

WCI Technology Insider

Insider Tech Tips - Written for Humans, Not Geeks

Start From Zero

by Dane Maxwell

If you've picked up a business book over the last few years, you may have read chapters encouraging you to improve your skills. Not everyone shares the same skill sets, nor do we all have access to an equal amount of funds. So, how do you start a successful business without any of the necessary skills, resources or even confidence? That's where *Start From Zero* is able to help. Dane Maxwell takes readers on a learning journey to help them realize that success is within themselves and that anyone can become a successful entrepreneur by following his tips, regardless of their background. *Start From Zero* is an essential read for any new business owner who is dipping their toes into the entrepreneurial pool.

July 2022



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.



We talk a lot about cyber-security and how incorporating the right practices can help fully protect your company from cyber-attacks, but there's another term that's often referenced when discussing cyber-security that's just as important: compliance. While it's incredibly important for businesses to focus on maintaining the highest cyber-security standards, they also need to ensure protocol meets compliance standards.

In regard to cyber-security, compliance means creating a process to help protect the confidentiality and accessibility of information that's stored, processed or transferred. There is not an overarching standard for compliance when it comes to this. Instead, there are different guidelines and requirements for every industry, so it's important to be aware of your



Do I Need a Compliance and Cyber Security Plan?

company's needs. If you're not, you could be subject to fines and penalties in addition to being at greater risk for cyber-attacks.

Though they're related, there are still some glaring differences between cyber-security and compliance. Cyber-security is practiced for the company's own sake instead of to satisfy the needs of a third party. It's also present to protect a business from the risk of constant threats and needs to be continually managed and updated. IT compliance, however, is completed to satisfy external requirements and is driven by what the business needs more than anything else. Unlike cyber-security, compliance is finished when the third party is satisfied with your process.

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Compliance and cyber-security work best when they're aligned, so it's extremely important that your business has a plan for compliance and cyber-security. On its own, compliance is incredibly important for various reasons. The first is probably the most obvious since you can be fined or penalized if you fail to comply with industry standards. Having the proper compliance program will prevent your company from being fined. Additionally, your compliance plan needs to include continuous monitoring and assessment of networks, devices and systems that your company uses in order to align with regulatory cyber-security requirements. It also sets up an action plan if your business is ever breached, since you need to communicate news of the breach to any parties that could've been impacted.

"Compliance and cyber-security work best when they're aligned, so it's incredibly important that your business has a plan for compliance and cyber-security."

Every business, regardless of size, is susceptible to data breaches. It's only with strong cyber-security and IT compliance plans that you can hope to plug every hole hackers may look to exploit. Compliance is an important part of risk management, and it's essential for the future success of any business.

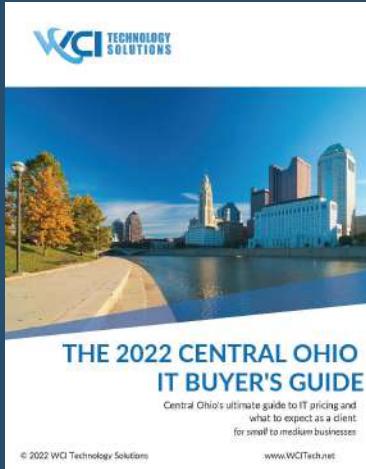
A compliance plan alone is a great start, but having cyber-security measures in place as well will help you be prepared if you're ever audited by a third party.

Whether you have teams or individuals who oversee security protocols, they all need to know the requirements for cyber-security compliance and exactly how protected the company is. If your company utilizes a firewall, which it absolutely should, your teams need to know exactly how protective that firewall is. They also need the evidence to back up their claims so they can prove the information they provide is accurate. Auditors want to see a handful of different documents, so make sure your team is prepared for any questions or requests.

Once you have the basics of your plans taken care of, you can focus on accurately documenting each step. From meeting notes to the list of items that an auditor may need, your entire team needs to document anything they do or see regarding cyber-security.

There is another, much easier option to ensure your business stays compliant and is protected from cyber-attacks; you can hire a managed IT services provider. With a managed IT provider, you will have a dedicated team that ensures your company's sensitive information is protected and all of your cyber-security holes are filled. They'll also ensure your business stays compliant with any third-party regulating bodies in the process.

Though technology is ever-advancing, you shouldn't have to worry about cyber-attacks on a daily basis. With strong security protocol, or with the help of a trusted managed IT services provider, you can rest easy knowing your company's information is as secure as possible.



The 2022 Central Ohio IT Buyer's Guide

If you're actively looking for new IT support options, or know that you will be soon, head over to our website and check out this year's edition of the IT Buyer's Guide. As a trusted MSSP and IT expert in Central Ohio, you can rest assured that this eBook is packed full of all the information that you need to make the right decision for your company's IT needs.

Check it out today at

www.WCITech.net/2022ITBuyersGuide

Tech Fact #1

There are more than 5.1 billion active users on Internet, with Asia making up more than 50% of total Internet traffic.

Tech Fact #3

Wearable technology is exploding. Global shipments are expected to be 489 million devices by next year

Tech Fact #2

90% of world's data was generated between 2019 and today

Bill's Favorite Business Gadget of the Month

This might not be for everyone, but if you use a mouse and like something unusual, check out the Logitech Lift.

It's turned on its side, meaning you use it more like a coffee cup than a traditional mouse, which could help to alleviate wrist pain.

It also has a fantastic battery life and comes in colors other than black - including a lovely Rose, which is my daughter, Zoë's, favorite.



Inspirational Quote of the Month:

"Change is the law of life and those who look only to the past or present are certain to miss the future."

-John F. Kennedy

July's Featured Everyday Gadget: Airmoto

Imagine you're driving with your family on vacation in the middle of winter. All of a sudden, the road feels much bumpier, so you pull over and get out to check your tires. To your dismay, you discover one of your tires has gone flat. The closest gas station is over a couple of miles away, and your spare can't handle the adverse conditions. So, what should you do? With Airmoto, you never have to worry about this situation.

Airmoto is a rechargeable compact air pump that provides up to 120 psi. In only 10 minutes, you can inflate your car's tires to the proper tire pressure. Airmoto can be used to pump up balls, bike tires and even truck tires. It's practical, not very heavy, and quite affordable. Airmoto is the perfect addition to any roadside assistance kit.



8 Tips to Reach the Top of Your Field

I've been consulting business leaders for well over 20 years now, and in that time, I've worked with some of the brightest minds across various industries. At ghSMART, we have helped them. A professor taught me a tactic years ago that has helped me reach the top of my field. Now, I enjoy sharing this information with our clients.

Essentially, there are three roles in every profession - rainmakers, doers and trackers. The trackers are those who track other people's work. They play an important role but will rarely leave a lasting impact on their field. Most people are doers, since they do the work that is provided to them by someone else. They're also important, but they probably won't reach the top of the field. Then there are the rainmakers. These are the people who are proactive and go above and beyond to achieve results. Rainmakers always push to reach their goals and often reach the top of their field in the process.

Just being a rainmaker is not enough to leave an impact, though. If you follow these eight tips, you'll be well on your way toward success.

- Go to the best schools you can while achieving the highest grades possible and establish your technical skills. You don't necessarily have to attend the best school possible, but it does help.

- Spend 20% of your time building relationships. Try to spend a day each week learning what concerns are affecting customers in your industry and work toward solutions.
- Keep a list of your 50 most important relationships and rank them in order of importance.
- Don't do tasks or offer advice if it is outside your area of expertise. If you don't deliver great results, you will push your clientele away.
- Improve your public speaking skills. On average, 95% of professionals are not confident when speaking in public, so the 5% who are confident usually shine on a regular basis.
- Learn how to hire and delegate. You can't do everything on your own, so you need to surround yourself with a team you can trust.
- Price yourself high, but don't get greedy. You know how much your work is worth and you know how much the competition charges. For desired results, clients don't mind paying a little extra for good work.
- Mentor others to become rainmakers. Your team will only grow stronger.

As a caring and courageous rainmaker, you will rise to the top of your field - while your peers who rest entirely on their technical skills will not.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple *New York Times* best sellers. He stays active in his community and has advised many government officials.

Hybrid working: Hate it or rate it?

As a business owner or manager, what are your feelings about hybrid working (a mix of working remotely and in the office)?

A lot of that will depend on how well it suits your business, and your own personal preferences about having people together in real life.

But also, on the tools you use for collaboration and productivity. We've seen a lot of our clients embrace Teams and other Microsoft 365 products. They've completely changed the way they work in a very positive way.

The flexible working debate rages on around the world. Recently a director at Apple quit due to a disagreement over being forced to return to the office for 3 days a week.

But here's some interesting news. A study on home working was carried out by researchers after Hurricane Harvey hit

Houston, Texas (this was before the pandemic).

It looked at productivity before, during, and after an prolonged stretch of remote working.

Not only did it find that company and employee resilience may be enhanced by remote work, it also discovered there was no overall drop in the level of output.

If you're not totally satisfied with your hybrid working right now, maybe we can help. Would you like us to review the technology you're using to see if we can make life easier for you and your team? Give us a call!



Did You Know

about Meta Business Suite?

Meta Business Suite helps businesses like yours connect with customers more easily. It's a centralized way to manage messages from Facebook, Instagram and WhatsApp.

And there are exciting new toys on the way.

The first will let you send promotional messages via Messenger to people who have opted in.

There's also a new way to generate leads. On Instagram, for example, you'll be able to add a 'Get a Quote' button to your posts.

And import information directly from Meta into your CRM.

 **Meta**



Tech-Wise Talks

*Tips on how to utilize everyday tech in more holistic ways
written by Robin Wright*

Have a "Tech-Wise" tip that you'd like to share with us? We'd love to hear it! Send your tips that include ways to use technology to help you out in the office or at home that are maybe unique or different from others to Zoe@WCITech.net. If we print your tip, you will receive full credit for your idea, plus you'll win a \$25 gift card of your choice!



Tech-Wise in the Office

How many of you have created an electronic file of some sort, a marketing letter or flyer, instructions for how to complete a work-related task or job duty, a letter or document that you need again later, a form, the company letter head, even - all to just forget where you've saved it?

Okay, I'm sure YOU never do that, but I bet someone in your office does. So, here is how I resolved that problem in my office: I set my electronic files up to match the way our old-fashioned paper files used to be setup - by department.

I have worked with some large companies, and each company was the same; when you walked into the area where the work was being done, there was a large set of filing cabinets that most of the paper files or work was stored in. So, when it came to organizing WCI's office data electronically, I got out our organizational chart.

Don't have one for your company? Take some time now to sketch one out quickly; you'll be amazed by how helpful it is. Here's a tip, though: don't do it by person, create it by department. You can always add to it later if you find you overlooked an important distinction in positions or departments.

I personally created a file for each of the departments at WCI in our server's shared files. Bill set up access to the files as I deemed acceptable, and I have trained our staff on how to file the electronic documents correctly so everyone on the team knows where to find them. Yes, sometimes we do still forget the name of a file (name files for easy access is a tip for another day), but they should at least be in the right file, or "cabinet", for the proper department and there a far fewer files to go through this way.

If you'd like to know more about how exactly I set up our organizational chart, or if you decide to use this tip for your office's documents, let us know! We'd love to hear from you!



Tech-Wise at Home

A couple of years ago, I read *iGen: Why Today's Super-Connected Kids are Growing Up Less Rebellious, More Tolerant, Less Happy - and Completely Unprepared for Adulthood* by Jean M. Twenge, Ph.D. Twenge's research has been gathered over many years while working with young people from the Millennial generation, forward. There may be things in her title that seem askew, but I assure you, by the end of her book, you will be thinking she has at least made her point. But, while the book is helpful in understanding the iGen (today's youth) and its unique problems, it does not help us know what to do going forward to address or change the problem.

There are multiple resources including books, articles, and websites that address what we should be doing to respond to the problem and prevent it from negatively impacting our children and youth. As I write the article, there are multiple web pages loaded on my second screen, and about 6 or 7 books stacked next to me. This is only a few of the resources I have been referring to over the last year and a half that I have spent creating and then teaching a class at a local Women's Center called, "The Risks and Dangers of Children Using Technology".

So, why is technology bad for our kids? What do the studies say happens when kids use technology in ways that are unrestricted, or restricted too little by the adults in their lives?

Among other things, children who use technology from an early age on with too few restrictions are much more likely to develop "obesity, mental health issues, sleep deprivation, social incompetence, attention problems, anxiety, depression, addictions (including behavioral addictions), delayed speech and reading, motor deficits, eye damage, and musculoskeletal disorders." If we were given a medication with a long list of potential side effects and health risks that included all those I've just listed, most of us would not take it. Yet, we think nothing of handing off our smart devices and technology with these side effects to our toddlers under two.

We don't do it because we don't care. We do it because we are tired and worn out after a long day of work; because it entertains them while we get dinner on the table or do a few chores; because everyone else does; because we are told that it's what we should do if we want our kids to be technologically prepared - and, after all, it's what other countries, schools, cultural groups, and good parents do, right?

It's a complex topic, with researchers, scholars, and officials often all saying slightly varying things. As I surf through the resources and websites I have opened in front of me, I find that recommendations vary from 1 year to 10 years before children should be allowed regular screen time, which includes any screen, including TV. Even the sources that recommend 10 years of age realize there are exceptions - but they are *exceptions*. For 1- and 2-year-olds, exceptions would be talking to grandma and grandpa over FaceTime or a Zoom call, for example, and for older kids, exceptions

continued on page 8...

Tech-Wise for Fun

The LP Albums and record players we grew up with are back 'in'! It seems that the sound of digital music leaves something to be desired for some avid music lovers. Many musicians and music-lovers prefer the warmth, richness and depth that vinyl albums offer over today's compressed digital files, because of the loss of tone in sound quality. What's so cool about today's turntables, though, is that they offer advantages over their older counterparts. We chose and recommend (with our musician-son's approval) the company U-Turn Audio. Their players have low-noise motors and well-engineered tone arms, and they come with the built-in pre-amp. Check out their site at UTurnAudio.com to learn more about them!



Tech-Wise Online

Are you using social media to get the word out about your products, services, and even about who you are and what it is that your company does? Great! Social media can be a big help in educating your clients and potential clients. But, how do you know they are seeing what you post?

It's frustrating, isn't it? Especially if you are older, like us, and you miss the point of social media (like us), particularly TikTok or Snapchat and others that are similar.

So, first of all, think about who your target market is. If it's older individuals, they are more likely to use Facebook and maybe Instagram. If it's younger, though, you may need to go to TikTok. Think about who uses each social media platform, and choose the one (or several) that best fits your demographic. Then, make posts at least daily. We will talk more about what makes people want to read your posts in future Tech-Wise Online articles, but, for now, choose where the best match to your demographic is, and then make posts consistently each and every day. You can schedule most posts to be made in the days ahead if you don't want to log on every single day, but, remember, it is wise to respond positively and energetically to those who comment on your posts as soon as possible.

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should be made for school requirements, and, *potentially*, interests that specifically relate to learning opportunities. So, what are we, the parents and grandparents, supposed to do? What recommendation are we to listen to?

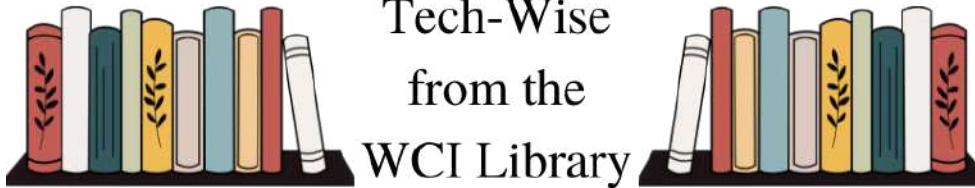
The topic of screen time and kids is an overwhelming topic, and there is a lot pressure for us as parents and grandparents to make the right choices. I am hoping that we can create a community around this topic and walk through the exploration of all the info together. In addition, there is a group getting a lot of attention right now that is attempting to get parents together and collectively wait until 8th grade before giving their children smart phones. Check our their website (WaitUntil8th.org)!

I like what Andy Crouch has to say in "The Tech-Wise Family" about why it's important to wait and restrict the amount of screen time:

"Family is about the forming persons [...] Family helps us form into persons who have acquired wisdom and courage [...] the only way to do that is with other people. We need people to know us and the complexities and difficulties of our lives really well - so well that we can't hide the complexity and difficulty from them. And we all need people who love us - who are unreservedly and unconditionally committed to us, our flourishing and our growth no matter what we do, and who are so committed to us that they won't let us stay the way we are. If you don't have people in life who know you and love you in that radical way, it is very, very unlikely you will develop either wisdom or courage."

If you're interested in this topic and others like it, you can read my article on our blog (WCITech.net/blog) and join the conversation.

WCI supports "Wait Until 8th"



Tech-Wise from the WCI Library

This is How They Tell Me the World Ends

Nicole Perlroth

How I found the book: Bill was at a conference where cybersecurity was bound to come up (although it was not the main topic), and Perlroth explained cybersecurity in such a way that even I, a non-techy, was beginning to understand why cybersecurity was such a threat to small businesses. Don't get me wrong, it wasn't that Bill had not been telling me this same stuff all along, it was instead that Perlroth was explaining it in ways that I could finally grasp and understand - without all the tech-y stuff. I felt she was explaining things in ways that allowed us to understand cybersecurity as a concern for all of us, not just big business. So, I bought her book!

Why I recommend it: So, I have always thought Bill does a GREAT job at explaining tech-y stuff in ways that even I, a self-proclaimed creative/visionary sort can understand. In other words, I'm a person who, when I have tech problems (which is all the time), is reasonably met first with questions like, "is it plugged in/charged?" or "have you tried shutting it down and restarting?" before other possible and more legitimate tech problems are considered.

Anyways, back to the book. Perlroth does an amazing job of explaining cybersecurity issues in ways I understand. It's not just the tech-y parts, either - Bill can help me through those. It's also how she breaks down the politics and relationships, and then reminds us about why it's important to us, the small business owners (especially when compared to the big guys), and helps us see what we can do, and even what we can't.

Who could skip this book: Okay, look, it's my hope that in this column, I can bring you another perspective to business technology. We - you and I - don't necessarily care about how tech works, we just want it to work, right?

So, I promise to tell you straight up when I think there are people who could skip a book - I have no desire to waste your time.

But this one is different. I think that cybersecurity is an issue that is already affecting each of us personally in ways we don't understand. Take the time to read about it and understand cybersecurity at some level. You need to know what is happening because, since it is tech, it isn't always visible to all of us, which makes it seem conspiratorial, and I suppose in ways, it is. But, we need to understand this at a beginner's level, which is why I chose Perlroth.

Tech-Wise Tip of July: Automation

Throughout the pandemic, there have been many businesses that seemingly didn't miss a step. Some transitioned over to a remote environment flawlessly, and it's due, in part, to their use of marketing automation tools. If you want to prepare your business for any situation, you need to automate the following functions:

- Appointment booking programs like Calendly allow your customers more flexibility when it comes to scheduling meetings
- Automating email marketing systems can lead to greater lead generation
- Customer relationship management software will help you support your customers and ensure they are receiving the best possible service.
- Automating customer service will provide an overall greater customer experience with programs like LiveChat

New to Windows 365

Never Miss a Notification Again

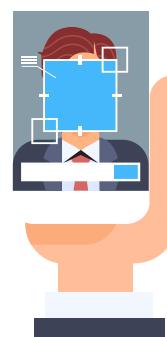
Notifications can be annoying. But, what makes them worse is when they're in different places. It's too easy to miss something important.

Now, Outlook is coming to the rescue with its 'notification pane'.

It stores all your notifications in one central location, so you'll never miss anything again.

You can also set your working hours and location for others to see. That means that if you're working remotely, your team will know when they can expect to hear from you.

How neat is that?!



The way we use passwords is finally changing

Passwords are annoying for most people. If you look at the best practice password advice, it's creating work for everyone

- Generate long random character passwords rather than using everyday words that can be guessed by cyber-criminals' automated software
- Use a different password for every single application
- Never write passwords down or share with a colleague

That is why we tell our clients to use a password manager. It's a safe way to generate highly secure passwords, store them, and fill in login boxes so you don't have to.

Recently, we've heard that tech giants Microsoft, Apple and Google have joined forces to kill off the password and introduce its replacement.

That's called a passkey.

It's very simple. To login to something, you'll use your phone to prove it's really you.

Your computer will use Bluetooth to verify you're sat nearby. Because Bluetooth only works a short distance, this should stop many phishing scams.

Then it'll send a verification message to your phone. You'll unlock your phone in the usual way, with your face, fingerprint or PIN.

And that's it. You're logged in.

We could see this new no-password login being introduced to some of the world's biggest websites and applications over the coming year. Exciting! What do you think?

Technology Update

Business Email Compromise (BEC) attacks have grown into a \$43 billion a year industry.

That's where someone gets into your bank account or systems through your email. Cyber criminals are trying to get you to click a bad link so they can steal passwords or install software on your computer.

Between July 2019 and December last year, business losses due to email scams grew by 65%.

You can't use software alone to protect your business. You need a blend of security tools and staff training.

Do you think your business could be vulnerable through email? Most are...

We can help. This is what we do. Call us.

Who will be this month's quiz winner?

Place your bets now, please

1. What year did Microsoft first start selling a computer mouse?
2. Which company altered its Handycam after its infrared "nightshot" feature was found to see through clothes during the day?
3. In mobile phones, what does SMS stand for?
4. What is the difference between http and https?
5. Which company owns Hotmail?

The answers are on page 12.

Question

I think I've clicked an unsafe link. What should I do?

ANSWER

The faster you act, the less damage or data loss you'll suffer. Get in touch with your IT support partner immediately. It's always a good idea to have a response and recovery strategy in place for when this happens.

Question

My external drive isn't showing up when connected

ANSWER

First, make sure it's powered up! Then try it in a different USB port, and then a different device. This will let you know if it's the drive or your device that's the issue. You may need to manually enable it in Windows.

Question

What's the best antivirus software for my business?

ANSWER

Not all antivirus software is equal, and the best solution for your business may be completely different than it would be for the company next door. It depends on your infrastructure. We'd love to help with a recommendation, so get in touch.

QUIZ Answers

1. 1983
2. SONY
3. SHORT MESSAGING SERVICE
4. THE 'S' IN HTTPS MEANS IT IS A SECURE CONNECTION
5. MICROSOFT. HOTMAIL IS KIND OF STILL GOING, ALTHOUGH NOW CALLED OUTLOOK



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The Future of Leadership

The pandemic completely changed the way many people view work. If there's one thing for certain, it's that remote work will continue once the pandemic ends. If your business has switched over to a remote or hybrid environment, you may need to reevaluate your leaders to ensure their skills align with the new work environment. Strong remote leaders possess traits that are essential for success.

In fact, if you want your business to prosper in the future, you must ensure your leaders are good communicators since they might not be working in the same location as their employees. They also need to possess collaboration skills to ensure each facet of every project is covered. Additionally, your leaders should be able to align their values with those of your staff and customers. Empathetic and understanding leaders are the future, and you need to have a leader who will look out for their team while also taking care of any customer needs. If you interview a candidate who possesses these great characteristics, they should be a top contender for your leadership positions.

Reasons Your Business Should Be Using a Private Cloud

Gone are the days when everything was stored on a physical hard drive. Now, most businesses and private users utilize cloud computing to store their data. It's no secret that cloud storage is the present and future of data storage, but have you thought about using a private cloud that only allows your business and permitted users to access necessary information? There are many benefits that come with using a private cloud, such as the following:

- It offers better security since nobody besides authorized users can use the storage or servers
- Your team will gain greater flexibility to continue their work without the fear of IT issues since backups are done automatically on private cloud servers
- It's often cheaper to use a private cloud than maintain physical servers
- Private clouds usually come with managed IT services, so there's no need to hire an IT team to work on-site. This will save you time and money.