4 Deadly Mistakes You’re Making With IT Security

What Every Small-Business Owner Must Know About Protecting And Preserving Their Company’s Critical Data And Company Systems

Great CEOs Give Their Teams Freedom To Choose

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Top Tips To Prevent Cybercriminals From Hacking Your Network

1. PLAN FOR THE WORST. Though it’s vital to invest in prevention, you shouldn’t focus all your efforts on preventing an attack, because one might occur despite your preparations. Be braced to respond to an incident with a detailed plan.

2. EDUCATE YOUR TEAM. According to the Ponemon Institute, only half of companies surveyed felt that current employee training adequately reduced noncompliant security behaviors. Most cyberbreaches originate from a simple mistake, so training your team is an essential early step.

3. MAKE A BUDGET THAT REFLECTS YOUR PRIORITIES. Best practices are easy to preach at the beginning, but in order to keep strengthening your barriers and staying abreast of cyber security trends, you need to build regular cyber security actions into your year-end cyber security trends, you need to build

HOW TO SELL TO FEWER PEOPLE AND INCREASE YOUR SALES

According to Bruce Eckfeldt, business coach for Gazelles, most businesses with $1 million to $10 million revenues tend to use “chameleon selling” as their prime tactic. They hunt down leads and tailor their products and services to the needs of the prospect. But while this is a decent model for a new business, it isn’t actually scalable.

Businesses that scale hone in on a limited series of products and services that pinpoint the needs of a target set of customers. That’s why it’s so important that you should start by defining your ideal customer – what car they drive, what school they go to, how big their business is, what their industry is and where they are located. You even need to know what’s going on in their head: their values, concerns, priorities, tendencies and habits. Finally, you can determine what prompted a sale or triggered one of your core customers’ initial engagements with your company, allowing you to be more strategic and specific with your sales processes.

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Best practices are easy to preach at the beginning, but in order to keep strengthening your barriers and staying abreast of cyber security trends, you need to build regular cyber security actions into your year-end. For something so instrumental to the success of your business, technology can be an incredibly unstable, confusing and ever-changing tool. For something so instrumental to the success of your business, technology can be an incredibly unstable, confusing and ever-changing tool.

Change Your Life … And Maybe The World

Make Your Bed: Little Things That Can Change Your Life … And Maybe The World

By Admiral William H. McRaven


1. Start your day with a task completed.
2. You can’t go it alone.
3. Measure a person by the size of their heart.
4. Get over your failures and keep moving forward.
5. Don’t be afraid of events that will test your mettle.
6. Slide down obstacles headfirst.
7. Don’t back down from the sharks.
8. Be your best in your darkest moments.
9. Start singing when you’re up to your neck in mud.
10. Never quit.

These lessons may seem basic, but they become deep and intellectual with McRaven’s crystal-clear writing.

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If you’re trying to create a company, it’s like baking a cake. You have to have all the ingredients in the right proportion.

~Elon Musk

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PILOTELESS PLANES ARE ON THEIR WAY — BUT WOULD YOU EVEN FLY IN ONE?

Last January, Airbus CTO Grazia Vittadini stated the company is hopeful that, soon, advancements in artificial intelligence will allow for autonomous planes to take to the skies. This would mean lower pilot costs, fewer pilot shortages and, eventually, cheaper flights for consumers. The question is, can airlines persuade passengers to get in a sealed sky tube six miles in the air piloted by a machine? Maybe after cargo planes start to go autonomous, we’ll be convinced, but for now, that prospect seems more than a little iffy.

“...you’re leaving the health of your entire business up to chance.”

Great CEOs Give Their Teams Freedom To Choose

Something surprised me the other day. A colleague, who had (serendipitously) previously left to work for a big company, told me the reason she’d returned to my company, ghSMART. She’d left a couple of years ago to become a senior executive at a top-tier fashion company. It sounded like a dream job at the time, but within two years, she came back to our firm.

I was happy she’d returned, but it was a mystery to me why she’d decided to come back. When I asked her while sitting next to her at our firm’s annual summit, she paused for a second. “The real reason is our culture of freedom here at ghSMART,” she said. “It’s not like that in Corporate-land. There was no freedom there. Meetings, meetings, meetings. And if anybody above me or below me, called a meeting, I had to be there, as their culture requires. It’s like nobody trusted anybody to think or act on their own! Everything was by committee. Drew me right here, we’re way more empowered to make decisions, to use our talents to team up with colleagues when it makes sense and to take initiative and make things happen for our clients.”

This wasn’t original though. It came from watching some of the best CEOs in the world hire the most skilled folks in business and learning about the results those employees produced when they were given an unusual amount of freedom to make decisions. It became clear to me over the years that the mark of a truly great CEO is the ability to hire super-talented people and give them the opportunity to forge their own path. The best leaders are able to attract the best talent and give their colleagues the choice to make life-and-death decisions swiftly and effectively.

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3 Essential Employee Retention Strategies

The greatest challenge companies face today isn’t recruiting the best talent but keeping it. According to a study by Gallup, employers who successfully retain and engage their top performers outperform competitors by 147% in market share. But how do you do this?

First, work with the employee to create a clear cut-strategy for their success, laying out goals and objectives of their employment from both sides. Then, develop a roadmap with measurable, achievable milestones. Finally, strive to create an authentic feedback loop. Open communication and accountability are essential to any employee's happiness, productivity and success. BusinessNewsDaily.com, 11/26/2018

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GEOFF SMART is chairman and founder of ghSMART. Geoff is a co-author, with his colleague Randy Street, of the New York Times best-selling book, Who: A Method For Hiring, and the author of the #1 Wall Street Journal best-seller, Leadocracy: Hiring More Great Leaders (Like You) Into Government. Geoff co-created the Topgrading brand of talent management. He is the founder of two 501(c)(3) nonprofit organizations, SMARTKids Leadership Program™ provides 10 years of leadership tutoring and the Leaders Initiative™ seeks to deploy society’s greatest leaders into government.

Geoff earned a B.A. in economics from Northwestern University, and an MA and Ph.D in psychology from Claremont Graduate University.


This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.computer-center.com/protect or call our office at (605) 755-1524.