

# TECHNOLOGY TIMES

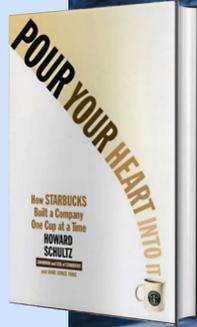
*“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”*

## What’s New

### Pour Your Heart Into It

By Howard Schultz

Today, Starbucks is one of the most successful companies of all time, with a horde of loyal customers worldwide and one of the most recognizable identities in the history of branding, but it wasn’t always that way. Before it became extremely popular, it was just a humble coffee shop on a Seattle street corner. In *Pour Your Heart Into It*, Howard Schultz outlines exactly how this transformation occurred, shifting the coffee shop from another ignorable storefront to a worldwide phenomenon. Few of us may be able to replicate Starbucks’ success, but we certainly can learn a thing or two from the man who made it happen.



## What Is Managed IT Services...And Why Should You Demand It From Your IT Services Company?

In today’s constantly shifting technological landscape, where fresh viruses and the new security patches designed to protect against them arrive by the week, it takes a proactive approach to stay abreast of all the changes. This is why, in 2019, more small to midsize businesses (SMBs) are ditching their outdated break-fix strategies and making the switch to a managed services provider (MSP) for their IT needs. But for those of us still coming to terms with the new rapid-fire reality of business in the digital age, it can be difficult to determine which approach is right for your organization, or even what a managed services provider actually does.

Here’s a breakdown of the managed services strategy versus the traditional break-fix approach and how it applies to your business.

**MANAGED SERVICES ARE DESIGNED FOR UP-TO-THE-MINUTE IT UPKEEP.**

Maintaining the integrity, efficiency and security of your business network is a little like taking care of your car. You don’t buy the equipment with the expectation that it’ll be good to go forever; you know that it’ll take regular upkeep to stay in tip-top shape. For a car, of course, that means regular oil changes, rotating the tires, checking the alignment, checking and replacing the fluids, ensuring adequate tire pressure, changing your spark plugs, flushing the transmission – the list goes on and on. If you don’t bother with basic preventative maintenance of your vehicle, it’ll fail you sooner rather than later. We’re guessing most of our readers wouldn’t drive 20,000 miles without checking the oil, for instance. Many of these tasks can be taken care of with some savvy and time investment, but others require the expertise of a seasoned professional, especially when serious problems arise.

It’s the same with your network. Business technology is notoriously

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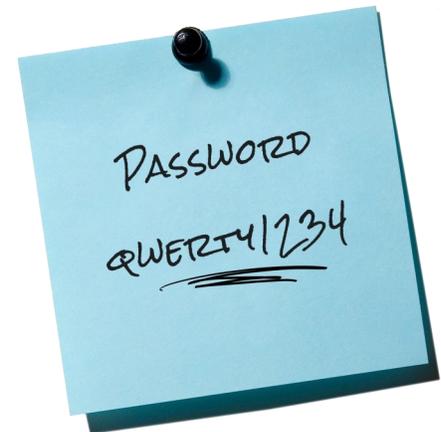


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finicky. It'll work perfectly for months and, in rare cases, for years – until suddenly it doesn't, at which point it's likely too late. Suddenly all your data is locked down behind some nasty new ransomware, or your server decided to give up the ghost without warning, leaving key customer information swinging in the wind. We constantly hear about Fortune 500 companies shelling out millions for high-profile data breaches, but when these attacks come to SMBs, they often fold the company completely. What was once a thriving small business is now an empty storefront, buried under the never-ending progress of modern technology.

The old break-fix approach to IT management attempts to address the digital risks facing SMBs only after problems arise. Is your server down? Is malware giving you a headache? Is your e-mail not working for some reason? If so, they're on the scene. Otherwise, they're hands-off. The idea behind this strategy is the classic adage "If it ain't broke, don't fix it." Business owners look to cut costs on IT by only addressing the most serious technological crises after they've already happened, rather than shelling out funds for regular preventative maintenance.

Unfortunately, just like how this approach doesn't make sense in the context of your car, it certainly doesn't make sense for your network. A break-fix strategy can save money in the short term, sure, but it results in more network downtime, a much higher frequency of issues and a ton of dollars spent on damage control down the line.



**"You don't buy the equipment with the expectation that it'll be good to go forever; you know that it'll take regular upkeep ... "**

Instead, you should demand that the IT professionals responsible for the backbone of your business provide managed services. This means they're in the guts of your network every day, mastering and locking down every aspect of your technology long *before* anything goes wrong. They'll detect issues before they cost you money and fix them without hesitation. You might balk at the initial subscription fee, but if you run the numbers, you'll quickly see how much money it will save you in the long run.

An investment in an MSP is an investment in the future of your business. You wouldn't drive your car mindlessly until it breaks down; it's arguably even more dangerous to do the same with your network. Take a proactive approach, demand managed services and breathe a sigh of relief knowing your network is in the hands of professionals well-versed in the ins and outs of your business's specific needs. Think Unified has been providing IT services in the Dallas Fort Worth Metroplex for over 30 years. Let us give you the peace of mind you deserve with your small business with our tailored managed services packages. You can rest easy when you put your IT support in our hand. Contact us today for more information at (972) 864-3433.

## Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

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.

### PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

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## Shiny New Gadget Of The Month:



### Bringing The Peephole Into The 21st Century: The Ring Door View Cam

As more and more things in the world become digitized and revamped for the smartphone generation, the humble peephole has joined the ranks of IoT-enabled devices. Enter the Ring Door View Cam, a nifty little piece of tech that replaces the fish-eye lens of your peephole with a camera so there's never any question who is at the door. In addition, you get mobile notifications whenever the device's motion sensor is triggered, enabling you to remotely communicate with a visitor from your phone, even if you're not home. That means no more missed drop-ins, no more packages left out in the open on your doorstep and no more shady, late-night encounters with suspicious strangers.

## 5 Ways To Answer Questions Like A CEO

In my work as a consultant, I've had the privilege of posing questions to over 1,000 business leaders. As a result, I've been on the receiving end of many great answers from some of the most respected CEOs on the planet. Unfortunately, I've also heard answers from less-skilled managers.

There are key differences between both. Here are five ways to answer questions like a CEO.

### 1. Answer a yes-or-no question with a "yes" or "no" before you provide details.

*Does John Thomas work at Google?*

*Bad answer:* "John Thomas? I knew him back at the University of Michigan. He and I were in the same engineering lab. This one time ..."

*Great answer:* "Yes. He works at Google now. We went to college together, and we're Facebook friends."

### 2. Answer a number question with a number answer before you provide details.

*How much did your sales decline during the last recession in '08?*

*Bad answer:* "The Great Recession was a really hard time for us. It felt like we were running a marathon in quicksand. No matter what we did ..."

*Great answer:* "Twenty percent. Fortunately, the compensation of our team was largely variable, so we all made a bit less income during that period and avoided layoffs."

### 3. Say what your goal was, what you did and what the results were.

*What happened in that job?*

*Bad answer:* "Well, it was in the South. I was not

used to the South. Wow, were the summers humid. And the mosquitoes? Big as birds ..."

*Great answer:* "My mission was to set up a new food bank in Atlanta. The goal was to recruit 20 restaurant partners, hire the first five employees and serve 100 meals a day within three months. Things moved a little more slowly than I was used to, so I had to get creative. We hired a video crew, interviewed restaurant managers and customers and gave free social media advertising to the restaurants if they signed up with us. This allowed us to achieve our goals a month earlier than planned, and my bosses were thrilled!"

### 4. Answer from the other person's point of view.

*Why do you want me to invest in your ice cream stores?*

*Bad answer:* "Because we need the capital to grow."

*Great answer:* "Because 10% return on invested capital is what you say you want, and that is what we have delivered reliably on a per-store basis for over 50 years."

### 5. Share just enough information to prove your point, but not more.

*Why should we buy from your company?*

*Bad answer:* "For starters, here's our 150-page brochure, a 25-page PowerPoint slide deck and a dozen customer cases about some companies that are nothing like you, as well as a bunch of random anecdotes - whatever comes to mind!"

*Great answer:* "Three reasons: 1) Gartner group did a survey of our industry and rated us #1 in the three areas that are most important to you. 2) We know this space better than anybody. Our team published the #1 book on this topic, both in sales and review ratings on Amazon. 3) We offer a 100% money-back guarantee."



Geoff Smart is chairman and founder of ghSMART. Geoff is 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 BA in economics with honors from Northwestern University, and an MA and Ph. D in psychology from Claremont Graduate University.

## ■ The #1 Way Hackers Access Your Network (And How To Prevent It From Happening)

It's easy to imagine the hackers attacking your network as a team of computer masterminds. But in reality, the vast majority of data breaches don't occur from some genius hacking into the mainframe. According to Trace Security, a full 81% of breaches happen as a result of poorly constructed passwords.

Luckily, avoiding this is pretty simple. Ensure every member of your team uses strong passwords, over eight characters in length and comprised of letters,

numbers and symbols. Keep the numbers and symbols away from each other, and definitely avoid the common, obvious passwords like "123456789" or "password." You also might consider implementing two-factor authentication in your system, which is several degrees of magnitude more secure than ordinary passwords, but it can be a headache to set up without an expert on your team.

*SmallBizTrends.com,*  
1/3/2019

## ■ There Is One Thing That Separates Successful People From Everyone Else

Steve Jobs was a notoriously exacting boss.

He constantly held himself to the highest standards of business and creativity and drove himself, and those around him, to greatness. But in his

own words, one of his greatest strengths wasn't the quality of his mind, but his strength of belief. As he put it, "You can't connect the dots looking forward; you can only connect them looking backward. So, you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life."

Of course, he's not talking about faith in some divine purpose; he's talking about faith in your own ability to make things work. Instead of developing some "perfect" master plan where every detail is accounted for, we always have to work with imperfect information and step into uncharted territory. Being comfortable with this, according to Jobs, is one of the biggest secrets to success.

*Inc.com,* 1/2/2019



"OK, went to maps, clicked 'home,' and specified walking directions. We're good to go."