

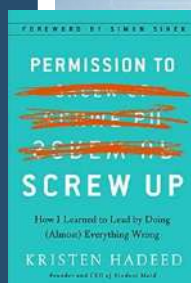
WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

Permission to Screw Up

by Kristen Hadeed

Many business books only focus on the positives of what worked for the author, but they often don't mention their failures and mistakes. Every entrepreneur and business owner has made a mistake at some point while running a business - and it's through those mistakes that they learn some valuable lessons. *Permission to Screw Up* looks at Hadeed's own experiences as she built her cleaning company, Student Maid. Hadeed combines stories with impactful lessons to prove to her readers that nobody is perfect, and failure is often necessary for growth and success. If you feel like you're continually coming across obstacles as you run your business, this book is for you.



Do I Need to Upgrade My Network? *4 Amazing Benefits You'll Experience*

A business owner has many responsibilities within their business. They can be so busy that sometimes things are overlooked for an extended period of time. For example, many business owners may forget to upgrade their network infrastructure. In actuality, upgrading your network is extremely important - and it is one of the smartest things you can do as a business owner.

Technology has rapidly advanced over the past few years, and network traffic continues to grow. If you're still using the same network from even five years ago, you've probably noticed your network speed has decreased dramatically. In fact, old networks struggle to keep up with all of the advancements and traffic growth. They can even open your business up to a cyberattack.

Your network infrastructure should be upgraded every few years for many reasons. If your business has grown consistently over the last few years, and your current network can't keep up with your business needs, it may be time to upgrade. If you're continually running into issues with your current network, an upgrade will help. Some industries may even be legally obligated to upgrade their network in order to keep their customer or client's information secure.

Upgrading your network comes with an abundance of benefits. Here are four of the best for any business.

Better Network Security

Cybercriminals are much more cunning than we often give them credit for. They continue to develop new cyberthreats and ways to attack various

November 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.

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networks. If you haven't upgraded in some time, you are opening your business up to a cyberbreach. New networks come with a plethora of added security benefits that aren't possible with the old and outdated ones. You want to make it as difficult as possible for a cybercriminal to hack into your system and steal valuable information - and one of the best ways to stop a cybercriminal in their tracks is by upgrading your network. One cyberbreach can be incredibly detrimental to your business, so don't take that risk.

Faster Internet Speeds

Think about how much more productive your business would be if you had faster internet speeds. Your employees can get more done without having to deal with lag from poor internet services. Older networks can't keep up with the demands of modern technology. With an older network, you will see slower internet speeds that won't allow your employees to utilize

cloud storage systems and business applications at high speeds. Even your customers will notice improvements in the speed of your network if you use client-facing applications in your business. Everyone wins when you have faster internet speeds.

New and Better Hardware

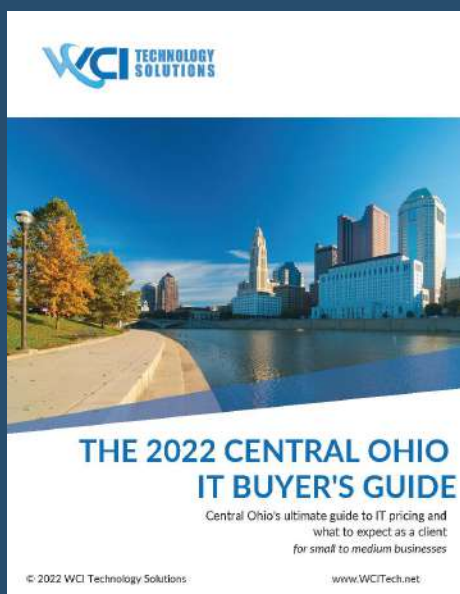
One of the best parts of upgrading your network is that you'll receive new, more reliable hardware than what you've had in the past. You'll gain access to more computing power and larger storage space. More than anything else, your new hardware will be dependable, and you won't have to worry about it failing on you.

Improved Compatibility

Remember how we said earlier that technology has advanced rapidly? It's true - and there are new advancements made literally every day. Without an upgraded and updated network, you may be unable to use many applications and technologies that could improve your business. An upgraded network will

allow you to connect with any apps you think will benefit your business. You can explore new tools without worrying about crashing your network. You'll also gain more freedom in choosing your new tech investments as you would be more limited when using outdated technology.

Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world. If you haven't upgraded your network in a while, now is the best time to do so. Plenty of benefits come with it, so don't wait until you have to make a change. Be proactive!



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

#1

Japan holds the world record for the fastest internet speed: 319 terabits per second (that's 7.6 million times faster than your connection)

#3

The word 'technology' was coined by Aristotle back in 330 BCE

#2

No one knows the identity of the founder of Bitcoin, only his pseudonym, Satoshi Nakamoto

TECH FACTS

Bill's Favorite Business Gadget of the Month



There's no worse feeling than being away from the office and needing to stay connected... only to find you forgot to charge your device before you left.

Step up, the portable power bank.

Our favorite is this Anker PowerCore 13,000 power bank. It looks sleek and stylish, charges well, and isn't as heavy as some others. It's reasonably priced, too, at only \$39.99



Inspirational Quote of the Month:

"Do you feel good in your role? If yes, that's the perfect time for you to experiment with something new, to get out of your comfort zone."

- Pierre Nanterme, former chairman and CEO of Accenture

November's Featured Everyday Gadget:

Meeting Owl Pro

A common concern across hybrid workplaces in various industries revolves around the ability to host efficient meeting with all team members. Thankfully, Meeting Owl Pro is here to help. This device is an all-in-one, 360-degree camera, microphone and speaker designed for hybrid teams. It has a camera that can capture an entire conference room of people while giving remote workers individual views of each person in the meeting - just like what you would see on Zoom. It has eight smart microphones that can pick up sounds and attribute them to the person speaking and three speakers that also allow remote workers to be heard. It's easy to set up and is compatible with nearly every video-meeting platform, so don't wait. Give Meeting Owl Pro a try today.



They Will Love Your Reflection

Would you love to be 20% better at persuasion, improve your chances of landing your dream job, or maybe even become more well-liked socially? There is a very simple conversational tactic you can use, and it will help you accomplish these goals. You know what it is, but chances are that you aren't using it enough. It's called "reflective listening."

Reflective listening is the process of reflecting back what the person you are talking with is saying, feeling, aspiring to or worrying about. For example, let's say you're talking with someone at lunch and they say, "The energy stocks got hammered again today; my firm insists on staying long in this sector, but I feel it's time to go in another direction." You could reflect by saying, "It sounds like you had a hard day, and you feel trapped on a boat that's going in the wrong direction." They'll respond with, "Exactly!" and will appreciate that you cared enough and were confident enough to reflect their emotions.

Too often, people will try to offer a premature solution off the cuff, say something competitive or completely ignore their concerns and try to change the subject. When you reflect what you hear someone say, it makes the other person feel like you are not only respectful and attentive, but that you are also empathetic and willing to put yourself in their shoes.

People who feel you understand them are much more likely to listen to your persuasive ideas, hire you for the job of your dreams, or want to spend time with you socially. When you reflect, you aren't asking more probing questions; instead, you're meeting that person where they are. You're advancing a conversation on a topic that's important to them. Reflecting is easier to do, way more powerful and more about building trust and mutual understanding than it is about collecting details.

I didn't learn this valuable listening tactic from a book, seminar or class. I learned how to fully utilize this while working as a suicide-hotline volunteer during grad school. We weren't psychologists in this role. The best strategy for helping people decide to not commit suicide was to effectively reflect what they were saying - to genuinely empathize and understand while helping them sort out their goals, concerns and any reasonable next steps.

I encourage all of you to dial up the reflective listening in your professional and personal conversations. You'll quickly notice improvements in your persuasion skills. It might even seem as if people like you more or gravitate to you more often. They will love your reflection!



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.

What does 'zero trust' actually mean?

It's nothing to do with the fear that your teenage children will hold a party when you go away for the weekend...

Zero trust is actually about technology security. It's one of the most secure ways to set up your network, although it can have a very negative effect on productivity.

Most networks take a "trust but verify" approach. They assume every device that connects is supposed to be there. Access the network once and you can go anywhere.

Imagine you're using a security pass to access a building... and once inside there are no further security checks, so you can get into every single room.

Cybercriminals love this approach, for obvious reasons.

Zero trust is the opposite approach. Every login and device is treated as a potential threat until it's authenticated, validated, and authorized.



Once in, you can't access other parts of the network without going through this process again.

Back to the building analogy - once inside the building, you are surrounded by security doors and must use your security pass to through each one. If your pass isn't valid, you're limited on where you can go.

Zero trust has its uses, especially with so many people working remotely these days.

If you want to talk through whether it's right for your business, get in touch with us today.

Did You Know

about the worst ever ransomware attack?

The worst ransomware attack in the world was against insurance group CNA Financial in March last year.

Cybercriminals took company data, customer information, and even blocked employees from entering the network.

Two weeks after the attack, CNA Financial paid a whopping \$40 million to regain access to its systems.

Ouch.



New to Windows 365

Breakout rooms coming to Android

If you use Microsoft Teams on an Android device, you might have discovered you're excluded from using breakout rooms. There simply hasn't been the capacity for it.

Starting in January, this should change. The breakout room feature is set to roll out on Android, making meetings more productive for everyone.

Not too long to wait.



Is it time to upgrade to Windows 11?

It's been just over a year since Windows 11 launched. Yet, there are still loads of businesses that haven't yet upgraded from Windows 10.

What about your business? Is it time to make the move?

Our expert opinion is yes. While we love Windows 10, Windows 11 is more suited to the hybrid way we work today.

Not only does it have a more modern look and feel to it than Windows 10; it also has new features that make work more intuitive. These features can help keep your people motivated and productive, wherever they are working.

We've just seen the first big update to Windows 11, and are expecting to see a number of smaller updates over the coming months. This will bring new features and tweaks to make the experience even better.

If you haven't yet made the move from Windows 10 to 11, now's a great time to do it. And if you need a hand, we'd love to help.



Technology Update

If you love your Apple Watch, but wish it helped you stay as productive with your work as it does with your fitness, this could be good news.

Microsoft's planning to launch its To Do app for the Apple Watch. It will give you reminders of your daily to do list wherever you are.

The bad news is, you'll have to wait till March for the app to be released.



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 is FORTRAN?
2. What does IT stand for?
3. Which animal is the mascot of operating system Linux?
4. Which was the first voice assistant on phones?
5. When were emojis first used?

The answers are on page 8.

Question

Is my small business really a target for ransomware?

ANSWER

Yes! Don't make the mistake of believing that because you're not on cyber criminals' radar. In fact, small businesses are a bigger target because they often have lower levels of security.

Question

Should I block social media websites for my employees?

ANSWER

You can, but would that create trust issues? Rather than blocking websites, create a social media policy outlining the consequences if social media is abused.

Question

Someone on my team fell for a phishing email. How can I prevent this from happening again?

ANSWER

Phishing emails look like they're reputable, but are scams. The criminals are trying to get malware onto your system, steal login details or get you to make a fraudulent payment. You need a blend of protective software and regular cybersecurity awareness training.

QUIZ Answers

1. IT'S A PROGRAMMING LANGUAGE FIRST
DEVELOPED IN THE 1950S AND STILL USED
TODAY
2. INFORMATION TECHNOLOGY
3. A PENGUIN CALLED TUX
4. SIRI, INTRODUCED BY APPLE IN 2011
5. AGES AGO, BACK IN 1997. THEY ORIGINATED ON
JAPANESE MOBILE PHONES, SPREADING
WORLDWIDE IN THE 2010'S.



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Overcome Stress and Doubt About Your Business

Entrepreneurs face many challenges when trying to build their business, but possibly the greatest obstacle comes from within. It's their doubt and stress about their business. They worry they're not doing enough or the right things to build a successful company, and soon they start wondering "what if" as they think about their decisions. To overcome that self-doubt and stress, you should continue to be productive, but there are also three other tools you can use to ease your mind.

Expectations: Starting a business is complicated, and you can't expect your company to see extreme success from the first minute. Reset your expectations to be realistic.

Tools: Find tools that will help your business succeed - and make use of them. These tools can be anything from vision boards to having counseling sessions with a mentor.

Motives: Why did you start this business? Understanding why you started your business and figuring out why you want to assist people who have a specific problem will help you refresh your mindset.