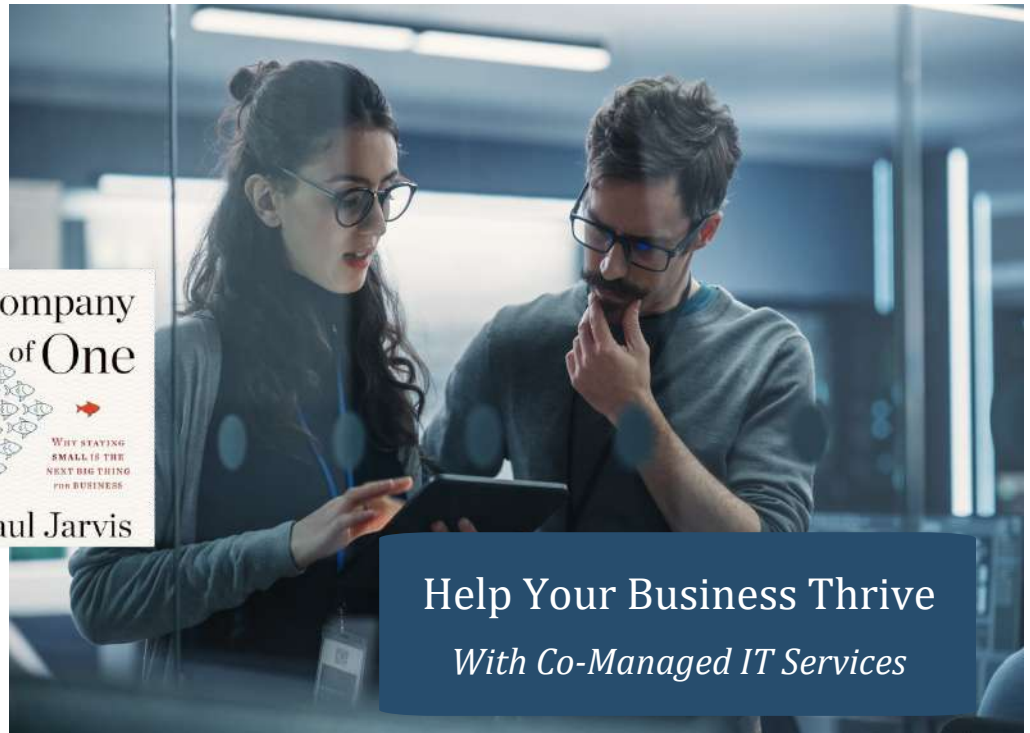
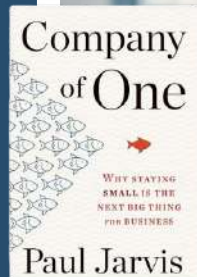


WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

Company of One by Paul Jarvis

We've all heard that bigger is better, but is that necessarily true for your business? Sure, it may seem like a bigger business will bring more success and money into your life, but what will you have to sacrifice along the way? *Company of One* by Paul Jarvis challenges the idea that growth is always good for business. He argues that growth for growth's sake can actually harm a company and that entrepreneurs should instead build a profitable business that works for them and their idea of success. He provides sound advice on determining your ideal company size and building a business that services your customer instead of chasing exponential growth. If you're tired of hearing the same old advice about the importance of continued growth, give *Company of One* a read.



Help Your Business Thrive
With Co-Managed IT Services

June 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.

Over the past few years, awareness about IT services has significantly increased. Businesses of varying sizes recognize the need for and importance of utilizing IT services to protect sensitive data, keep day-to-day operations running smoothly, increase productivity throughout various departments and stay up-to-date with the most recent technology trends. Without IT services, companies put themselves and their clients at risk. So, if you're looking to add these kinds of services to your business - or are in need of an update - you may wonder what your options are.

IT Service Providers Available for My Business

When it comes to adding IT services to your business, there are essentially three main options. Sure, you could try incorporating new practices yourself, but this will take you away from other projects, so it's best to turn to the professionals for what you need. One option that's becoming rare is hiring an in-house IT team. This allows you to have an IT professional or team working at your business on a daily basis. They can handle most minor tech issues in a timely manner and will always be available to answer questions. You'll

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also maintain control over the different practices, programs and protections that are in place.

Another option is to hire a managed services provider. MSPs come with a host of benefits and take much of the stress out of your IT needs. MSPs can help your systems operate more efficiently, reduce costs related to managing IT software, improve your cyber security efforts and answer any questions you may have. MSPs are third-party companies that must adhere to certain industry standards, but they don't work directly out of your business. This means if you utilize MSP services, you will relinquish many of your IT decisions and responsibilities to the experts.

The final option is a combination of both, and it's called co-managed IT services. This option allows you to outsource some of your more critical IT functions while still maintaining an in-house team. You can have the outsourced IT service manage your network infrastructure, which ensures your routers, firewalls and other network devices continue to work

correctly. With co-managed IT services, MSPs can manage and monitor your data backup and recovery solutions, cyber security practices and defenses, cloud management and optimization and even IT project management. They can be available at all hours of the day to offer support and guidance for any needs you may have. And you'll get to experience all these benefits while still maintaining an in-house IT department. Your in-house team can handle all quick problems and offer immediate assistance while the MSP handles everything else.

The Benefits of Co-Managed IT

Now that you're more familiar with co-managed IT services, you might wonder what the benefits are so you can determine if it's the right fit for your business. One of the first benefits is that co-managed IT can save businesses quite a bit of money. Maintaining a full in-house IT department or depending on an MSP for every IT need can get expensive. But by outsourcing specific functions, you can lessen the number of people on your in-house IT team, and many MSPs provide differently priced packages depending on your company's needs. This will help you find the right

balance that also fits your IT budget. You'll have more control and flexibility over your IT infrastructure as well, so you can choose who handles each responsibility and what functions the third-party team manages.

Another great benefit you'll gain from a co-managed IT service is a double layer of expertise and security. Not only will you have a team on the ground able to provide quick fixes to common problems, but you'll also have an MSP holding down your back line and ensuring everything else runs smoothly. Both your in-house and outsource team will have experience and knowledge to guide you through any dilemma that may arise.

No matter what the IT needs are for your business, there's an IT option that's bound to help your business find more success. We can help if you're still unsure about which option is best for you and your business. Once your IT needs are met, you can focus your attention on the daily operations of your business and find new ways to become more profitable and efficient.

Vacation Season is Here

In that vacation state-of-mind?

We get it - the weather is heating up, the kids are off from school and we're all dreaming of those lazy afternoons on the beach, adventure-filled mornings exploring the National Parks, and fun-packed days at the amusement parks.

We hope you have an amazing summer, no matter what you choose to do - rest assured while you're gone that we're here and we've got your business covered.

All we ask is that if you know you have any requests of us regarding your business, that you get those into us 2 business weeks before you head off for fun and relaxation. This way, we can make sure you have everything in place to make your business run as smoothly as possible while you're gone, before you ever leave.



#1

The Surface Web (the internet visible to search engines) only accounts for 10% of the internet. The rest lives in the Deep Web - where pages aren't indexed, or are encrypted, password protected or behind a paywall. This is normal, legal and very different to the Dark Web... where criminals do business

#3

only 4.5 billion people around the world have a working toilet. Meanwhile, more than 6 billion people have a cellphone.

#2

one of iTunes' terms and conditions states that you are not to use their devices to create "[...] nuclear, missile, chemical or biological weapons"

**TECH
FACTS**

Bill's Favorite Business Gadget of the Month

Moleskine Smart Writing Notebook and Pen Set

Brought to our attention by our own in-house writer, Zoë, this classic fan favorite notebook creates a digital copy of everything you write within it.

The classic Moleskine notebook includes a Smart Pen and Notes App. It takes an instant digital copy of every page, so you can handwrite your meeting notes, but take your doodles to the next level.

Widely available, \$279



Inspirational Quote of the Month:

"Data is the pollution problem of the information age, and protecting privacy is the environmental challenge."

- Bruce Schneier, Cryptographer and Computer Security Professional

June's Featured Everyday Gadget:

The Ring Battery Doorbell Plus

Video doorbells are all the rage right now. They offer an extra layer of security while providing users with a constant video stream of their front door. The Ring Battery Doorbell Plus is an affordable option that competes with every other doorbell camera on the market. This video doorbell has 1080p HD video with enhanced HDR and color night vision, so you can get clear and detailed footage of the area around your door. Thanks to the camera's wide field of view, you can even spot packages on your doorstep. It provides you with customizable motion detection so you'll know whenever anyone approaches your door. It even comes with a rechargeable battery pack! If you've been waiting for the perfect video doorbell, this might be just what you're looking for.



Become Better at Hiring and Coaching *by avoiding these 3 mistakes*

Leaders make common mistakes with job descriptions when hiring and reviewing performance. The consequence is an increased probability of hiring mistakes or providing someone with useless performance feedback. Leaders often fall into this trap to avoid accountability or because they fear a performance expectation is flawed.

Most of these errors are entirely preventable. Here are three mistakes every leader should watch out for.

Describing a Job in Vague Terms

"Supporting the marketing team in promoting our products" is too vague. What does that mean? What level of performance is considered poor, good or great? Watch out for "-ing" verb tenses, as they are often too vague. Instead, consider a more specific statement of the job, such as "To help our customers modernize their inventory management systems by increasing sales of existing customers by 20% per year through new product introduction." We would consider that an essential statement of the role's mission, which is a high-level, but specific, explanation of why the job exists.

Focusing Only on Actions, Not Results

Some leaders make the mistake of wording their expectations in terms of only actions, not results. "Contact at least 20 existing customers per week and conduct an account review with at least 5 customers

weekly." That is a perfect expectation of an "input" or an "action", but it is insufficient if all expectations are just actions, with no eye for the expected results. The risk is that people go through the motions of doing prescribed actions without feeling the urge to deliver a specific outcome. And your organization succeeds or fails based on results in critical areas, not actions.

Solely Focusing on Results, Not Actions

Other leaders make the mistake of wording their expectations in terms of big-picture results without regard to the actions that are likely to achieve them. "Grow revenue at least 15% per year" is a very specific "what". But to make that expectation more achievable, you must also list several actions that are expected to help achieve that result.

Instead of creating job descriptions, I encourage colleagues and clients to follow a practice called writing a "scorecard". A scorecard has a clear mission for the role. It identifies 5-7 outcomes you expect a person to achieve by a specific date. The outcomes are a mixture of actions you want the person to take and the results you expect them to achieve. This makes it easy to "score" whether someone has achieved the outcomes. Using a scorecard will improve your ability as a leader to hire and coach people to embody the organization's purpose and take actions that achieve results.



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.

Thinking of moving offices... or even going 100% remote?

Has hybrid and remote working left you and your team rattling around an office that's too big?

If you're now in the position of overspending on rent, utilities and cleaning, you might be thinking about downsizing to another location - or even abandoning the office completely.

That's something that will take some planning if you want a smooth transition with minimal, expensive downtime.

Moves are always stressful, and relocating your IT systems takes a bit more thought than manhandling a desk up the stairs.

So here are our top three suggestions to make it easier to shift your IT setup to a new location.

Use a checklist

Treat this like any other project. Use a to-do list where you check off each step so that nothing's forgotten. Allocate every task on the list to specific people, so everyone knows who's responsible for what.

Refer to your checklist regularly with progress reviews a month before, a week before, a day before, and on the day of the move. Have another list for unpacking at the other end.

Give you internet provider notice

We rely on internet connections for most of what we do, but it's common to allow too little time for this to be set up. It can take six weeks to arrange, install and test the connection so it's ready for the day you move in. Allow plenty of notice to avoid unwanted stress on the day of the move.

If it's a new building or a refit, specify all the outlets and connections you want - don't leave it to the builder to assume as it will cost more to make changes later.

Use a professional

If it's just a couple of machines it could be a DIY job. But, for most moves, it's more involved than just disconnecting a few cables and reconnecting them. It's too easy for everything to become confusing and become over complicated.

A good IT professional will have this process down to a fine art and will disconnect and reconnect your whole network efficiently and with minimal downtime.

If you're thinking about a move to new premises and need help planning for it, we can help, just get in touch.



Did You Know

Snipping Tool lets you record your desktop?

The updated snipping tool in Windows 11 allows you to record your desktop - it's a great way to produce training videos for remote workers (or anyone else, for that matter).

you can choose which section of the screen you record, with videos saved in MP4 format.



New to Windows 365

Printing gets a security boost

Microsoft 365 is helping to reduce print waste and increase privacy with an update to its printing function. It will hold print jobs until you arrive at the printer. Then you scan a QR code on the Microsoft Office mobile app to start your print job.

Smart, right? It's called Secure Release Printing, and you can ask your IT partner to get it set up for you.



Is your business missing a cyber resiliency plan?

A recent cyber security report found that just 11% of IT budgets go into incident response, disaster recovery, and infrastructure security.

This could be a dangerous underinvestment.

While it's vital to keep your data and infrastructure protected with a layered, multi-stranded approach, no network can ever be protected from 100% of attacks. Even if it were possible, it would make your systems hard to live with, and would certainly destroy productivity.

That means you need a cyber resiliency plan to help you respond to any cyber attack that does get past your defenses. It requires different thinking to your other resilience plans around physical disasters.

In the case of a flood, for example, your incident response might be to get cleaned up, find a temporary work location and get your systems online again. But, in the case of a ransomware attack, you'd need to investigate how the attack occurred, locate and patch the holes in your defenses, and remove all traces of the attack from your systems.

For a cyber attack, you'll also have a different RTO - a Recovery Time Objective - which defines how quickly you expect to get back up and running. Your resiliency plan should define that RTO, so that you understand what downtime costs you'll be facing.

Where do you start? We recommend:

1. Improving your security: Hopefully you've already ticked this one off. Make it as hard as possible for crooks to access your systems, without creating measures that are so hard to live with that they interfere with the smooth running of your business.
2. Monitoring your systems: The sooner you detect an attack, the faster you can respond, which will minimize any damage. You should always be monitoring for suspicious activity and staff should be trained to spot warning signs.
3. Responding swiftly: Your response plan should be available to everyone in the business, and should include information on who to report a suspected breach to, and all the steps that should be taken.
4. Making recovery easier: Once an attack is under control it's time to recover. That means having a good backup in place, and a rehearsal plan for restoring your systems.

If you need help with cyber resiliency, or other disaster recovery plans, get in touch today.

Technology Update

Are you asking ChatGPT the wrong questions?

ChatGPT is incredible, but it still has its limitations. If you find it frustrating and inaccurate, it's quite likely you're doing it wrong. Here's how to get the best out of it...

Be specific A basic question will generate a basic answer. The more specific your question, the more likely it is to create a good answer.

Give it context For instance, if you're asking it to review an email, tell it whose perspective it's reading it from - an employee, a frustrated client, and so on.

Watch your language It can cope with a few typos and a little slang, but too much and you won't get the great responses you want.

Another month means another fun tech quiz!

Loser fixes the printer jams for a month!

1. What was Google's name originally a misspelling of?
2. 'Creeper' was the name of the first what?
3. What's the world's most popular password?
4. What was the first game console to go to space?
5. How much of the world's currency is now digital?

The answers are on page 8.

Question: My employees use WhatsApp to share work info - should I stop this?

Answer: If you're already using a communication tool like Teams, your people should keep all work communication there. It's more secure and can save a lot of time hunting for information.

Question: I've heard I can upgrade to Windows 11 without TPM 2.0. Is this correct?

Answer: A TPM is a tiny security chip on your machine which is required by Windows 11. There is a workaround for this, but our advice is not to use this. It may mean you miss out on key security updates, which could leave your entire network vulnerable.

Question: I've lost my laptop, what do I do?

Answers: You should have a response plan in place for this type of incident. Report it to the correct person so that data can be wiped remotely to avoid a breach. If you don't have a plan or remote management in place, we can help.

QUIZ Answers

1. 'GOOGOL', A WORD TO EXPRESS A HUGE NUMBER
2. COMPUTER VIRUS
3. 123456. PLEASE, PLEASE, PLEASE - DON'T USE THIS!
4. A NINTENDO GAME BOY, TAKEN TO THE MIR SPACE STATION IN 1993
5. MORE THAN 92%



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Start Investing Today with This 4-Step Process

Many of us are looking for a secondary source of income to supplement our lifestyles of support our families. Some have started working part-time jobs, while others have attempted to play the stock market to try striking it big. If you've attempted this yourself and felt confused, don't worry - you're not alone! Here's a four-step process you can utilize to invest in the right stocks for your situation.

Determine Investment Goals

Before investing, you must figure out what you want from your stocks. Do you want long-term gains, or a quick turnaround? And how much are you willing to invest?

Research

Don't blindly buy stocks. Find companies that have a stable financial standing in a prosperous industry.

Diversify

Avoid putting all your eggs in one basket. Spread your investments across various businesses, industries and countries.

Monitor

Keep an eye on your stocks after you've invested in them. Pay attention to how the company is doing so you can determine the best time to sell.

Building Better Client Relationships in a Remote Setting

Does your business operate remotely? Do you work with clients you've never met in person? If so, you might have wondered how you could build more meaningful long-term relationships with your clients. In most cases, it all boils down to communication. Your clients want clear and consistent

interactions with you and your team, so be transparent and up-front when talking with them. You should also find out how your client prefers to communicate. Some may exclusively want to talk through e-mail, while others might prefer text or phone calls.

If you really want to exceed your clients' expectations, be proactive. Don't wait for them to contact you for every little thing; reach out weekly or monthly to ensure you're meeting all of their needs. Possibly, the most crucial aspect of communication is reliability. People want to work with someone they can trust and rely on. Don't give them a reason to doubt working with your business. By improving communication, you'll have a much easier time building strong, long-term relationships with your clients.