

WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

Made to Stick

by Chip Heath and Dan Heath

Every entrepreneur wants their ideas to stick and gain traction, but that's easier said than done. *Made to Stick*, by Chip and Dan Heath, is a compelling book that explores why some ideas are more memorable than others. The authors provide a framework for creating sticky ideas that business leaders can apply to a wide range of scenarios. The co-authors divide the book into six chapters, each focusing on a different principle of sticky ideas: simplicity, unexpectedness, concreteness, credibility, emotions and stories. They provide real-life examples to illustrate how these principles work in practice. *Made to Stick* is an informative and engaging read that will encourage readers to develop ideas that stick and leave a lasting impact on their industry.

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Our Mission:

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



Get More Done in Less Time

Tech Tips to Improve Productivity and Focus

Technology has become essential to our society. We use it for nearly every aspect of our lives, from entertainment to personal security. Unfortunately, it's not all good, and over time, many of us have developed some negative tech habits. When we're supposed to work or stay productive, we might turn to our phones or tablets and scroll through social media or the news. There's no better time than the present to shake these harmful habits so we can become more productive. The good news is that technology can actually help improve our overall productivity.

The pandemic forced many of us to start working remotely or in a hybrid environment, which makes it even more important for us to use technology to stay focused and

productive. Technology does not have to be a distraction; it can help us stay on task and achieve our goals. Below, you'll find a few ways to use technology to improve productivity.

Cleaning Up Your Digital Space

For many of us, our workdays revolve around our electronic devices. We spend nearly eight hours each day bouncing from our computers to our cell phones, trying to stay in touch with everyone while keeping up with our workload. Over time, our digital areas can become cluttered with unnecessary documents, e-mails and other information.

Take time to review and reorganize your computer's desktop, smartphone's home screen, e-mail inbox and cloud storage accounts. Delete any unnecessary files, e-mails and apps you

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no longer need. By doing this, you'll have an easier time navigating through your digital space and locating necessary documents when they're needed.

Using Time-Tracking and Focus Apps

Time can easily slip away from us if we're not paying close attention. We've all gotten lost in a project or task and spent way too much time on it. One of the best ways to stay focused and productive is to track your time. Many apps are available that help you do this, including Toggl, RescueTime and Harvest. These apps allow you to track how much time you spend on specific tasks and can help you identify where you might be wasting time. By tracking your time, you can make adjustments to your schedule and ensure you're making the most of your hours.

Focus apps like Freedom, Cold Turkey and SelfControl can also help you stay productive, as they'll ensure you aren't wasting your time on social media or other websites that take you away from

your work. These apps allow you to block access to certain websites or apps for a specified amount of time. In fact, using a focus app is one of the best ways to remove distractions from your workday.

Automating When Possible

Automation has truly revolutionized the way many businesses operate. You can use automation for e-mail communication, marketing efforts, data collection and so much more. Introducing automation to your business can help streamline repetitive, time-consuming tasks that previously had to be done manually. By automating various processes and functions, you'll free up more time for your employees to focus on higher-level tasks and improve their productivity. Automated systems are also less prone to errors than human beings, so you won't have to spend as much time going back through your work to fix simple mistakes. Automation improves productivity by reducing the time, effort and resources needed to complete a task, while providing valuable data insights.

Strengthening Your Cyber Security Practices

A successful cyber attack can completely dismantle your business. It can take days, weeks or even months to recover from a cyber attack, which can put an end to your hopes of improving productivity. Cyber breaches, such as malware infections or ransomware attacks, can cause significant downtime for any business. Employees may be unable to access necessary files or systems, leading to delays in work and dismissed deadlines. Just the risk of a cyber attack can take you away from your work, as you may constantly worry about the security of your systems or the safety of personal data. When it comes to improving cyber security practices, you must be proactive. Don't wait until a cyber attack has already occurred; start boosting your cyber security practices as soon as possible.

Improving focus and productivity is not something that happens on its own. It takes time, effort and dedication to make a change that has an impact on your work style. Stop using technology as a distraction and find ways to use it to improve productivity and focus.

Are You Living Your Best Life? Questions to Ask Yourself!

Are you happy with the current state of your life and career? This is a question everyone should ask themselves at least once a year. Figuring out the answer might not be as easy as saying yes or no. You should think deeply about it, because if you're unhappy, you must make an adjustment. Here are three other questions you should ask yourself when determining whether you're happy in your current situation.

1. Am I living the life I want?
2. Would I carry on with my normal routine if today was the last day of my life?
3. Am I doing what I love?

Answering these questions will help you understand if you feel fulfilled in your life and what you need to do to improve your situation.

#1

Nokla is famous for its phones, but it started out as a paper manufacturer in 1865

#3

NASA's Internet speed is 91GB per second. That's about 13,000 times faster than most business's speed

#2

Think robots are androgynous? Think again. 'Android' comes from the Greek for male-like. The female equivalent is 'Gynoid'

TECH FACTS

Bill's Favorite Business Gadget of the Month

Smeg DCF02BLUS Drip Coffee Machine



An office without coffee is like a day without sunshine... it's a lot less productive, that's for sure.

This Smeg filter coffee machine has a great retro look, and keeps the coffee hot for up to 40 minutes, making it a quick job to grab a fresh cup (if the last person to use it remembers to refill it!) Time saving, productivity boosting coffee? **Yes please!** Widely available around \$230.

Bill

WCI TECHNOLOGY SOLUTIONS



Inspirational Quote of the Month:

"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves."

- Steve Jobs, Co-founder of Apple

March's Featured Everyday Gadget:

Apple's AirTag

Losing an important item can be distressing, and Apple is trying to ensure its users will never lose anything again with the Apple AirTag. Apple's AirTag is a small, compact tracking device that allows users to locate their misplaced items effortlessly. With its sleek and minimalist design, it easily attaches to any item and connects to the Find My app on your Apple devices. The AirTag used Bluetooth technology to provide precise location information, and it even has a built-in speaker that emits a sound when you're trying to locate your lost item. The AirTag only works with Apple devices and requires the latest operating system to function correctly. Overall, the Apple AirTag is a useful tool for anyone looking to keep track of their personal belongings.



Why Smart People Make Dumb Career Moves

I love helping people land their dream jobs, but even smart people can make dumb career moves. They do this for two reasons: not having a career strategy and not putting enough time into the job search. For those unfamiliar with the idea of a career strategy, it's a written document that states what your career wishes are, the three paths you are considering and the actions you'll take to make this a reality. And for those wondering how much time is needed to find their dream job, I believe a half day per week for six months will give you a 90% chance of landing whatever position you wish.

Does this sound far-fetched? Perhaps at first it could, but let me give you some examples. I recently spoke with a few business leaders about their job search and how it was coming along. I think you may benefit from hearing their stories.

I first talked with the CEO of a fashion designer brand who felt ready for his next gig but seemed unsure about which direction to take. He did not have career strategy and spent virtually no time hunting for his dream job.

We discussed the positives and negatives of various paths until he settled on his No. 1 path of "finding a mid-size private company to own, run and grow" in a specific industry niche. The more specific his career strategy became - and the clearer the criteria for what he was looking for - the easier it became for us to think of key people he should meet. We identified 20 people to contact, and he committed to contacting them within a couple of months. The more specific you can be in

searching for your dream job, the easier it is to generate more opportunities.

Another leader I had a chance to talk with was a senior executive who ran a government agency. She knew her job would end after an election and she needed to find something new, but she had no career strategy because she put absolutely no time into her job search. She said she felt guilty doing a job search while in her current position. She eventually had a job opportunity fall into her lap, but she didn't feel too excited about it. After I talked with her, she decided against it and instead chose to devote more time to searching for the perfect role and creating a career strategy.

The challenge of finding your dream job is to do the hard work to make a career strategy, then invest a half day per week for six months. Once you do, you will put yourself in a leadership role in which you can amplify your positive impact on the world, be successful and have fun in this next stage of your career.



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.

Don't forget your phone security

It's common for people to rely on their personal phones to keep in touch at work.

That's not always the best idea, and there are lots of good reasons to provide company phones to your team (would you want to own the number and block access to sensitive data if somebody left?)

But whoever owns the device, you need to make security your top priority. Cyber criminals know how much valuable information lives on our mobiles, and they're making phones a target.

If you don't already have a mobile security and management strategy in place, it's time you did. **Here are our top 5 ways to keep phones secure:**

Set minimum upgrade requirements. Cyber crooks and device manufacturers both work in three-year cycles. That means that, as threats evolve, so do the protections that address them. Upgrade devices to follow this cycle, and even if you're using BYOD (bring your own device), enforce this rule if employees want to use their personal phone for work.

Implement Mobile Device Management. MDM allows you to track the location of devices, lock/wipe their data remotely, and can help you access remote support for

any issues. That means your data stays safe, even in cases of lost or stolen phones. You can also create a list of apps that are to be blocked for security reasons.

Set up MFA (Multi-Factor Authentication). Make sure all devices have biometric locks requiring facial or fingerprint ID to open them, and that all apps require MFA to log in. Only allow employees access to the software and files they need for their job.

Always update everything. Like all your devices, phones need to have the latest updates installed as soon as they become available. If you have MDM in place, it's possible to schedule updates across the entire team at the same time - ask us for more info.

Regular awareness training. You should hold regular cyber security training for your team that includes mobile devices. Your people are your weakest link when it comes to security. Keeping them up to speed on security risks can improve compliance.

It's easy to overlook mobile devices when it comes to keeping your data secure, but it's a vital step in protecting yourself against cyber attacks.

Did You Know

about Microsoft Edge flags?

Microsoft Edge flags are an experimental feature that can enhance your browsing experience. They make scrolling smoother, enable multiple items to download at once, and even allow you to choose a color profile for your browser.

Enable them by typing **edge://flags** in your address bar and selecting the flags you'd like to trial.



New to Windows 365

Working hours and location

New options are coming to Outlook that allow you to set more flexible working hours each day and specify where you're working from.

Everyone can see this so there's no confusion over when you're working (and when you're not).



A four-day week doesn't mean four-day security

Are you one of the many companies around the world that's looking at a four-day working week? Perhaps you've already made the leap.

For lots of businesses, it's never going to work. But those that have tried it have generally found it to be hugely positive. It improves your employees' experience, making them more loyal, engaged, and productive. It can help to attract and retain better talent, while improving your brand reputation. And let's not ignore the cost savings of shutting down the office for an extra day.

But it has to be done right. Forcing people to cram the same amount of work into fewer hours could be a recipe for burnout and exhaustion.

That can lead to corners being cut, which in turn could lead to a cyber security disaster. Even if processes aren't being intentionally skipped, human error due to a lapse in concentration becomes inevitable. And according to the World Economic Forum's 2022 Global Risk Report, nearly all cyber security issues can be traced back to human error.

What does that mean for your business?

If you're considering a four-day week, work closely with your people to make sure they aren't experiencing additional pressure. And never assume that fewer office hours means you can relax your cyber security. You should reassess your measures to make sure they stand up to the change in working patterns, but also revisit your policies so that all routine tasks are still accounted for in the new working week.

Comprehensive security policies become even more important when you change a working routine, so you may also want to beef up your approach.

Consider introducing 'zero trust' strategies if you haven't already. These give people access to only the files, software, and systems they need to do their job - and nothing more.

Finally, refresh employees' cyber security awareness with regular training. If security practices are not followed, it's often because they are not fully understood.

There's a lot to think about, but professional advice is always on hand.

If it's something you're considering, just get in touch.

Technology Update

Are you wasting money every month on unused software licenses? Many businesses are, according to new research.

The study looked at more than 30 popular software tools and discovered that a huge 50% of all licenses were not being used. Some of the most commonly lapsed licenses are for Tableau, Trello, and Spotfire.

If you're not sure how to scan your network to check, get in touch and we'll help you.



Question: I've deleted an important file - can I get it back?

Answer: If you've checked your recycle bin and it's not there, don't panic. As long as you have a working backup, your file should be recoverable. Just don't do anything else ... call an expert (we can help)

Question: Why do I keep losing connection to the office Wi-Fi?

Answer: It may be that your router is overloaded. Restart your device and try again. If that doesn't work, try connecting on another device - this should tell you if it's a device or router issue.

It's Time for this Month's Tech Quiz - Yes it's quiz time again!

What's the loser's forfeit this month?

1. What's the most widely used coded language for web development?
2. What do lots of people wrongly think Wi-Fi is short for?
3. What's the main function of a router?
4. What's the most widely used operating system in the world?
5. What do we use an IP address for?

The answers are on page 8.

Question: I've noticed a new Admin account appear on my network. How did that happen?

Answers: If no one in the business has created this account, you may have an intruder in your network. Contact your IT support to investigate it immediately.

QUIZ Answers



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1. JAVASCRIPT
2. WIRELESS FIDELITY (APPARENTLY, IT DOESN'T ACTUALLY MEAN ANYTHING!)
3. TO DIRECT TRAFFIC BETWEEN NETWORKS
4. WINDOWS
5. TO IDENTIFY A DEVICE ON A NETWORK



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Conquering Your To-Do List *2 Reasons You're Not Making Progress*

Have you ever gone to work and felt like you couldn't get anything accomplished? It's a problem that regularly plagues business leaders. You have a list of projects you need to complete, but the end of the day arrives before you can even make a dent. It can be difficult to pinpoint exactly what's preventing you from accomplishing your tasks, but some common culprits exist. Here, you'll find a few reasons why you can't get anything done at work, and how to overcome them.

Out of Sync Work-Life Balance

Working too hard is bound to come back and haunt you. It might give you a substantial head start, but over time, you'll find difficulty focusing, and you may even experience the symptoms of burnout. Stop before it's too late and ensure you're giving yourself enough time to enjoy other aspects of your life.

Too Much on Your Plate

Many business leaders have a hard time passing off tasks to other employees, but it's imperative that you delegate less important projects to other employees. It's hard to maintain focus when you have too many things to do. Allow your team to take control of certain tasks so you can focus on what's most important.

How to Exceed Customer Expectations and Create Loyal Fans

Strong customer service is at the core of every successful business. There may be times when it feels like you can't please every customer or meet every expectation, but there are things you can do to create a better chance to wow your customers. Perform these strategies well enough, and you may create lifelong, loyal customers.

Personalizing the Experience

Don't treat every customer the same. Build and develop a relationship through your interactions.

Having Fun With Your Work

Customers do not want to be helped by someone who acts as if they hate their job. Try to have fun while you work, as it will create a more enjoyable experience for your customers and co-workers.

Underpromising and Overdelivering

Many businesses promise their customers the world but fail to live up to expectations. Promise what you know you can do. Anything extra will appear as a pleasant surprise to your customers.