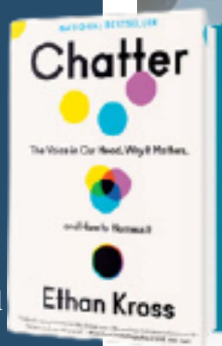# WCI Technology Insider

Insider Tech Tips – Written for Humans, Not Geeks

Chatter
by Ethan Kross

When you're preparing to make a huge decision, do you debate about it with your inner voice? Whether it's active or not, we all have a voice in our head that can encourage us to do things or discourage us from doing them. It often comes through as either a coach to pump us up, or a critic to tear us down. *Chatter* takes an in-depth look at the voice in our head and how we interact with it. An acclaimed psychologist, Ethan Kross tells stories from real-world case studies and explains that we have the tools to make our inner voice work in our favor. If you've been trying to control you inner voice, or strengthen the encouraging voice, this is a must-read for you.

March 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.

The IT Services Model Where Everyone Wins - and the One Where You Lose Big

If you're a business owner, there's probably a good chance you have spent time figuring out the IT needs of your business. It's not as easy as searching online and picking the cheapest option, or the company with the best reviews. The cheap option may not provide the services you need to keep your business at the top of its game, and the best-reviewed business may be too expensive, or offer services that are completely unnecessary for your business.

To put it simply, if you want to get the most out of your IT support services, you must do some research. If you haven't spent a lot of time in the world of IT, it can be difficult to figure out where to even begin with your research. If you've found yourself in this situation previously, or are preparing to open a new business and are interested in your IT support options, we've got you covered. We've put together the three most common forms of IT support and have explained the benefits and drawbacks of each so you can confidently decide on the best option for your business.

Managed IT Services
In this option, the IT services company takes over the role of your in-house IT department for a fixed and agreed upon monthly rate. Or, in the case that you already have an internal IT department, they can work in conjunction with your department in a co-managed fashion. They'll install, support and maintain all

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the users, devices and PCs connected to your network on a routine basis. They will even take care of your hardware and software needs for an extra cost. If you're trying to plan for a monthly budget or want routine maintenance and IT support, this option will work wonders for your business.

It's my sincere belief that the managed IT approach is undoubtedly the most cost-effective and smartest option for any business. With managed IT services, your business will be protected from IT-related problems, and they will keep your systems up and running. They can prevent common "disasters" such as lost devices, hardware failures, fires, natural disasters, and a host of other issues that can interrupt of outright destroy your IT infrastructure and the data it holds.

"If you want to get the most out of your IT support services, you must do some research."

Technology as a Service

Another option that might work well for your business is using a company that offers technology as a service. With these companies, you'll get everything that managed IT services offer, but with the addition of new hardware, software and support. This service ensures that your business is always up-to-date with the newest software and hardware. The greatest benefit of technology as a service is that you'll avoid the heavy cost of new hardware and software when you need it, but you will be paying far more for the same hardware and software over time. You'll also need to pay attention to the services they offer to ensure they can provide what you need and that it does not cost you extra.
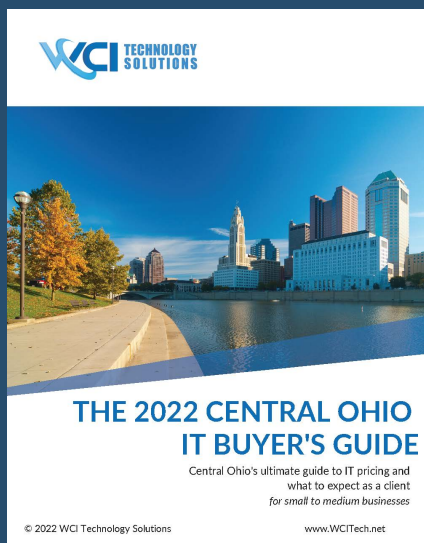
Time and Materials

Time and materials are often referred to as the "break-fix" method. This essentially means that you pay an agreed-upon hourly rate for a technician to "fix" a problem when something "breaks". It's a simple and straightforward way to pay for IT

services, but often doesn't work in your favor and can lead you to pay more for basic services.

I would only recommend the time-and-materials approach if you already have and IT team and you need additional support for a problem that your current IT team doesn't have the time or expertise to handle - but even in this circumstance, a co-managed approach would be better and more cost efficient. Under the break-fix model, the IT company has no immediate need to stabilize your network because they are getting paid hourly. The break-fix model is unable to supply ongoing maintenance and monitoring, which computer networks need to stay secure.

Choosing the right IT option for your business can take time and is certainly not something you want to rush into, so take your time to do your research. If you're unsure of where to even begin - or need some help navigating the sometimes confusing world of IT support - give us a call. We would be glad to help you find the IT support you need.

New to Microsoft 365

Easier editing in SharePoint

Until now, editing in SharePoint page editors has been painful. You had to open the property panel on the right every time you wanted to change something.

But a new update means there's now a floating toolbar above the text. This horizontal bar resizes to match the width of your text web part, and you can access other tools from the three dots drop down menu.

Should you monitor your remote workers?

At the end of last year, Microsoft announced it would be adding increased employee surveillance to Microsoft Edge.

The changes mean admins can access compliance monitoring through the browser, such as seeing which files have been printed or copied to USB devices.

Machine learning is being used to increase this visibility of what's happening to sensitive files.

But how will this impact employees? Will they feel that their privacy is being invaded? Will it cause trust issues?

And do you think this is an appropriate level of monitoring when people have proved that remote work can be just as productive - if not more - than working from the office?

Our advice would be not to buy into this increased employee surveillance, unless you want to damage the delicate trust you've no doubt worked hard to build with your team.

There are other, more open ways to help your people get their work done.

For example, there are plenty of tools that help limit distractions like notifications, and that can temporarily block apps and websites to allow better focus. Your employees can choose to activate these to aid their productivity when they need a boost.

You'll find some within your Microsoft 365 subscription - that means more tools at no extra cost.

If you want some suggestions personalized to your business, give us a call today.

Recruit and Retain Millennial Employees

The Millennial generation is the largest generation to date, with more than 92 million residing in the US. Globally, this generation makes up 75% of the workforce. If you're looking to hire Millennials (and you should, as they are driven and intrinsically hard-working employees) here are some tips to help get them on your team:

1. Offer aid programs like student loan assistance or tuition assistance
2. Encourage opportunities for career & personal development
3. Create a socially responsible work environment that includes diversity and inclusion
4. Offer flexible work options like remote working and child care

Building Your Marketing Plan - Where do You Start?

A strong marketing strategy is one of the most difficult things for new businesses to implement correctly. Many new business owners know how important marketing is, but are unsure of how to make their plan successful. My good friend Allan Dib wrote a book titled *The 1-Page Marketing Plan* to teach business owners how to quickly market their businesses.

Allan explains that one of the biggest mistakes new business owners make is trying to ensure that their marketing plan is perfect from day one. It's impossible for your marketing to truly be perfect since it's iterative and needs constant optimization. Instead of trying to make your marketing perfect, just try to get it done. Feedback will tell you what worked and what didn't, and you can adjust your strategy based on that. Before you can even start planning your marketing strategy, there are a few things you need to figure out first. Before anything else, you need to figure out who your audience is. This will allow you to find a certain niche that will help you build a solid marketing plan. If you try to target everyone as your audience, you'll end up targeting nobody.

Furthermore, Allan explains that once you have found your target audience, you need to create a message that resonates with them. Test your ideas on your current customer base, and if you find one that fits, implement the wording into your marketing campaign. Don't try to sell in your advertisements; instead; have them fill out a form or give your business a call.
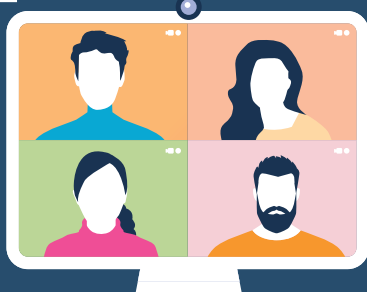
Once you've found your target audience and crafted your message, you'll need to find the perfect place to broadcast. Through your research in finding your target audience, you should have a general idea of where to publish any marketing. Don't be afraid to use multiple platforms to reach a wider audience.

Allan is a best-selling author and an extremely successful marketer. He's helped over 500,000 businesses achieve rapid growth and (in my opinion) is one of the best minds in the business. If you're needing more marketing advice from one of the masters of the craft, check out his book, *The 1-Page Marketing Plan.*

Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for *The Wall Street Journal* and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.

How's your video call etiquette?

about keyboard shortcuts?

Two years on, we're all Video Call Champions now. Bet that's a skill you never thought you'd master!

It's so convenient to hop on a video chat with a colleague to discuss a problem or clear up details on a project. You don't really think twice about it anymore, do you?

But, there's always room for improvement. So, here are our suggested rules for good video call etiquette:

1) Create and share a meeting agenda. If you schedule a meeting with several others, let everyone know what the meeting is about and give them a chance to prepare. If you use Teams, there's a text box at the bottom of the New Meeting Invitation where you can add in details.

2) Make sure your background is suitable. Cameras on, everyone. Seeing people is the big benefit of video calls. While people may be intrigued about where you are, blurring your background or working in front of a plain wall will make sure the focus is on you and not your house.

3) Don't overshare. Ever been caught out when screen sharing? Maybe you've received a notification for a personal message, or even forgotten to close down a website before joining your meeting? You can share only the application you want to show by clicking 'Share' and choosing the thumbnail in the 'Window' category.

4) Stand up. Want to keep you video calls focused and productive? Then get all who are able to stand for them. This might seem strange, but it works really well - in real life, as well!

Of course you know they exist. But what you might not know is that each time you use your mouse for a minor task, you waste 2 seconds. That might seem like a lot of time to wast, but add it up for every task, every day - and for the average person it becomes 8 days a year!
8 DAYS! *Lost to click, click, clicking.*
Here are some universal shortcuts that work on Windows machines and Macs:

- The most obvious: Copy is Ctrl/Command C and Paste is Ctrl/Command V
- Make text size bigger or smaller. Hold down Ctrl/ Command and Shift and then press the full stop key to increase the font size by one point. Or the comma key to decrease it one size
- Switch between open programs with Alt/Command + Tab

Technology Update

You probably already know about the ongoing global chip shortage. It's been a hot topic (at least in our world) for well over a year now, affecting the manufacturing of everything from computers to cars.

And now it's affecting printer ink cartridges.

Many companies put chips in their cartridges to detect toner levels, and sometimes to stop you using fake cartridges.
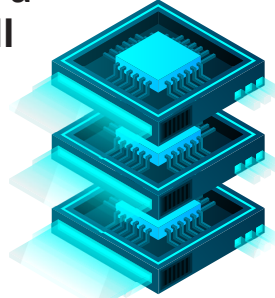
Canon has recently been shipping cartridges without chips. Its put instructions on its website to help you clear error messages on the printer.

They plan to return to normal chipped cartridges as soon as they can.

We're still seeing supplies of some hardware limited.

Have you noticed any effects of the chip shortage?

Let us know, and keep in mind that, with these shortages, it's best to be thinking and planning ahead for any hardware you may need this year so you have plenty of time to order it and have it arrive.

Fun Tech Quiz
Time to learn something new...

Or to show off your tech knowledge!
1.   **How did Adele's album '30' change Spotify?**

2.   **Who is Parag Agrawal?**

3.   **What was Apple's estimated market value as of January?**

4.   **Who was the first person in history to take off in their own spacecraft?**

5.   **What is the second biggest crytocurrency, after Bitcoin?**

The answers are on page 8.

Question
Do I need a second monitor?

ANSWER
That's a personal preference. A second monitor has the potential to save each person more than 2 hours a day. When you set up correctly, it allows you to seamlessly use multiple applications and keep several documents open at once.

Question
How can I use my calendar more effectively?

ANSWER
Start by sharing it with your team so they know when you're free and when you shouldn't be disturbed. It also makes it much easier to schedule meetings if everyone can see your availability. Save time by using a voice assistant to add tasks to your calendar and to invite people to meetings.

Question
Is a password manager really a good idea?

ANSWER
Yes, yes, yes, yes, yes!! The average person wastes 12 days of their lives searching for passwords. That's not to mention the huge extra levels of security you get from a password manager.

Tech Fact #1

Ever feel like your phone is vibrating in your pocket or bag when it isn't There's a name for that! It's Phantom Vibrating Syndrome.

Tech Fact #3

The first alarm clock, invented in 1787, could only ring at 4am when the inventor needed to rise. Great for early risers, but not much use for anybody else. The first adjustable alarm clock was invented in 1847.

Tech Fact #2

The word 'robot' comes from the Czech word 'robota' which means forced labor or work

Bill's Favorite Business Gadget of the Month

While a paperless office is the dream, some of us still prefer to do things the old-fashioned way. Like taking notes using a real pen and paper.

If you're like me in this way, here's your solution: the Rocketbook Smart Reusable Notebook. It has 32 pages that feel like a normal notepad, yet can be wiped clean when using a Pilot Frixion pen. Better still, it can connect to an app that lets you scan and save your notes to the cloud.

WCI TECHNOLOGY SOLUTIONS

Inspirational Quote of the Month:

"Don't sit down and wait for the opportunities to come. Get up and make them."

- Madam C.J. Walker, the first female self-made millionaire

QUIZ Answers

1. SPOTIFY REMOVED THE SHUFFLE OPTION ON ALL OF ADELE'S ALBUMS AT HER REQUEST
2. TWITTER'S CEO (SINCE NOV. 2021)
3. $3 TRILLION
4. RICHARD BRANSON, BEATING JEFF BEZOS BY 9 DAYS
5. ETHEREUM

Meta-WHAT?! What You Need to Know About the Metaverse

In 2014, Facebook purchased Oculus, a company that designs and produces virtual reality headsets and games. This would end up being the first step in Facebook's change to their new identity: Meta. Recently, Mark Zuckerberg, the founder of Facebook, unveiled the Metaverse with the goal of creating an "immersive Internet experience" that he hopes will lead to a "world of endless, interconnected virtual communities."

This idea would essentially allow people to meet with each other, play games and even work by using augmented reality glasses or virtual reality headsets. Ideally, people will have virtual office spaces where they can communicate with coworkers and virtual homes where they can host friends for get-togethers. The biggest concern with Meta is privacy. If people are living their lives in a virtual world, how will the information they share be protected? Only time will tell how Meta handles the privacy challenges of the Metaverse, but it's certainly an exciting time in the world of virtual reality.

It isn't Luck, It's SEO - Improve Your Conversion Rates Using SEO

Search engine optimization (SEO) and conversion rates go hand in hand. SEO helps bring people to your website, but conversion rate optimization (CRO) helps make those visits more meaningful. If you aren't getting the desired conversion rates for your website, there are a few tips you can implement to get more from your SEO and CRO.

1. **Speed up webpage load times:** if your website does not load within three second, there's a good chance that customers won't wait for your site to load at all
2. **Improve your visuals with creative design:** you want your website to grab a user's attention and encourage them to click through the site
3. **Utilize videos and visual aids:** if users are not staying on your website for a long period of time, add some videos. Users are more likely to stay on your site if there are things for them to watch or look at
4. **Use strong calls to action:** a call to action is a great way to connect with your customer base and will make it easier to track the return on your investments.