years, Forbes ranked ghSMART as the best management consulting firm in its industry, and it has produced three best-selling books outlining their principles. Additionally, Dr. Smart published *Leadocracy: Hiring More Great Leaders (Like You) Into Government*, which was a New York Times bestseller.

2. Questions About Whether Someone is Underperforming

A good rule of thumb for underperformance is this: if you ever question whether someone is underperforming in service to your team's vision, they are absolutely underperforming. Employees typically follow a fairly predictable work pattern - one that pretty clearly indicates their strengths and weaknesses. If you catch yourself asking, "I wonder if so-and-so will ever rise to the challenge and display qualities and strengths I haven't seen yet," then the answer should be clear. Their strengths do not match the role they are in, and you should probably find someone more suited for their role and your vision.

3. Questions About Whether You can Trust Your Boss

I've heard it said that people don't quit companies, they quit bosses. I think that line of thinking has a lot of truth to it. If you have to ask if you can trust the person you're working for to look out for your best interests and the best interests of your company, then you probably can't trust them. You should find a boss who cares about your career goals and who will help you succeed and accelerate toward them. If you don't have that kind of leadership, it might be best to look elsewhere for work.



3 Scary questions to ask about your data on your staff's phones



More and more businesses encourage staff to use their own personal cell to access company data.

it's very convenient and cost effective for everyone. Isn't that the point of having all your data and apps in the cloud? You can access anything anywhere, on any device.

But, there are downsides. Any time someone accesses business data on a device that you don't control, it opens windows of opportunity for cybercriminals.

Here are 3 scary questions to ask yourself.

1. What happens if someone's phone is lost or stolen?

What's a pain for them, could be a nightmare for you. Would you be able to encrypt your business's data or delete it remotely? Would it be easy for a stranger to unlock the device and access the apps installed?

If you need a hand, don't forget that a trusted MSP (like us) can guide you.

2. What happens if someone taps a bad link?

Lots of people read their email on their phone. If they tap on a bad link in a phishing email (a fake email that looks like it's from a real company), is your business's data safe?

Despite what many people think, phones can be hacked in a similar way to your computer.

3. What happens when someone leaves?

Do you have a plan to block their ongoing access to your business's apps and data? It's the thing many business owners and managers forget when staff changes.

If you haven't already, create a cell phone security plan to go with your general IT security plan. Make sure everyone in your business knows what it is, and what to do if they suspect anything is wrong.

Did You Know?



You can share an exact point in a YouTube video

Sharing videos with colleagues (and friends) is something we do often.

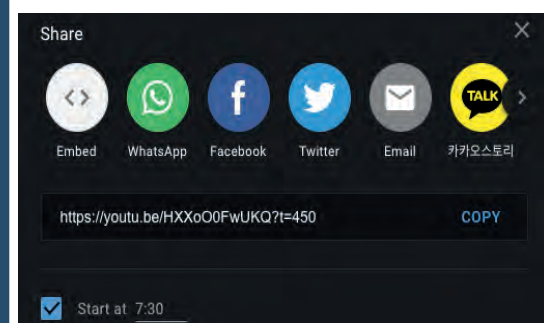
How many times do you think you send someone a video, but they can't be bothered to scroll to the bit you want them to see?

Here's how to share a video so it starts at a specific point.

First, scroll through the video up to the exact moment you want.

Click 'Share'. You'll notice there's a checkbox below the link. Put a tick in that box and the video will start at that exact moment.

Easy as that.



The age of Social Media

It seems like we're spoiled when it comes to social media choices. And it feels like a new platform pops up every other week. We've gone from MySpace, back in the day, to Facebook and Twitter, to Instagram, Snapchat, and now TikTok. And there are countless other platforms available, too.

As it's become more mainstream over the years, it's also become another way for people to get themselves into trouble. Recently, we've seen sports people punished for old tweets, and celebrities dropped by brands because of inappropriate content.

With that in mind, do you have a social media policy for your business?

Do you want your people to align themselves online with your business's core values? Or would

you prefer they distanced themselves from the business?

Do you feel there's a need for a disclaimer if they do use your business name on their profiles, along the lines of 'opinions and beliefs are my own...'?

And how would you deal with an employee who made unprofessional or unacceptable posts, or who's been caught trolling or harassing someone online?

This is all a relatively new problem to deal with, isn't it? We'd love to hear how you deal with social media in your business, or how you've tackled any problematic behavior on social media before.

Drop us an email:
info@wcitech.net

Fun Tech Quiz

Get your thinking hat on, it's time for another tech quiz

We'll be impressed if you can get all 5 of these right

1. What was the first ever web browser, invented in 1990?
2. The first computer virus was called Creeper. But, what year was it created?
3. What does a firewall do?
4. Where is Microsoft's headquarters located?
5. How do you pronounce Gif?

The answers are on page 8.

Question

I've lost my phone and it's on silent

ANSWER

Not a problem. Use another device to find it. For iPhones, log into iCloud.com and you should be able to see all your devices and their locations. You can make the iPhone play a sound to help locate it. If you're using an Android, go to android.com/find to do the same.

Question

The screen on my laptop keeps freezing

ANSWER

Don't worry. 9 times out of 10, this can be remedied by turning your laptop off and on again. However, if it's something that keeps happening, it may be an issue with the device's memory or even corrupt files. Run a system check and a malware scan to see if they offer a solution. Better still, get an IT professional on the case.

Question

Pop-ups on my phone are driving me mad. Can I get rid of them?

ANSWER

Yes! On an iPhone, go to Setting, Safari, and turn on 'Block Pop-ups'. On an Android, open Chrome and the settings on the right-hand corner. Select settings, then site settings and make sure pop-ups are blocked.

Tech Fact #1

As of May this year, Facebook is the most popular social network with 2.8 billion monthly active users

Tech Fact#3

100,000 websites are hacked every day. 90% of those sites run an outdated version of WordPress. Updates are ALWAYS important.

Tech Fact #2

Bots are estimated to make up 37.9% of all internet traffic. The financial sector is the main target for bot activity, followed by education, government, and gambling.

Tech Fact#4

In 1956, 5 megabytes (5MB) of data weighed a ton.

Bill's Favorite Tech Story of August 2021

EU plans to make Bitcoin transfers more traceable

Proposed changes to EU law would force companies that transfer Bitcoin or other crypto-assets to collect details on the recipient and sender.

The proposals would make crypto-assets more traceable, the EU Commission said, and would help stop money-laundering and the financing of terrorism.

The new rules would also prohibit providing anonymous crypto-asset wallets.

The proposals could take two years to become law.

The Commission argued that crypto-asset transfers should be subject to the same anti-money-laundering rules as wire transfers.

"Given that virtual assets transfers are subject to similar money-laundering and terrorist-financing risks as wire fund transfers... it therefore appears logical to use the same legislative instrument to address these common issues," the Commission wrote.

While some crypto-asset service providers are already covered by anti-money-laundering rules, the new proposals would "extend these rules to the entire crypto-sector, obliging all service providers to conduct due diligence on their customers," the Commission explained.

Article excerpt taken from BBC.com, July, 2021.

"I think it's great that we're finally seeing some thought for regulations regarding crypto-currencies. This is a growing currency, and one that many already rely heavily on; regulations will only make it safer and more accessible to utilize."



Inspirational Quote of the Month:

"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution."

Albert Einstein



Answers

1. NEXUS CREATED BY TIM BERNERS-LEE
2. 1971. IT WAS DESIGNED AS A SECURITY TEST TO SEE IF SOFTWARE COULD SELF-REPLICATE AND DID NO HARM TO THE COMPUTERS IT INFECTED.
3. IT MONITORS TRAFFIC ON YOUR NETWORK AND BLOCKS TRAFFIC THAT COULD DO HARM
4. REDMOND, WA
5. IT WAS INTENDED TO BE PRONOUNCED JIF, LIKE THE WORD "GIN" WITH A SOFT 'G', BUT MANY PRONOUNCE IT GIF WITH A HARD 'G', LIKE THE WORD "GIFT".



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Android is the most popular mobile platform in the world. Because of this, it's also the target of cybercriminals who want to break into the platform and exploit its users.



As Android ages, fewer people upgrade to the latest version of Google's mobile operating system. They don't upgrade because their devices don't support the latest updates or their phone manufacturer (or service provider) is slower to roll out updates to its users. These

update are critical to keeping users safe from outside intrusion.

However, these problems are only the tip of the iceberg for Google. Many phone makers - particularly Chinese phone makers like Xiaomi, Oppo, Vivo and Huawei - are either in the process of adopting a new operating system that is not Android or thinking about it. It could mean Android's dominance is starting to fade, and we could be looking at a future with a little less Google in our lives.

Forbes, May 14, 2021.

TikTok and Small Business: A Match Made in Digital Heaven?

Many businesses overlooked TikTok as little more than another distraction, but new data suggests small businesses can seriously benefit from the popular app. As reported and covered by *Inc.*, the app has transformed into a major marketing tool for businesses. It allows them to connect with customers and potential customers across various demographics.

A lot of success comes down to TikTok's algorithmic approach, which is fine-tuned to give businesses a huge advantage with their marketing. There is a learning curve, but a number of businesses that have embraced the short video format have been able to make connections they just haven't found on other social media platforms. If it isn't something you have looked into yet, it may be worth exploring.

Inc., May 4, 2021

