

TECHNOLOGY TIMES

“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”

Tech Tip!

Here’s a helpful tip for all you Outlook users who have tons of emails that need to be printed off everyday – You can print a group of email messages all at once by selecting multiple emails while holding down the Ctrl key and then selecting **File, Print, Memo Style, Print.**



Think Unified Loves Helping One More College Kid Get A Computer!

November 2017



This monthly publication provided courtesy of Gary Darby, President of Think Unified.

Our Mission: To build a community of successful-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

Here at Think Unified, we think all college kids need a computer to help with their studies! So we donate our used desktop computers to Argosy University to help out students in need!

Check out this picture where our help desk manager, Matthew, hands the computer over to Nannette, VP of Academic Affairs over at Argosy University!

<https://www.argosy.edu/>

Free Report Inside!

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Get More Free Tips, Tools and Services At Our Web Site:
www.thinkunified.com | (972)-864-3433



Natural Disasters Can Destroy, But Your Data Is Safe If It's In The Cloud

This past hurricane season has brought some of the most harrowing, widespread destruction the southeastern US has ever been forced to weather. Thousands of volunteers and neighbors are working as one to rebuild and find the way forward. There is no doubt, however, that the havoc wreaked by Hurricanes Harvey and Irma will produce aftershocks that will echo through affected areas for decades.

"Forty percent of small businesses don't survive these events," said Russel Honore, the previous Joint Task Force Commander for Hurricane Katrina. The electrical grid is knocked out for days, and businesses are forced to close the office for what they hope is a temporary period due to flooding.

Each day that a business can't provide service, it's bleeding money – a cost that many businesses, especially the little guys, can't absorb. So, they close for good, their buildings go up for lease and those who were once the heads of promising young businesses are now unemployed, in the market for a job in a city up to its neck in water.

Just as common is a business that finds its central data structures wiped out by physical damage. Following a hurricane, most businesses near the storm should have little trouble cleaning up and remodeling following nasty flooding, but if their servers, computers and network infrastructure have been wiped out, it's a completely different story.

Oftentimes, a catastrophic loss of data will shutter a business for good. A 2010 report by technology research firm Gartner Group stated that 43 percent of businesses went belly-up almost



immediately after a "major loss" of data, while 51% shut down within just two years. That leaves a measly 6% survival rate for businesses that suffer company-wide data loss.

Businesses that migrate their data to the cloud are at significantly less risk of losing vital data. This is not only because your typical cloud service will back up your up-to-date data with several levels of redundancy, but because most cloud services are actually more secure than their on-site counterparts in general.

Don't forget the risks disgruntled employees, freak accidents and, especially, hackers pose to your precious data. While it's true that all of these risks still exist with cloud-based services, they're much reduced.

However, most business models can't put say "everything" in the cloud. This is why a proper backup solution is an integral part in protecting your business from natural disaster. Your backup solution must include offsite backups and be performed regularly as well as checked regularly! While moving certain parts of your business to the cloud is wonderful, you need to analyze your infrastructure and see what is optimal as well as follows your line of businesses' best practices. This is where we come in. As an experienced IT company we perform thorough, in depth analysis of networks all the time and facilitate their transition to an optimal, safer environment. Call our office today at 972-864-3433 or email info@thinkunified.com and we will perform one assessment for any business in the DFW area with 10 or more computers!

Free Report Download: The Business Owner's Guide To IT Support Services And Fees



You will learn:

- The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim Your FREE Copy Today at www.thinkunified.com/ITbuyersguideDFW

Employee Q&A w/ Logen!



Where are you from? Born in Missouri, then we moved to Texas when I was 3 or 4 and we have been in the DFW area since.

Dog or cat person? I like both, but cats edge dogs out slightly because of their self sufficient nature.

Favorite food genre? Hispanic/Mexican food

Do you have any hidden talents? I can still somewhat play the piano thanks to the lessons in high school

Any phobias? Thalassophobia (Which, if you didn't know, is a fear of the open ocean.)

Engage Others: Learning From The Pros

Did you know that Thomas Edison, Henry Ford, Harvey Firestone and Charles Lindbergh were all close friends?

It's true. They all had homes in Florida and often fished, dined and socialized together. These four men, all incredibly successful, shared similar interests and philosophies. Through their individual perspectives, they challenged, sharpened and expanded one another's thinking.

These men all knew that we become greater by association with those who are great. Connecting with others and building mutually beneficial relationships can not only help you live a fulfilled life, but leverage your efforts to realize your full potential.

My new book, *The Potential Principle*, offers several powerful tools for creating breakout improvement on your journey toward bettering your best. One of the most important of these is to **"engage others to avail yourself of their wisdom and help."**

Sure, if you want to be all that you can be, you need to take responsibility for your own success and do the work it takes to achieve your dreams. But at the same time, you can and should look to others for ideas, mentoring, coaching, encouragement and friendship. Engaging the right people will certainly help you go farther, faster.

The knowledge you can glean from the experiences of someone you admire and respect will cut years off your learning

curve. It will help you replicate their victories and, hopefully, avoid a few of their failures.

But as my friend Larry Winget says, be careful who you take advice from. Listen to people who have actually done something, not someone who just talks about doing it. To become the best, engage only with the best.

Ask yourself, who are the best people in your field or area of interest? Are you familiar with the top performers? Look to them as an example to learn from and emulate. Consider asking one of these winners to advise, coach or mentor you on a regular basis.

A good mentor will put you miles ahead on the road to success. Anders Ericsson, author of *Peak: Secrets from the New Science of Expertise*, writes, "The most optimal way to improve your performance is to find a teacher who has been teaching other people to reach the level of performance that you want to attain." Makes sense, right?

Remember, others can help you get better, but that can't make you actually get better. Their concern, aid and support can only benefit you if you are willing to do what is necessary to reach your goals. If you're up to the challenge, however, engage others as you strive for improvement. It will turbocharge your efforts and enrich your life!



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, *Team Building: How to Motivate and Manage People* or his website,

■ **Avoid This Critical Security Mistake** If you have employees carting around laptops packed with data sensitive to your business, you should be taking added security measures. It's all too easy to nab a laptop from a vacant chair while the user isn't looking. No matter how strong the password, it will almost certainly be cracked, leaving anything unencrypted on the laptop ripe for the taking.

To avoid this, it's a good idea to keep all your sensitive data in one secure cloud service, meaning it's never actually on your employee's hard drive at all. When an item goes missing, you can easily revoke access from that machine.

■ **How To Fix Your Slow Home Internet** Network a little sluggish? First, head

over to SpeedTest.net and run a test. Do the resulting numbers align with the Internet speeds you're paying for? If so, you might just need to upgrade. If that's not the issue, turn both your modem and router off and power them on again, making sure to let the modem power fully on before powering up the router once more. Is the Internet slow on all your computers? If not, it's likely a hardware problem on a particular machine. You may also just be suffering from a weak WiFi signal, requiring some careful repositioning of your router. Make sure there aren't any bandwidth hogs running in the background. System update downloads, file-syncing services and BitTorrent are common culprits. If none of these work, it may be time to get on the phone with your Internet service provider

and work it out with them. *Lifehacker.com 8/24/17*

■ **97% Of Business Owners Cannot Spot This Threat To Their Business** The most common ways businesses get hacked isn't some elaborate scheme, it's as simple as clicking a link. Phishing, where hackers trick employees of a business into clicking a link containing malicious software (often masquerading as a regular email from internal staff), is on the rise. Even more troubling is recent data from company Inspired eLearning that shows that as much as 97% of individuals can't identify a typical phishing email. To avoid this, train your employees to keep an eye out for these sneaky emails. If staff receives an email that requests sensitive or personal information, such as passwords, they are typically phishing emails. Employees should never click a link from a source that seems even remotely suspicious or strange, regardless of who it's coming from.

smallbiztrends.com 8/18/17

For FREE Phishing & Cybersecurity Training for your entire business go to www.thinkunified.com/cybersecurity/.

