

# The Tech chronicle

## What's New

My summer has been off to a high speed start. I spent a week hiking in the Cathedral Lakes area of the interior – absolutely stunning geography and needed time away from the computer.

Also, I moved! While that was very exciting it was also exhausting and seemed to have endless details to take care of. Now I get to unpack and settle in.

I have another week away yet this year – working vacation this time since I will have internet and electricity!

What does your summer look like?

### August 2020



This monthly publication provided courtesy of Roy Borglund, CEO or Elemental Computing.

**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.



## Why NOT Investing In IT Can Cost You BIG

*If you haven't invested in IT security, then your business is at risk.*

These days, it's easy to take technology for granted. It just seems like everything works so well. If things are working well, why spend more on things like data monitoring or secure cloud storage?

Here's a startling fact: a lot of business owners take this approach to network security. They might think, "This will never happen to me," when it comes to data breaches, malware and hacker attacks. While they might be great at running their businesses, they may end up skimping on their IT security.

They see it as something they simply don't need to invest in. But a lot of business owners end up paying big

because they aren't serious enough about IT security. A simple virus scan app or firewall just isn't enough. Hackers and cybercriminals are *relentless*.

Here's another startling fact: threats like data breaches, malware and hacker attacks are a lot closer than you think. When you go cheap with your network security or don't work with an experienced IT services company, it can end up costing you big in the long run.

A lot of business owners skip out on things like network security, cloud backup, data protection and data monitoring because they don't like the up-front cost or another monthly bill. In reality, while you can expect an ongoing cost, working with a managed IT services firm can be

*Continued on pg.2*

Get More Free Tips, Tools and Services At Our Website: [www.elementalcomputing.ca](http://www.elementalcomputing.ca)  
(778) 899-3500

*Continued from pg.1*

remarkably cost-effective (and smart!).

When your network security solutions are running smoothly, you won't know it. It all happens in the background. But because it's not something you "see" on a daily basis, you might wonder if you're really getting your money's worth. This can be a challenge for business owners who may want to see tangible results for something they pay for. The good news is that you *can* get tangible results!

Many IT services firms let businesses customize their reporting. You can actually get daily, weekly or monthly reports from your IT security company! You can see exactly what they're doing for your business and the exact threats they're protecting you from.

More than that, a good IT services company is going to work closely with you. They'll provide you with the information, resources and tools you need in order to focus on your customers and the successes of your business. They'll educate you and your team and help you identify the best technology for your needs. That's the definition of peace of mind!

Here's why it can be so costly to NOT invest in IT security:

**SCENARIO 1:** Imagine you're hit with a malware attack, and it takes your network out of commission. Customer data is at risk, and your business comes to a

**"When your network security solutions are running smoothly, you won't know it."**

screaming halt. You have to call in IT experts to fix the problem ASAP. This is a break-fix approach to IT services.

In this event, you're going to be charged BIG to get your business up and running again. The IT specialists will have to scrub your network and make sure everything can be recovered. Not only do you have to pay to get your network cleaned, but your cash flow also takes a hit while you wait around to get everything fixed.

**SCENARIO 2:** You're hit by a data breach. Hackers are looking for information they can exploit, such as credit card numbers, passwords and other identifying information. They often sell this information to other cybercriminals. In almost every case, this information CANNOT be recovered. Once it's gone, it's gone.

This means you have to take action FAST to make sure stolen information cannot be used. This includes changing credit card information and updating passwords. In the event of a data breach, the sooner you inform your customers, the better. But this is a double-edged sword. Your customers need to know so they can protect themselves. At the same time, your customers may lose faith in you because you put their data at risk.

These are just two examples out of many. When you don't take IT security seriously or you're cheap with your technology, it can end up costing you BIG in the end. Work with an IT security company that will work with you to protect your business the right way - and help you avoid scenarios just like these.

## 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.

Download your FREE copy today at  
[www.elementalcomputing.ca/protect](http://www.elementalcomputing.ca/protect)  
 or call our office at (778) 899-3500.



## What's your IT Budget?

I run into a lot of small businesses that have trouble "affording" IT services. It can seem shocking when the cost for IT support is laid out in a black & white proposal.

What many business owners don't realize is that they are already paying more for no service than they would pay for professional IT support.

Three studies estimate that businesses lose productivity to IT issues. MetricNet estimates 33 hours/year, Robert Half shows a loss of 91 hours/year and Oxford Economics lists the loss at almost 250 hours/year.

These studies all count the losses differently, but if we take a modest 40 hours/year (that's at the low end of estimates). Which is about 8 minutes per day or 40 minutes per week.

If an employee has a fully loaded (space, equipment, benefits, etc) cost of \$50/hour, that's \$2000/year per employee. For a 5 person office, the productivity cost is approximately \$10k/year or > \$800/month. That's not looking at lost opportunity cost (revenue) just the lost hard costs.

There's the IT Support Budget!  
The business is paying it either way!

## It Better Be Packaged Right

Joshua Bell is a world-renowned American violinist who made his Carnegie Hall debut at the age of 17 and now performs with the world's premier orchestras and conductors. His talent causes concertgoers to flock to the greatest concert halls in the world where the average seat costs \$100 and front-row seats are in the thousands.

The *Washington Post* newspaper set up an impromptu concert with Bell as an experiment on perception and priorities. Would people in a hurry recognize the brilliance of this musician, even though he was dressed in jeans, a long-sleeved T-shirt and a baseball cap? Would the beauty of his music transcend the moment and cause them to pause and enjoy this incredible talent in the busy train station in Washington, DC? Would priorities take precedence over listening to an international virtuoso who had recently won the Avery Fisher Prize as the best classical musician in America?

The only thing that was exceptional to see for those who passed by Bell that day was the \$3.5 million Stradivarius violin he was playing (made in 1713). But to those who saw him playing, it just looked like a regular old violin. The "package," the perception of the concert, didn't draw people's attention, even though the talent was exceptional. There was no advertising, no fanfare, no hype, no fancy clothes, no amazing concert hall or fabulous stage - it was just some guy in a baseball cap, standing up against a wall with his violin case open to receive donations.

Could a man who is paid \$1,000 per minute to perform, a man who was playing the music of Bach, Brahms, Ponce and Massenet, get their

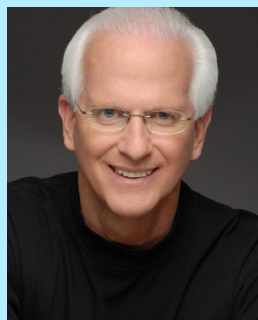


attention? Not really. The three-minute video will show you that 1,097 people passed by. Only 27 people put money in his violin case as they walked by, and of those 27, only seven of them paused for a moment to listen. Bell made \$32.17 in 43 minutes of playing. There was NO applause or acknowledgement of his skill ... a skill that, three days prior to this experiment, had drawn people to completely fill Boston's Symphony Hall.

See Bell playing at the Metro at [YouTube.com/watch?v=LZeSZFYCNrW](https://www.youtube.com/watch?v=LZeSZFYCNrW).

The point I am trying to make is that packaging is critical. When you are making a presentation to your client, boss or peers, you can never forget that. You may have all the data and skills to make the presentation, but if you want to stand out, then pay attention to how it is packaged. Perception isn't everything, but it helps. As the experiment with Bell proves, it takes a lot more than just talent to get their attention.

Author Terry Goodkind once said, "*Reality is irrelevant; perception is everything.*" If a person doesn't perceive the value, then to them, it's not valuable. Good packaging



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Tony Robbins, Tom Peters and Stephen Covey. Today, he travels the world, sharing powerful ideas for achieving*

## ■ Don't Overlook This 1 HUGE Issue In Your Company

Is it possible to communicate too much? Yes! In a report from GuideSpark, researchers found that the average employee receives about nine e-mails every day that are labelled as "must-read," which means these e-mails are relevant to their day. These are mixed in with less relevant e-mails, and that causes a lot of clutter.

This is just one form of communication we deal with every day. Add in face-to-face, phone and text communication, and it really piles up. It becomes a communication overload.

Communication overload destroys productivity. E-mails take time to read and to respond to. When your in-box becomes full, you're looking at a large part of the day.

How do you fix this? Prioritize your messages. Use e-mail as efficiently as possible and keep it short. Avoid sending company-wide e-mails if they aren't relevant

to everyone. Target e-mails to the people who need that information. Also, if employees are getting outside e-mails that have zero relevancy, unsubscribe from those sources. *Small Business Trends, May 12, 2020*

## ■ Staying Secure In A Social Media World

The age of social media has let millions of people reconnect and stay up-to-date with family members, friends, in-laws and acquaintances. It also continues to shape how we all communicate with each other. It's important to keep a few things in mind before you check your newsfeed.

There is no delete button on the Internet. Everyone knows how to capture a screenshot. Even if you keep your social media completely private, when relationships change, nothing is private. Are you going to be comfortable in 10 years with what you post today? It will be archived forever. If you post in online forums or comment on news-related websites, consider using a

pseudonym. Don't share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all of the money in the vault to be shared on the Internet, then you shouldn't allow a picture containing any confidential, financial, legal or other protected documents and items to be shared either.

A good social media policy in the office now can save headaches down the road.

## ■ Top Tips For Improving Remote Working

**Limit meetings.** Remote meetings over Zoom, for example, can bring productivity to a halt. While in-office meetings also slow productivity, Jason Fried, CEO and founder of Basecamp, suggests it's more harmful in a remote setting. Instead, focus communication through simple e-mails or chat apps.

**Foster community.** Leaders within your company should routinely check in on the rest of the team. Ask them how their work is going, how their weekend was or what they're looking forward to in the week ahead. A little regular social interaction goes a long way.

**Have a dedicated workspace.** The great thing about remote work is that you can do it anywhere. But this can also invite distraction. Encourage your team to have a dedicated work environment outside of their normal living space. Having access to a door that can close is invaluable! *Inc., May 7, 2020*

