

# WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

## *The Four*

by Scott Galloway

Which companies come to mind when you think about the businesses that have grown the most over the past two decades? Chances are your mind immediately jumped to Google, Apple, Amazon and maybe even Facebook, but have you ever wondered how these businesses became so successful? Your questions will be answered when you read Scott Galloway's book *The Four*. Galloway attempts to answer how these four companies infiltrated our lives so quickly and completely that they're almost impossible to avoid. He also offers advice to readers who want to build businesses that can model or compete with these industry titans. By understanding how these impressive companies grew, you'll gain inspiration to grow your own business so you can find success, too.



## Make 2023 a Great Year For *Business With 3 Tech Resolutions*

The new year is upon us, and many business owners will use this opportunity to create plans to ensure that 2023 is as profitable as possible. You can devise all kinds of business resolutions you want to focus on during the year, but most of the time, business owners think about key performance indicators like sales opportunities, customer loyalty or referrals. Still, while these are vital, it's just as important to include resolutions relating to new technological advancements.

You can see growth in many different areas when you improve the technology within your business. Some improvements will help you make each experience better for your customers, while others will allow you to save time and money. If you're unsure of what tech

resolutions to make, don't panic; we're here to help!

Here are three tech resolutions to think about in 2023 - they will help you both improve and protect your business.

### **Improve Your Cyber Security Practices**

It's no secret that technology is constantly evolving, but many people fail to realize that cybercriminals are also evolving. Every business, regardless of size, needs to be aware of the risks and take the necessary precautions to avoid having a cyber attack. If you don't have cyber security practices in place - or it's been some time since you last considered this - you should review your current needs and make any necessary updates.

## January 2023



**Bill Wright**  
Founder &  
CEO

### Our Mission:

Technology systems that anchor your business and protect what you have built, from a company inspired to make the world better.

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One of the best ways to improve your cyber security practices is to run your team through annual or semiannual cyber security training. According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element. If your team is well-trained in cyber security and has brought into a cyber secure culture, your business will be less at risk. Make sure they know the importance of password security, the different types of cyber attacks and how to protect sensitive business and customer information.

**Utilize a Managed Services Provider (MSP)**

There was once a time when businesses used in-house IT teams to take care of all their technology needs, but this is no longer the most efficient or affordable way to do things. Now businesses use MSPs to handle most of their technological affairs. MSPs are well-known for their ability to help with any technological needs since

their teams are usually full of well-informed experts. They can take care of everything on the technology side of your business so you can focus more on boosting sales and pleasing customers.

If your business experiences power outages or natural disasters, MSPs will work around the clock to get you back up and running. They even ensure your data is backed up in case disaster does strike. If you're worried about cyber attacks, there's no better way to protect you business and its data than by hiring an MSP. They monitor your network security and keep patches up-to-date to prevent hackers from accessing your information.

Hiring an MSP may be the best thing you can do to protect your business.

**Implement Artificial Intelligence Into Your Business**

Prepare yourself for the AI boom in 2023. Throughout the past few years, many businesses have utilized AI to boost their profits and customer satisfaction scores, but the uses and

benefits of AI will grow significantly this year. In fact, you'll soon notice AI being used in new and beneficial ways in health care and automotive industries.

If you aren't using any form of AI in your business, you should immediately look into it. you can implement an AI chatbot on your website to provide personalized conversation and help your customer with their questions or needs. Some AI software will even track customers as they peruse your website and offer them product suggestions, which can help improve your sales scores.

The New Year is the perfect time to reset, reevaluate and plan to ensure 2023 is a successful year for you and your business. If you are unsure about where to start, try implementing some of the tech resolutions listed here. They'll quickly help you grow your business and keep it protected from cyber security risks.

**Stop Yourself From Overthinking**  
*with these 3 tricks*

Are you an over-thinker? When you finish typing an e-mail or meeting with a client, do you dedicate an excessive amount of time to thinking about what just took place? Overthinking is not beneficial to anyone and can quickly steal time that could be better spent elsewhere. Thankfully, there are a few things you can do to stop yourself from overthinking. Here are three quick tricks to try the next time you find yourself over-analyzing a situation.

- Focus on what's real - not what you think just happened or what someone else might be thinking. (Don't dramatize the situation)
- Don't let fear drive your decisions
- Concentrate on your tasks and goals, not on what other people are doing

#1

There are around 175 websites created every minute, adding up to a total of almost 1.8 billion websites since 1991

#3

over 90% of the world's data was created in just the last couple of years

#2

Google has up to 8.5 billion searches per day making up 92% of global search volume

## TECH FACTS

## Bill's Favorite Business Gadget of the Month

### Standing desk converter

Whether you're working from home or the office, sitting at a desk all day can get stale. It's also not that great for the body.

Standing desks have become pretty popular, but instead of buying a whole new desk, why not try a standing desk converter? These sit on your desktop and adjust to a height that suits you. There are loads of options available, including ones with space for two monitors.



## Inspirational Quote of the Month:

*"Your value will be not what you know; it will be what you share."*

*-Ginni Rometty, CEO at IBM*

January's Featured  
Everyday Gadget:

# Gunnar Eyewear

Americans are looking at screens more now than ever before. We're glued to our computers while at work, and when we go home for the night, we spend more time looking at the television or our cellphones. While looking at screens all day won't permanently damage eyesight, it can cause uncomfortable eyestrain and even headaches. If you suffer from these issues, you should try Gunnar's blue-light filtering eyewear. These glasses come in many different styles and colors while offering various blue-light - filtering options from 35% to 98%. You can even have them made with your prescription so they can function as more than just your "computer glasses". It's a good thing Gunnar is around because their eyewear really does allow people to use their devices for longer without worrying about eyestrain.



## Want to Learn Something New? Use These 5 Practical Tips

Have you ever noticed how some entrepreneurs go from being dirt-poor to becoming self-made billionaires? You probably wondered how they did it. Personally, I don't think they found success by being smarter, more hardworking or even luckier than the rest of us. I believe many super-successful leaders get there by *learning* better than the rest of us. Over the years, I have developed five practical ways to learn something new in business based on my experience.

### Reading 10 Books

It's easy. Go to Amazon, type in the topic you want to master and read the 10 top-selling books in that category. Pay attention to the words and concepts that seem to matter the most.

### Attending the Best Workshop on the Topic

When learning about predictive analytics, I bought the book *Predictive Analytics* by Eric Siegel. I learned the author hosted a massive conference on this topic, with the fitting name "Predictive Analytics," so I went for it.

### Interviewing Experts for Advice

I decided I wanted to learn more about digital marketing a year ago. Many of our clients were struggling with the increasing digitization of demand creation, and I wondered how this trend might impact our own business in the future. Rather than interviewing 10 experts, I made a target list and used referrals to interview over 100 experts on this topic. People are happy to

have a 30-minute discussion about their favorite subjects to help you learn. You know you're getting your head around a topic when you start to hear the same buzzwords and pieces of advice again and again.

### Hiring Someone as a Mentor or Partner

You probably know a topic that an expert in another field would love to learn. Consider doing a "mentor swap" where you agree to exchange advice and pick each other's brains a couple of times a year. The only thing better than having an expert mentor is to hire an expert full time.

### Leading a Project

You have heard the expression "The best way to learn something is to teach it." I've witnessed many clients and colleagues volunteer to run a project in an area of interest. In many cases, they were experts when they started the project, but immersing themselves in the topic and working toward delivering results in that area significantly boosted their expertise.

I have witnessed many leaders stall out in their careers. Most of the time, they get set in their ways and stop learning. If you want to keep thriving, adapting and innovating in your career, consider following these five tactics for learning something new.



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.

# Does it really matter what browser you use?

## Yes.

The web browser you choose can have a big impact on your online security. And as a business, it's important you don't take any unnecessary risks, even if you're someone who likes to steer clear of the IT megabrands.

As well as allowing advertisers to track your online activity, there are often bugs and vulnerabilities in lesser-known browsers that cyber criminals can exploit to not only steal your data, but to also compromise your entire network.

And while it's vital that you choose your browser carefully (and stick to the same browser across the business), it's equally important to make sure you run updates and patches as soon as they become available to keep your browsing as secure as possible.

You may already know that Google's Chrome is the most popular desktop browser in the world - more than 6 in 10 people use it. It's fast, easy to use, and it has built-in phishing and malware protection (though you shouldn't rely solely on that).

Next comes Apple's Safari, followed by Microsoft Edge. Edge is similar to Chrome in that it's fast, customizable and simple to use. It also gives you

clear privacy options, which are super important when using a browser for business. As a Microsoft product, it's the default browser for Windows 11, and comes with some Microsoft-specific links. So if you use Windows 11 and haven't tried Edge, give it a go.

The key thing to keep in mind when choosing your browser is security. Don't just stick with the standard settings - customize them to suit your business. Look at the threats you may face, the settings that can help protect against them, and the usability... all in equal measure.

It seems like a relatively simple task to choose a web browser, but there's more to it than you think if you want to take security seriously (and you should!)

**Can we help recommend the best browser for your business? Or make sure you're getting the most from your current browser's security settings? Get in touch - we're here to help.**



## Did You Know

54% of web browsing now happens on smart phones?

And while Google's Chrome is the most popular browser for desktop, Apple's Safari comes out most popular on smartphones.



## New to Windows 365

### Outlook's bringing better notifications to mobile

This month we're expecting to see a change to the way Outlook notifications work on mobile, starting with Android.

Microsoft is making it easier for you to customize your notification settings, so you can stay on top of things without sacrificing your work/life balance.



## IT hacks to help cut your energy bill

With energy bills constantly on the rise, it's not just households feeling the pinch. Businesses too are being squeezed, and in many ways it's harder to cut down on the energy we use at work.

But there are a few little IT hacks that can help save money each month. Some things you'll already have considered - like cutting down on your printing, which not only saves energy, but also reduces ink and paper.

There's always more you can do.

Since the rise in hybrid working, many of us have switched from desktop computers to laptops. That's great because they already use a lot less energy, but when employees leave the office at the end of the day, they often don't turn their machine off. Depending on your rate, that could be costing as much as \$35 per year for every workstation. So encourage your people to power off computers every evening rather than leave them on standby.

You should also pay attention to other electronics in the office. Turn off your printers, switch off chargers, and unplug any big screens you may have around the office. Even an unused phone or TV costs a little to keep it on standby overnight.

There are some tweaks you can make for daytime savings too. Reduce the brightness of monitors and use energy efficient lighting. We can advise on Wi-Fi enabled systems that allow you to switch lights on and off remotely, and even to control power outlets via Wi-Fi. At the very least, we should all encourage staff to turn off lights and devices when they're not in use.

It's worth your while to take a look around the office to check that radiators or heaters aren't being blocked by furniture, that window seals are intact, and that you're only heating or cooling to the temperature you need - just one extra degree either way can have a big impact on your energy bills. That's also something that many workplaces are monitoring remotely.

**So if you'd like any help checking that your workplace tech isn't costing you more than it should, just get in touch.**

# Technology Update

**If you use Google Chrome as your browser, did you know there's a way you can check exactly how secure it is at any time?**

Go to the **browser's Settings**, and select **Privacy and Security**. On the right, under **Safety check**, select **Check now**.

This checks for updates, looks at the strength of your stored passwords and tells you if browsing is safe and if you've downloaded a harmful Chrome extension.

## Test Your Tech Knowledge With This Month's Quiz

Who's the Top Tech Master in your office? Let's find out... (and no Googling)

1. **What's the tongue-in-cheek name of the company Elon Musk founded in 2017 to develop tunneling technology?**
2. **Name the two online payment companies founded in the late 1990's that eventually merged to form PayPal**
3. **What's the 6-letter term for a group of computers that are networked together and used by hackers to carry out cyber attacks?**
4. **What was the final Pixar film to be released on VHS and also the first to be released on Blu Ray?**
5. **What does "TED" stand for in the context of the popular TED Talks and Conferences?**

The answers are on page 8.

**Question: What's Focus Assist in Windows 11?**

**Answer:** Focus Assist takes Do Not Disturb a step further. It can hide distracting icons from your Taskbar and give some notifications more priority than others. Use it together with Do Not Disturb and you'll be able to block out distractions to better focus on work.

**Question: Can I share a Word document without someone changing it?**

**Answer:** Yes! Just click the editing button next to the share button in the top right of your screen. Then simply select whether you'd like people to be able to edit, view, or review the document. You can switch it back whenever you're ready

**Question: Can I un-send an e-mail in Outlook?**

**Answer:** Sometimes. If both you and your recipient have Outlook e-mail addresses, if the e-mail hasn't already been read or opened, and if you're working on a PC, not a Mac. Open the e-mail, go to File, and select Resend or Recall.

# QUIZ

## Answers



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Solutions



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1. THE BORING COMPANY
2. CONFINITY AND X.COM
3. BOTNET
4. CARS
5. TECHNOLOGY ENTERTAINMENT DESIGN

## 2 Ways to Refine Work Relationships with Young Employees

The workforce gets younger every day, which can make things more challenging for business owners. Many have recently adapted to meet the needs of new Millennial employees, but now even younger generations have started to work. This has required business owners to learn how to build meaningful relationships with these new employees. Here are a few ways you can do this, too.

### Setting Standards Early

**One of the most significant concerns for business owners, especially in regard to young employees, revolves around values. It can be hard if values don't align. To avoid this situation, dive deep into this topic during the hiring process so you are well aware ahead of time.**

### Giving Young Employees Responsibility

Young employees want their work to matter and their voices to be heard. Once

you get them through onboarding and you're comfortable with their skills, give them a chance to prove themselves.

### Improve Your Sales Team and Grow Your Business

It's no secret that sales can make or break any business. Without a strong sales plan and team in place, it's difficult to bring in any profit or move your products. If your business has struggled to reach its sales goals, you must reevaluate your sales process and make any necessary adjustments. Check out the following three pieces of advice to help you get started.

### Discover Your Company's Vision

Where do you want your business to be in five to 10 years? How will you get there? You need to figure this out and get your sales team to buy into your vision so they can help your business reach its goals.

### Hire the Right Team

Evaluate your current team members and see if there's anyone who is not meeting expectations. Have a discussion and try to inspire them - but if there's no improvement, find a more suitable option.

### Create a Pleasant Company Culture

Your team members will put forth their best effort if your business is somewhere they want to work. Create a culture where everyone is recognized, is heard and has the opportunity to grow, and you'll soon notice many benefits, including sales growth.

