BSSi₂

Innovations

Review Twice, Implement Once. Doing IT Right the First Time. • **May 2016**

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The Lighter Side….

Puns for Higher IQ
Part 1

Dijon vu - the same mustard as before

Practice safe eating - always use condiments

Shotgun wedding - A case of wife or death

A man needs a mistress just to break the monogamy

A hangover is the wrath of grapes

Dancing cheek-to-cheek is really a form of floor play

Does the name Pavlov ring a bell?

Condoms should be used on every conceivable occasion

Reading while sunbathing makes you well red

When two egotists meet, it's an I for an I

A bicycle can't stand on its own because it is two tired

What's the definition of a will? It's a dead give away

Time flies like an arrow. Fruit flies like a banana

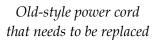In democracy your vote counts. In feudalism your count votes

She was engaged to a boyfriend with a wooden leg but broke it off

A chicken crossing the road is poultry in motion

Recall Alert:
Microsoft Surface Pro, Pro 2, and Pro 3 AC Power Cord

Microsoft has initiated a voluntary recall for AC power cords (the cord that plugs into an electrical outlet) sold with the Microsoft Surface Pro and Microsoft Surface Pro 2, and with any Microsoft Surface Pro 3 purchased prior to March 15, 2015 ("pre-March 15, 2015 Surface Pro 3"). This is being done in cooperation with various government regulatory agencies.

Old-style power cord
that needs to be replaced

New-style power cord

A Microsoft spokesperson said in a statement sent to The INQUIRER: "As a result of damage caused by AC power cords being wound too tightly, twisted or pinched over an extended period of time, a very small proportion of Surface Pro customers have reported issues with their AC power cord." According to the US Consumer Product Safety Commission (CPSC) there have been 56 reports of cables catching fire. It has also been revealed that Microsoft reported five incidents of electrical shock to consumers.

Please go to the Microsoft website at www.surface.com/powercord to obtain your free replacement AC power cord (there's an option for business customers to order in bulk). You should dispose or recycle your replaced AC cord in accordance with local requirements.

The *$64,000 Word* Theory

Many people choose longer, more complex words because they think it makes them look smarter. They don't realize the result takes longer to read, can send people (unhappily) to the dictionary, and gives the message that the writer is more important than the reader.

Experience has taught me there's only one legitimate place for $64,000 words: academia. These people love big words—and often the longer and the more obscure, the better. If you're trying to showcase your intelligence with this group—or speak in the language these people prefer—then these words are one accepted way to do both. (OK, academics: feel free to take your potshots at me on this one—but I'm betting you'll do it polysyllabically!)

I'll cop to being a "wordie." I like to run into unfamiliar words, check out their definitions, and use them as appropriate (which is mostly in my head or to share a laugh with friends and family). But I'm out of the mainstream on this.

For most people in a business setting, the $64,000 word is, at best, an annoyance. If they don't know what it means, their first reaction is usually to feel stupid—and chances are, that's not what you intended. Their next reaction is anger—at you. Are you trying to make fun of them? Are you just being a show-off? Do you even know what the word *means*?

By this time, they've gotten so far from the ideas you're trying to share that they may never return—which means you won't reach your objective. Everybody loses: especially you, if you wanted them to approve something.

To avoid this situation, use these tips:

Tip #1: Know Your Audience

If you're communicating with another wordie, go ahead and use challenging language. This person will appreciate it. (Honestly: I just wrote a memo with "purview" in it because I knew the CEO would like it!) If not, forget it. Most people read for content and not for style, and if you're choosing words that scream "pay attention to me," then they're shouting over your content.

Tip #2: Watch for Jargon

This falls into the same category as $64,000 words for me. Those who don't know them feel excluded, stupid and angry. When jargon is appropriate, define your term the first time it appears. Those who know it will congratulate themselves, and you'll avoid negativity from everyone else.

Tip #3: Kill the Latinate Words

These are the long ones that sound like legal terms, and have their origins in Latin. (For my money, there's a reason they call it a "dead language.") This includes terms such as "therefore" (try "so"), "pursuant" (try "after"), "heretofore" (try "until now"), and "notwithstanding" (try "although"). When given the option of a complex versus a simple word, go for the latter—don't let your words get in the way of your meaning.

Tip #4: Use the Thesaurus Sparingly

Most people pick one up because they're using the same word a lot and want to give their readers some variety. This is a noble gesture. But a thesaurus can also be a crutch. Instead of trying to find new ways to express yourself, you just want to change one word. And often you end up going several words deep among the synonyms to find one that will work—and the further you go on the list, the more obscure the term becomes. Remember: it's not just word choice—it's about thoughtful writing. You want to keep your readers focused on the text—not the subtext (I'm smart, you're dumb, etc.). The next time you have a choice, select the shorter rather than the longer word. You'll find it usually takes you a much greater distance toward your communication's goal than the bigger ones.

Lynne Franklin is a corporate and marketing communications consultant and speaker. What she does best is create meaningful communications to help businesspeople solve their problems and get what they want. To learn about how she can help you, contact Lynne at 847-729-5716 or lynne@yourwordsmith.com

10 Things You Must Do Now To Prevent
A Costly Data Disaster

In less than 60 seconds, you are about to learn 10 things that could save you days – or even weeks – of downtime, not to mention the undue stress on your company, and potentially thousands of dollars lost, due to a data disaster…

Use this article as your checklist in a conversation with your IT company to assure that your business has the right plan in place to get back up and running quickly if and when disaster strikes.

1. **Keep a written plan.** Simply thinking through in ADVANCE what needs to happen when things go south on you, and documenting it, can go a long way toward getting your network back up and running quickly if it gets hacked, flooded or compromised by human error or equipment failure.
    Outline the types of disasters that could happen, and a step-by-step recovery process. Be sure to include a budget, what to do, who should do it and how. Store printed copies along with key contact information and login details for essential websites 1) in a fireproof safe, 2) off-site at your home, 3) at each key employee's home and 4) with your IT consultant.

2. **Hire a trusted professional to help you**. Trying to recover data after a disaster without professional help is business suicide. One misstep can result in weeks of downtime, or permanent data loss. To improve your odds of a quick recovery, work with a pro who has experience in both setting up your plan and helping you recover when a loss occurs.

3. **Have a communications plan.** What if your employees can't access your office, e-mail or phone system – how should they communicate with you? Make sure your plan details the alternatives, including MULTIPLE ways to stay in touch.

4. **Automate your backups.** THE #1 cause of data loss is human error. If your backup system depends on a human being doing something, it's a recipe for disaster. ALWAYS automate your backups so they run like clockwork.

5. **Keep an off-site backup copy of your data.** On-site backups are a good first step, but if they get flooded, burned or hacked along with your server, you're out of luck. ALWAYS maintain a recent copy of your data off-site.

"It's critical to keep your network patched, secure and up-to-date."

6. **Be able to access and manage your network remotely.** You and your staff will be able to keep working if they can't get into your office. Your IT manager or consultant can quickly handle an emergency or routine maintenance. And you'll love the convenience!

7. **Image your server.** Storing your data off-site is great – but bear in mind, if your system goes down, the software and architecture that handles all that data must be RESTORED for it to be of any use. Imaging your server creates a replica of the original, saving you an enormous amount of time and energy in getting your network back in gear. Best of all, you don't have to worry about losing your preferences, configurations or favorites.

8. **Document your network.** Network documentation is simply a blueprint of the software, data, systems and hardware that comprise your company's network. Let your IT manager or consultant create this for you. It'll save you time and money in the event your network needs to be restored.
    It also speeds up everyday repairs and maintenance on your network when technicians don't have to waste time figuring out where things are and how they're configured. Plus, it may help with insurance claims in the event of losses due to a disaster.

9. **Maintain your system.** While fires, flooding and other natural disasters are certainly a risk, it's ever more likely that you'll experience downtime due to a virus, worm or hacker attack. That's why it's critical to keep your network patched, secure and up-to-date. And don't forget: deteriorating hardware and corrupted software can wipe you out. Replace and update them as needed to steer clear of this threat.

10. **Test, test, test!** If you're going to go to the trouble of setting up a plan, at least make sure it works! Hire an IT pro to test monthly to make sure your systems work properly and your data is secure. After all, the worst time to test your parachute is AFTER you jump out of the plane.

Need help getting this implemented?
Contact us at 312-752-4675

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Shiny New Gadget of the Month

All This…
For Just Five Bucks???

If you haven't tried Fiverr.com yet, you're in for a treat. Fiverr is a global online marketplace where freelancers offer to perform an amazing variety of tasks and services, starting at just $5.00.

Need a whiteboard-style video for your website? A new logo? Help creating a PowerPoint or Prezi presentation? Then you need to check out Fiverr.

To get started, just go to Fiverr.com. And for best results, follow these five rules:

1. Steer clear of bad gigs – Buying hundreds of backlinks for your website might sound cool… Then again, you might be in for a nasty surprise. If a gig seems fake, it just might be… Find another gig.

2. Shop around – Compare different sellers and use the "Favorites" feature to build a shopping list before you buy.

3. Examine closely – Check reviews, response time, number of gigs completed and gig details. Questions? Ask the seller before buying.

4. Communicate clearly – Save time by spelling out in exact detail what you want in your order.

5. Accept nothing less than perfection – Top sellers are often happy to make revisions until you're happy.

Okay? Ready, set…go save a boatload on your first Fiverr gig!

Tech Tip of the Day

You're supposed to spread the edges of your ketchup cups for easier access.

Claim your FREE Network Assessment today!

Feel like your computer is out of gas? Having network issues that are delaying your daily operations? Give our IT professionals a call today for your FREE Network Assessment. We will inventory your current technology, check network security, review your back-up solution and deliver a report including outstanding issues and possible solutions. It's amazing how a simple review of your current operations can reveal cost and time saving opportunities.

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