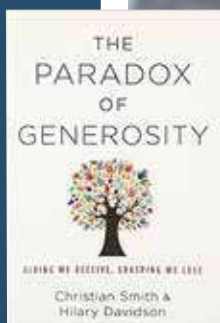


# WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

## *The Paradox of Generosity* by Christian Smith and Hilary Davidson

*The Paradox of Generosity: Giving We Receive, Grasping We Lose* takes an informative deep-dive into the general ideas surrounding generosity. It dabbles in the belief that people who give more are usually happier, but regardless of these common perceptions, people are still often reluctant to be generous. Co-authors Christian Smith and Hilary Davidson use plenty of research from various sources in their analysis and keep it interesting by making it relatable to a wide group of readers. If you're looking to read an educational approach on the idea of generosity - and why people fail to be generous when the benefits are evident - this is a must-read.



## Don't Let Hackers Ruin Your New Year

Online shopping has become more popular than ever before. In 2020, more than 2 billion people bought products or services online. Whether they're shopping online because it's more convenient or they're avoiding going to brick-and-mortar retailers during the ongoing pandemic, more people are turning to online retailers every day.

It's not just the convenience of health safety that's drawing people to shop online, though; shopping this way has become more secure than ever before, as well. That doesn't mean that all retail websites are created equally when it comes to safety and security, however. Hackers and scammers are still out there trying to get your information, but by taking the proper precautions, you have no reason to worry while shopping digitally.

If you plan on buying online at any time in the new year, here are five tips to ensure your information stays protected.

### Use Well-Known and Secure Sites

When looking to purchase a product or service online, you have thousands of options to choose from. To avoid having your personal information stolen, it's best to use familiar sites. If you search for a product on a search engine, you may be presented with prices that are extremely low. There's a good chance that these are not trustworthy sites. When it comes to online shopping, if it seems too good to be true, it probably is.

## December 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 on Page 2 ...*

... Continued from Cover

Pay attention to the security of the site where you're looking to make a purchase. Look for a lock icon in the browser bar. If the website has one, they you should be safe on their site. Another way to tell is by looking at he beginning of the web address. If it begins with "https" instead of "http", you are in good shape, and you can continue using the site. Secure websites help protect your financial information as well as passwords. Shopping at unsecured sites can put your personal information at risk.

### Create Stronger Passwords

A strong password can make all the difference between your information remaining secure and someone stealing it. You need to make your passwords as difficult as possible so that hackers and thieves can't hack into your accounts. It's best to use a

**"In 2020, more than 2 billion people bought product or services online."**

complex mix of uppercase and lowercase letters while including special characters and numbers. Avoid using common spellings of words and personal information in your passwords because these can be easier to crack.

If you're worried about not remembering a complex password, use a password manager. This tool will remember the passwords for your accounts while also keeping them protected.

### Keep Track of Your Statements

You should always be watching your finances, but it becomes even more important when shopping online. It's a good habit to form and will help you catch overcharges or purchases that you did not make. It's also a good idea to only shop with a credit card when shopping online. If someone hacks into your account and steals your debit card information, they will have direct access to your money. Most credit cards have protections in place for fraud, so you won't be at fault for any errant charges on your account.

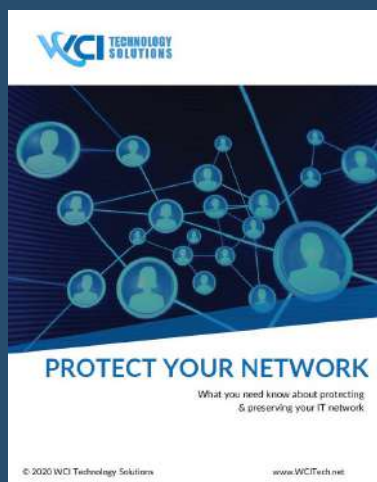
### Protect Your Information

When entering a new website, you should be wary if they ask for any personal information upfront. No online retailer should ever ask you for your Social Security Number unless you are applying for a credit card on their site. Be cautious if they ask for your birthday, as well. Hackers can use this information in conjunction with your credit card number to wreak havoc on your life.

### Don't Shop on Public WiFi

While it might seem like a good way to keep yourself entertained while enjoying a coffee at a local cafe, shopping on public WiFi can leave you at risk of being hacked. Public WiFi is often not very secure, and entering your personal information while using it can give hackers easy access. It's much safer to bookmark the item and wait until you're home or no longer using public WiFi to make the purchase.

Shopping online can be as safe and reliable as shopping in a store - as long as you take the proper precautions. Take some time to ensure that you are following the right security measures before making purchases or entering any information.



## 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)

## New in Microsoft 365

### Automatic live transcription of calls in Teams

Got an important Teams meeting? When you start recording, you also now turn on live transcriptions. The text appears next to the meeting, including the speaker's name and a time stamp.

**That's fun! We dare you to use long complicated words to see if you can fool it.**

## How flexible is your technology budget?

**We've all become a lot more flexible in business over the past couple of years. We've had no choice, right???**

But while you and your team have gotten used to different working arrangements, has that flexibility moved over to your budget?

Here's a quote: "Budgets tell us what we can't afford, but they don't keep us from buying it."

As you create your IT budget for 2022 - if that's something you do in your business at this time of the year - you may fall into the trap of trying to keep your expenses low.

But the sad fact is that, whether budgeted for or not,

a ransomware attack or another critical incident will cost you a lot of money. As you may know, cyber-attacks are rising at a rapid rate. And this year we've seen some of the most significant incidents ever.

It's crucial for you to do whatever you can to avoid an attack on your business. But also, to plan for what happens if you are attacked. Because this can reduce the financial and reputational impact.

If you're working with an IT support partner, it's a good idea to get them involved in your IT budgeting. They'll be able to give you an expert view on the right things to consider and include in your plan. We do strategic technology reviews with our clients to stay up-to-date with their growth plans and guide them appropriately.

If your IT support partner isn't already doing something like this, or willing to start, it might be time to talk to other IT experts in your area. We would be happy to help you, so give us a call or visit us at [wcitech.net](http://wcitech.net) today to discuss how we could help you with your IT budgeting, and more.



## Shiny New Gadget of the Month Travelmate Robotics

Tired of the usual, old-fashioned luggage? Travelmate Robotics is trying to change the luggage game. With these suitcases, you never have to worry about the safety of your items. It comes standard with a secure Bluetooth-enabled lock and GPS tracking if your bag ever goes missing. The suitcase also comes with a scale so you'll never have to worry about over-packing. The best part? The suitcase is entirely autonomous and will follow you around through a Bluetooth connection. The "Follow Me" function, as well as the obstacle avoidance system, sets Travelmate Robotics ahead of the competition. It's the ideal suitcase for any businessperson or frequent flyer.



## When to Cut People From Your Team

Not long ago, I had a subscriber reach out to me with a challenging question. This person's business had made many changes due to COVID-19 and the economy. They wondered when they should begin cutting people from their team. To explain my views on the matter, I like to turn to a story from the Bible.

A man named Gideon was selected by God to lead the Israelites and free the people of Israel from those who were worshipping idols. Gideon gathered 32,000 men from four tribes in an effort to defeat the Midianites. After Gideon had gathered the troops, God came to him and informed him that he had gathered too many soldiers.

When Gideon asked what he should do, God said he should give a rousing speech to the 32,000 men, but he should end the speech by saying, "Now that we're off to fight ... if there's anybody here who's afraid and you think we're about to lose this upcoming battle with the Midianites, you can be excused at this time. Go home, we can't use you this time." When Gideon gave this speech, 22,000 members of his army decided to call it quits.

This is an important story to consider when trying to decide if you need to make cuts to your team. When you are recruiting, it's hard to get an idea of how someone will actually turn out. You're bound to make some wrong hires who don't appreciate what you are trying to do. If someone does not believe in the cause, they do not deserve a spot on your team.

God came to Gideon after he relieved the 22,000 soldiers from service and told him he still had too many soldiers. Gideon was



instructed to march his troops until they were hot, thirsty and tired before bringing them to the river. Gideon did just that, and when they arrived at the river, 9,700 men dropped their shields and spears before jumping into the water. Gideon then excused those men and was left with only 300.

Gideon took his army of 300 and led them to attack the Midianite camp when night fell. By using a strong strategy and the might of his small - but dedicated - team, Gideon sent the Midianite army fleeing in terror.

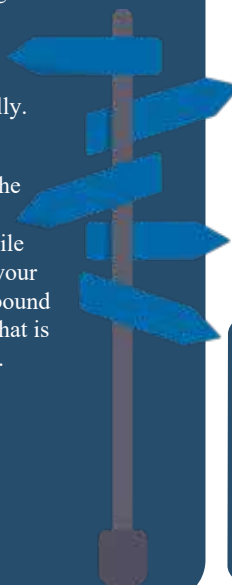
I am a big believer in creating a small but dynamic team. By recruiting the right people, you have a better chance of success. The more difficult part of leadership is letting go of those people who are too afraid or negative and replacing them with suitable candidates. It might not be easy, but it is necessary.

## The Golden Question

When we make a big decision, we usually focus on the immediate outcome rather than how it will affect the future. The golden question is actually a five-part question that everyone should consider before making any potentially life-changing decision. It starts by asking yourself, *"How would I feel about this in a day? In a week? How about a month? Or a year? Or even five years?"*

Using this mindset to help make decisions is a good way to avoid any future regrets. Oftentimes, we use emotions to help decide on these major choices instead of looking at them logically.

If you use the golden question while thinking about your choices, you're bound to choose what is best for you.



While Darren Hardy was growing up, his father always told him to be the exception. He has taken this philosophy and applied it to his many pursuits in the world of business. Darren has remained at the forefront of success media for over 25 years and is not stopping anytime soon.

# Uh-oh... virtually all businesses have been affected by this. Has yours?

**A report recently found that a massive 98% of all businesses have experienced at least one breach of their data stored in the cloud over the past 18 months.**

What?! That's almost ALL businesses.

Has yours been affected? A breach could be something as small as an employee losing a device that's still logged into a cloud account... right up to a hacker getting full access to your data.

This is why every business should prepare an incident response checklist. It's your way of thinking through in advance what you'll do when a problem happens.

This will help you minimize damage. And recover from any breach, quickly.

**Here are several things that must go in your plan:**

- **Key people:** who will be responsible for actioning the plan? Which people will play crucial roles once the plan has been triggered?

- **Internal communication:** Keep a list of everyone who needs to be notified, as well as details of how their job will be impacted.
- **Alternative communication methods:** If your email or VoIP goes down, how will you let your clients know that there may be a service impact?
- **Document:** Record all of the details of the issue, and the actions your people have taken. This should include identifying the nature of the breach.

**There's a lot that goes into this kind of plan. Can we help you think through all the implications and pull together your own plan?**

**98%**  
**OF ALL BUSINESSES HAVE  
EXPERIENCED AT LEAST ONE BREACH  
OF THEIR DATA**

## Did You Know?



**65% of people reuse passwords?**

**While 92% of people know it's a risk to reuse passwords, 65% of them still do it anyway.**

The problem with reusing passwords is that when one account is compromised, many other other accounts can be, too. Hackers will try email and passwords combinations they know have worked elsewhere.

The answer is giving everyone a password manager. This will generate random passwords for them, remember them, and even auto fill them.

Give us a call to discuss what options we may have for you and your team when it comes to password management.

# Technology Update

**As you read this, Windows 11 has been out for a couple of months already.**

**Have you seen it in action, yet?** We like it a lot. It's visually beautiful, and builds on all the good work Microsoft did with Windows 10 (rather than starting again from scratch).

Our normal advice when a new operating system launches is to wait for some time until you can be sure it's fully stable, and all the bugs have been wiped out.

Yes, it's fun to get a new OS. But not when it frustrates your staff or decreases productivity.

You can buy Windows 11 and new PCs right now. And Windows 11 upgrades for older computers will be available soon, so long as the computer meets the strict hardware requirements.

**But there's no rush to upgrade just yet . . . Windows 10 will be fully supported by Microsoft until October 2025.**



## Fun Tech Quiz

**Winner gets to choose the office playlist today**

Get your thinking hats on...

1. In the computer world, what does 'trojan' refer to?
  2. PoP3 is an old protocol for what?
  3. You've heard of the term RAM for computer memory - but what do the letters stand for?
  4. What 3 letter word can't you name a file of folder in a Windows computer?
  5. What's the name of the device used to enter characters into a computer?
- The answers are on page 8.

### Question

**I've heard that I can voice type on websites. Is that true?**

### ANSWER

Yes, if you're using Microsoft Edge in Windows 10 or 11. Turn it on by pressing the Windows logo key + H.

### Question

**How do I schedule appointments in email?**

### ANSWER

In Outlook, you can select Reply with Meeting in the Ribbon. This creates a new meeting request, with your email in the body of the meeting request.

### Question

**I deal with clients in different countries. Is there an easy way to deal with time zones?**

### ANSWER

You can add multiple time zones in your Outlook calendar. Go to File > Options, Click the Calendar tab, and Time Zones. Tick 'Show a different time zone' and give it a name. Repeat as necessary.

## Tech Fact #1

Before the iPhone, Apple was originally designing an apple-shaped flip phone.

## Tech Fact#3

Apple's first logo showed Isaac Newton sitting under a tree. Steve Jobs hated it and commissioned the iconic apple with a bite taken out of it.

## Tech Fact #2

There are approximately 5.6 billion Google searches a day. 7% of these searches are people googling the word 'google'

## Tech Fact#4

If you look into the etymology of the word "robot", you'll find that it comes from the Czech word "robota", which translates to forced labor or work.

The word was first used to refer to a fictional humanoid in a play in 1920.

# Bill's Favorite Business Gadget of the Month

**How often do you have battery anxiety with your mobile phone? It's common; especially these days when more and more business is done on your phone.**

I think this new IKEA creation is worth its weight in gold. The Sjömarke allows you to add wireless charging to almost any desk, meaning your phone charges when you put it down. And it only costs \$39.99. A bargain for peace of mind.



## Inspirational Quote of the Month:

*"I have not failed. I've just found 10,000 ways which won't work."*

*-Thomas Edison*



## Answers

1. MALWARE, SPECIFICALLY A TROJAN HORSE
2. SENDING AND RECEIVING EMAILS
3. RANDOM ACCESS MEMORY
4. CON, PRN OR NUL AMONG OTHERS. THIS IS BECAUSE THEY'RE RESERVED FOR SPECIFIC SYSTEM TASKS
5. A KEYBOARD (YES, THIS WAS A TRICK QUESTION)



81 Mill Street, Suite 300  
Gahanna, OH 43230



@WCITech



WCI Technology  
Solutions



@WCITech

### Netflix Reveals the Formula that Led to its Success

For the past 20 years, Netflix has steadily taken over the home entertainment industry. It went from a struggling DVD-to-home mailing company to an entertainment powerhouse that produces its own bit-budget shows and movies in addition to its large library of third-party releases. Netflix co-founder, Reed Hastings, attributes the company's success to three areas: building talent density, increasing candor and reducing controls.

Hastings was forced to lay off a third of his staff during the dot-com burst in 2001. This left him with the highest-performing employees who truly loved their jobs. He encouraged these fantastic employees to openly speak their minds so they could make the best possible decisions to boost business and loosened his control by creating a more relaxed environment that would inspire innovation. Previous procedures delayed action, so he threw the rule book out and creativity began to surge. By gathering the best possible staff - and allowing them the freedom to do what they did best - Netflix's stock and popularity grew to unprecedented levels, where they remain to this day.

### The Real Reason Your Team Isn't Ready to Work

The pandemic caused many employers to allow their employees to work remotely. As we enter the second winter during COVID-19, fewer people have returned to the workplace, and many wonder if they will ever return to the pre-pandemic work environment. The truth is that the virus has caused many uncertainties for people.

There's no telling if there will be more mandates in the future that will cause employees to stay working remotely. Many have changed how they handle childcare and would need time to make new arrangements if asked to return to work. Microsoft recently dealt with this, announcing a "return to work" date for its employees to eliminate any uncertainties. The company wants to find ways to ease people's minds before bringing them back into the workplace. The more comfortable your employees are, the better they will perform and the more likely they will be to stay with the company.