

TECHNOLOGY TIMES

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

What's New

New Enterprise Anti-Virus!

The threat landscape is changing every single day and definitely for the worse.

Traditional anti-virus and other anti-malware solutions aren't working, they just don't see the threats and even if they see the threats they don't remove them or worse... can't remove them.

Because of this, we've teamed up with an enterprise anti-virus team for complete protection. 24/7/365 virus detection and remediation. Call us today to find out more!

June 2018



This monthly publication is provided courtesy of John Kistler, Business Owner of JB Tech, a St. Louis based IT company for 25 years!

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.



3 Deadly Mistakes You're Making By Being Cheap With Technology

Today's small and midsize businesses (SMBs) have an uneasy relationship with technology - even if they don't realize it yet. As the marketplace reaches new heights of complexity and speed, and consumers migrate to cyberspace en masse to make their buying decisions, SMBs are responding in turn. Today's savvy business owners utilize ever-evolving technologies to capture their customers' interest and imagination, make conversions and manage their day-to-day operations with unprecedented ease and clarity. Certainly, the Internet age is a thrilling time to be in business. Each business is equipped with wildly powerful tech that has transformed the landscape of commerce forever.

But there's an uncomfortable truth that goes hand in hand with this increased dependence on technology. At its best, IT allows us to do incredible things we never would have imagined were possible even 10 years ago. At its worst,

IT is an unreliable, finicky and potentially hazardous scaffolding upon which we built our loftiest hopes and dreams. Even the best IT requires wrangling to shape it to our needs and keep it on track and safe from intruders.

Despite this reliance on technology, the vast majority of business owners consider it an extra expense rather than a foundational element of their company. As a result, they skimp on technology spending. But being cheap comes with a cost - one much bigger and more dangerous than you probably realize. Here are three mistakes you're making by underspending on this key part of your business.

1. You're spending on technology based on an unrealistic, poorly planned budget rather than building your technology budget around your actual needs.

Continued on pg.2

Shiny New Gadget Of The Month:



Watch What You Eat With LinkSquare

Everywhere we go, most of us use vision to navigate our world. Whether our mouth begins to water at the sight of a tasty dish or our brow furrows at the sight of a shady-looking dollar bill, our eyes are one of our primary means of connection to the world around us. But, just by looking, can you tell whether that delicious-looking food is as high quality as it seems? Or be absolutely sure that the dollar is real?

Enter LinkSquare, the pocket-sized spectrometer that enables us to gaze deeper into the objects around us. After you scan an object with the device, it uses machine learning to analyze the properties of all sorts of items, including the freshness of food, the authenticity of money or gold, the identification of stray medications and a huge variety of other potential applications. If you're interested in purchasing this wildly futuristic technology, it'll cost about \$300. Learn more at LinkSquare.io.

3 Questions No Leader Should Ever Ask

At ghSMART, we advise board members and CEOs of large companies on their most important leadership issues. One of the most important skills we discuss is making sure they are consulting on the right questions.

I think of a "right" question as one that matters – a question that will cut to the heart of an issue, produce an answer on which the leader can act and provide the highest value to the leader in terms of results.

But the "right" question then becomes, "What are the wrong questions?"

There are three categories of "wrong" questions that I've heard time and time again over the years. Merely asking these questions can lead you down the wrong path when you're seeking to achieve your career's full potential.

1. If you have to ask an ethical question, just don't do the thing you were considering.

The wisest, most successful leaders I have served or worked alongside all seem to lead according to this rule regarding ethical questions: "If you have to ask, then don't." In other words, if there is something you're considering that's in a moral gray area or might be misinterpreted as unethical, then just don't do it. At ghSMART, we call this "having 110% integrity." We do things that are not only 100% ethical, but we give an extra 10% safety margin to avoid things that could be misinterpreted.



Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book, *Who: A Method for Hiring*, and the author of the No. 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) not-for-profit 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, an MA, and a PhD in Psychology from Claremont Graduate University.

2. If you have to question whether someone is underperforming in their job, they are.

There's a common cycle of "facing reality" I often see my clients go through. They have a bold vision and a goal to achieve something great. And when they realize that they don't have the team to make it happen, they start to fantasize and think, "I wonder if Fred or Amy is going to rise to the occasion and display strengths we've not yet seen to achieve these results." Great leaders know who they can count on. They don't expect a subordinate to suddenly start performing well in a role that does not appear to fit their talents and interests.

3. If you wonder whether you can trust your boss, you can't.

There is a saying: "People don't quit companies; they quit bad bosses." So if you find yourself wondering whether you can trust your boss or not, you likely can't. Instead, go find a boss you can trust. Find a boss who will hold your interests in high regard and care about your career goals as much as you do, giving you coaching and feedback to help accelerate your learning. These bosses will have your back during bonus time. Rarely do you see great leaders who wonder about the trustworthiness of their boss staying at that particular job very long.



Nominated for Best in Quality!

We are very proud to announce that we were nominated for Best in Quality again and had several clients write us in for Best in Value and Best in Customer Service. We strive very hard to be the best IT company in the St. Louis area and that means providing you with the best advice, products, knowledge, help and customer service all at an affordable price. Please visit SBMon if you'd like to vote for us or anyone else. Here's the link! <https://www.surveymonkey.com/r/bestbiz2018>

■ How To Quickly And Easily Make Your Business More Profitable

Early in any small business, it's extremely difficult to turn a profit. Even after you gain a little traction, it's easy to get caught up in the never-ending details. This means you have no time left for the things that will actually increase your revenue. But there are a few things you can do right now to raise your bottom line.

Perhaps the most important action item on your list should be to calculate the exact costs of your business. In order to know where you're starting, you need to look beyond general expenses

and pinpoint just how much your activities are worth to the company. Then you can start cutting out tasks that are measurably low in value, automating them wherever possible. If you can do that for both you and your team, you have a great place from which to start.

SmallBizTrends.com, March 26, 2018.

■ Top Ways To Stay Secure In The Social-Media World

Social media allows millions of people to reconnect and stay up-to-date with family members, friends, acquaintances and even former in-laws. But as social media reshapes the way we communicate with one

another, it's important to keep a couple of things in mind to protect yourself and your data.

Remember that there's no "delete" button on the Internet. Even if something seems temporary, a simple screenshot or check through the archives can make it permanent. Even if you keep your social media completely private, relationships change, and what was private yesterday may suddenly become public record. The question you need to ask is whether you'll be comfortable in 10 years with what you're posting today.

In the same vein, if you post in online forums or on message boards, consider using a pseudonym. Never share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all the money in the vault to be shared on the web, you shouldn't allow a picture containing 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.

Thank you very much for your referrals!

Every single day a new prospect or client calls us or walks into our officewith a question or a comment about their equipment or a laptop, computer,server or failed hard drive and they all say the same thing, "a friend of minetold me about you guys" or, "I was told that you guys will take care of me"or, "take it to JB, they know what they are doing there".

Even though we advertise like mad, on the radio, with a billboard, onFacebook, with our newsletter, and our weekly tech tips, we still receive themost new clients from referrals and we love that! So I'd like to take the timeto say "THANK YOU!" Referrals still are almost half of our business! We really appreciate the confidence in us and our ability to solve all ofyour IT problems, we want to be the best IT company in the St. Louisarea and your referrals and continued support help us to do better each and every day. You are the reason that we are continuing to grow each month and can add new products and services.

PC and Network Support, PC's, Laptops, Tablets, 2in1's, Repair Services, Onsite Services and Fully Managed Plans