

TECHNOLOGY TIMES

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

The Creative Curve By Allen Gannett

According to Allen Gannett, everything we've been taught about creativity is a lie. It isn't only for geniuses, whose inspiration arrives like a bolt of lightning. In fact, Gannett argues, the principles behind achieving success in any creative endeavor, whether it's selling a painting or starting a business from the ground up, is quite predictable. In his book, *Creative Curve*, Gannett boils down the essentials of creative success into four prime laws. If you've been stuck in a creative rut and are looking to get a leg up on the competition, his book is the perfect place to start.



The #1 Mistake Your Employees Are Making Today That Lets Cybercriminals Into Your Network

In the wake of unprecedented rates of digital crime, with the cost and frequency of data breaches constantly skyrocketing year after year, companies all over the world have been forced to scramble for solutions. There's an arms race running behind the scenes of every piece of technology we use in business today, as cyber security companies shore up their clients' defenses against increasingly sophisticated digital threats. Billions of dollars are now poured into battling away would-be intruders from the most precious assets on global networks: most of the money directed toward the software that keeps everything afloat, just out of reach of the bad guys.

But even as each day brings a new technological apex for security solutions, data breaches continue. Despite the fact that the tools hackers use to make money are more or less the same as they were three years ago,

nobody seems to question why companies are still being hacked at record levels. It's easy to imagine a crack team of infamous hackers hammering away at a keyboard into the late hours of the night, feverishly computing the one piece of code that will break them into a system.

This may be the process behind the high-profile breaches you read about in the news each week, but in reality, most cybercrime takes much less effort. The average hack succeeds not because of overt vulnerabilities in the structure of business networks, but because of a mistake made by you or your employees. According to IBM's X-Force Threat Intelligence Index, more than two-thirds of breaches arise from what they call "inadvertent insiders," folks who accidentally left the network vulnerable from one action or another without even realizing it.

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Our Mission: To provide every business with the technology resources to empower their own success.

Continued on pg.2

“Somebody clicks the included link without thinking, and there you go — you’ve got ransomware.”



Of course, this will take more than a 30-minute crash course in the break room one afternoon. It'll take a concerted effort and dedicated resources. Luckily, we can help. With a trusted partner dedicated not only to keeping your organization protected from the latest digital threats, but to keeping your employees alert and ready to spot anything phishy, you drastically decrease the chances of your business becoming another statistic in the war on cybercrime. Work with us and secure the future of your company for the long haul.

**To get started and claim your free assessment now,
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Get More Free Tips, Tools and Services At Our Website: etctech.net
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Shiny New Gadget Of The Month:



Skip The “HeatBuddy”

An Underperforming Heating Solution That Promises The World

The cold may be winding down, but you’re still likely fatigued by the high heating bills you were forced to shell out extra money for over the last three months. Luckily, heating technology is improving all the time, reducing electricity costs while keeping your toes from freezing off. However, it’s important that you don’t get roped in by another “as seen on TV” product that overpromises and underdelivers.

Take, for example, the HeatBuddy: a portable, plug-and-play space heater that ostensibly offers revolutionary heating capabilities in a tiny, low-electricity package. However, it’s another case of “too good to be true” — even a cursory glance at customer reviews reveals this to be a run-of-the-mill space heater, if only a little smaller. Unless you need a very small heater for some specific task, it’s best to skip the \$29.99 and keep on researching other options to lower your power bill.

The Self-Made Myth: All Business Leaders Had Help Along The Way

I’m about to share an unpopular opinion: the self-made CEO is a myth. No successful entrepreneur or business leader is a self-made man or woman. If you think you are, you need to take a long, hard look in the mirror. Behind your successes are countless contributions from family, friends, teachers, mentors and coaches. If you can’t see that, you’re not looking hard enough.

As a business coach, I’ve seen companies grow from kitchen tables to \$100 million enterprises and then collapse because the owners thought they knew everything. In contrast, the world’s most effective leaders know they didn’t get to where they are by themselves. They recognize that ideas can come from anywhere, and they actively seek out people who can help them on their journey. Here are three ways to harness that inspiration.

1. RELY ON YOUR TEAM, AND SHOW YOUR APPRECIATION.

The most effective leaders are always the first to admit that they don’t have all the answers. They ask themselves tough questions to understand their own strengths and weaknesses, and they don’t let ego or pride get in the way of building their companies.

One of the biggest mistakes I see business leaders make is thinking they can’t learn anything from the people around them. It’s essential to recognize your limits, seek others’ help and opinion to patch holes in your expertise and give credit where credit is due.

2. RIP OFF AND DUPLICATE — THE OTHER R&D.

Some of the best ideas I’ve had for my businesses are ones I’ve borrowed (and modified) from others. In my experience as an entrepreneur and coach, I’ve seen firsthand how ideas that are considered standard practice in one industry can be innovative when applied to another. Of course, it’s



about how you adapt those ideas to your business, not necessarily just copying what your competitors are doing. Instead, use the existing base of knowledge to provide a novel solution.

3. CROWDSOURCE IDEAS FROM FELLOW BUSINESS LEADERS.

Finding new solutions to business challenges is a never-ending and often exhausting task for entrepreneurs and business leaders. One source that I’ve used to help me solve problems has been a business advisory group (BAG) comprised of professionals in business operating in noncompetitive markets. Peers in a BAG can relate to the daily challenges you face running your company, managing teams and growing the business. BAG members can provide you with valuable insight into how they are running their own companies and how business solutions they’ve implemented may apply to your business.

Business is a team sport. No great company has ever been built solely atop the efforts of a single person. The entrepreneurial spirit will take you far, but eventually, you have to recognize that you need to rely on the ideas and contributions of others. When that happens, you’ll become a greater leader, and you’ll see your business and company culture grow exponentially.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

Partner Spotlight

Each month we will select one of our partners to feature in our newsletter. We will highlight what that partner’s business industry is and how ETC has become their trusted technology advisor. Would you like your company highlighted here in our “Partner Spotlight”? Then give us a call today at 234-200-0800.

■ 3 Ways To Make Your Customers Love You

1. Be available.

Today, when customers expect products to be available on-the-go, businesses must do the same. Set up reliable resources to update and manage customer experience, for example, by setting up an automatic callback system. Instead of waiting on hold, callers get added to a list then receive the call when the service team is ready. Live chat, an informative online FAQ and other handy resources can go a long way toward avoiding frustration.

2. Surprise customers by actually being convenient.

We've all had interactions

with customer service that made us want to pull our hair out. Avoid this by reducing friction wherever possible. Make sure the people in charge of customer experience, whether it's a front-desk person or a team of dedicated service professionals, are friendly and transparent about the service process. Make signing up for appointments abundantly easy and pleasant, and you'll see the benefits in no time.

3. Put your money into the most important investment.

We all know that acquiring new customers costs seven times more than keeping existing ones. That makes the

numbers pretty clear: you need to invest in your existing customers or risk going under. *Inc.com*, October 4, 2018

■ Can You Afford To Lose \$80,000 A Year? If Not, Read This:

According to the Better Business Bureau's 2017 State of Cybersecurity Among Small Businesses In North America report, SMBS lost more than \$79,000 to cybercriminals. Honestly, this shouldn't surprise anyone; after all, as even the smallest businesses digitize more and more of their processes, the costs of breaking those systems will continue to skyrocket. If you're a small business owner in 2019, you need to start making cyber security a priority - now. Make a list of clear goals and objectives, and prepare your business for threats coming from all directions, rather than relying on a single defensive strategy that's prone to fail when things get tough.

SmallBizTrends.com, 12/3/2018

Cartoon of the Month

