



# Innovations

Review Twice, Implement Once. Doing IT Right the First Time. • June 2018



Scott Bernstein, CPA  
President Nick Espinosa  
CIO & Chief Security Fanatic

## The Lighter Side....

A couple was going on vacation but the wife was on a business trip, so the husband went to the destination first and his wife would meet him the next day.

When he reached his hotel, he decided to send his wife a quick email.

Unfortunately, when typing her address, he mistyped a letter and his note was directed instead to an elderly preacher's wife whose husband had passed away only the day before.

When the grieving widow checked her email, she took one look at the monitor, let out a piercing scream, and fell to the floor in a dead faint.

At the sound, her family rushed into the room and saw this note on the screen:

*Dearest Wife,  
Just got checked in. Everything  
prepared for your arrival tomorrow.  
P.S. Sure is hot down here.*

A curious child asked his mother: "Mommy, why are some of your hairs turning grey?"

The mother tried to use this occasion to teach her child: "It is because of you, dear. Every bad action of yours will turn one of my hairs grey!"

The child replied innocently: "Now I know why grandmother has only grey hairs on her head."

## BSSI2 ANNOUNCEMENT: We're Growing!

As our client base continues to grow, so does the staffing needs of BSSI2. Our goal is to consistently deliver convenient and quality service to all of our clients. To continue meeting this goal, we have added a new employee to the BSSI2 family: **SALVATORE COSTANZA**

Salvatore, or Sal as he prefers, comes to BSSI2 with several years of experience in Help Desk, Help Desk Management, as well as Managed Services. His current skill set, thirst for new knowledge, and client focused nature makes him an excellent addition to the BSSI2 family. Sal will primarily be servicing the onsite needs of our clients in the Northern Suburbs. If you see him onsite, please take a moment to say hi and welcome him to the family.



## Technology Tidbit

### 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.

# Why You Forget New People's Names

by Lynne Franklin

Has this happened to you?

You're at a new business meeting. A party. A conference.

You introduce yourself and strike up a conversation. One minute later, you can't remember the man's name.

You *hope* someone who knows this guy will walk up and greet him by name. You *fear* someone you know will come up and expect you to introduce him.

Most of the time, we squeak through these situations. But each time we're afraid of being found out. And sometimes we are. That's when we promise we'll work harder not to let it happen again.

Until it does.

## What's Going On?

Here's some quick and easy neuroscience.

First: people's names have no inherent meaning for us. You hear "green" and you associate this with a color. You hear "Martin" and — unless you already know someone with that name — it doesn't resonate for you. This is the equivalent of hearing a random sequence of numbers.

Second: your brain is being bombarded with new information. How this person looks. How he sounds. What he's saying. Other conversations around you.

Your conscious mind can only handle about 40 bits of information per second. Your subconscious mind can process 40 million bits of information per second. However, it's trying to decide what's important enough to send to your conscious mind.

Third: it takes about seven seconds for your conscious mind to go through this process. Then you're able to focus on the man.

## What to Do about It

In any situation in which you're meeting new people, taking these actions will help you better remember their names.

***Never ask a person's name right away.*** Do a little idle chitchat first. The easiest thing is to ask a question or make a simple statement. "Have you ever been to one of these before?" "What great weather we're having!" This will get you past that seven seconds and allow your brain to focus on your new acquaintance.

***Repeat the person's name while looking him in the eyes.*** Do this a couple times in short order. "How nice to meet you, Martin. So, where do you live, Martin?" What you're doing is creating meaning with his name by associating it with his face. And the repetition allows you to move this information from your short- to your long-term memory.

***Know you're experiencing the "next in line effect."*** Most of us listen to *respond*. We're thinking about what we're going to say after the other person finishes talking. Instead, choose to listen to *understand*. That means really focusing on what Martin is saying (including his name).

You'll experience a second benefit to this, which is called "the rule of reciprocity." Because you've paid close attention to what Martin has said, you've built good will with him. That means he'll want to do the same and listen when you speak.

These three steps will get you past that "I don't remember your name, and I'm afraid to ask and look stupid" situation again. And chances are good you'll get a bonus. This approach will launch the two of you into a more meaningful — and useful — conversation.

**Lynne Franklin** ensures business leaders stop paying the price of poor communication: lost sales, stalled productivity and eroding profit. See practical business communication tips at [www.YouTube.com/LynneFranklin](http://www.YouTube.com/LynneFranklin) and her TEDx Talk on reading minds (165K+ views) at <http://bit.ly/2C9CE3G>. Contact Lynne at [Lynne@LynneFranklin.com](mailto:Lynne@LynneFranklin.com) and 847-729-5716.



## 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.

When you're an SMB with limited resources, it's easy to see any money saved on software and hardware as a success, leading businesses to opt for cheap, clunky and outdated solutions. But in a world where the lion's share of your day-to-day operations is dictated by the digital equipment you and your team use, where small businesses exist under constant threat of cyber-attack

and data is a precious commodity that could disappear at the speed of a failed backup, cutting corners is unwise. Updating your digital approach and tightening your cyber security may not result in obvious, immediate returns on your investment. But adequate technology spending is just that – an investment. When you invest in the latest technology, you're investing in the long-term productivity and security of your business.

### 2. You're opening yourself up to disaster.

It's one thing to have an employee's computer unexpectedly fail or for an Internet connection to have a momentary hiccup. But if you're skimping on technology, you're leaving your business vulnerable to

catastrophes that could cost you thousands. One of the most prominent and overlooked of these threats is cybercrime. According to the 2016 State of Cyber Security in Small and Medium-Sized Businesses report, half of all U.S. small businesses fell victim to a cyber-attack in 2015 – a number that has only continued to climb. The

majority of these attacks are ransomware, in which entire systems are locked out of vital data and forced to shell out enormous sums to recover it. Even if you assume you're secure (and you probably aren't), there are other risks to contend with. Server failures, backup loss and system downtime can shutter businesses just as easily as a vicious hacker.

### 3. You're letting the competition get ahead.

Outsmarting your competitors takes more than just mimicking whatever latest strategy the thought leaders of your industry are championing at the moment. It requires anticipating future trends and acting on them. And in business, there's one universal truth you can count on: The future of your industry lies in technology. Cloud services, new and constantly updating software, CRMs and a staggering array of productivity-enhancing tools are just a few of the advances your competitors are considering (if they haven't snatched them up already). If you neglect the future, your company is destined to become a thing of the past.





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***“We make all of your  
computer problems go away  
without the cost of a  
full-time I.T. staff”***

### Shiny New Gadget of the Month

## Watch What You Eat With LinkSquare

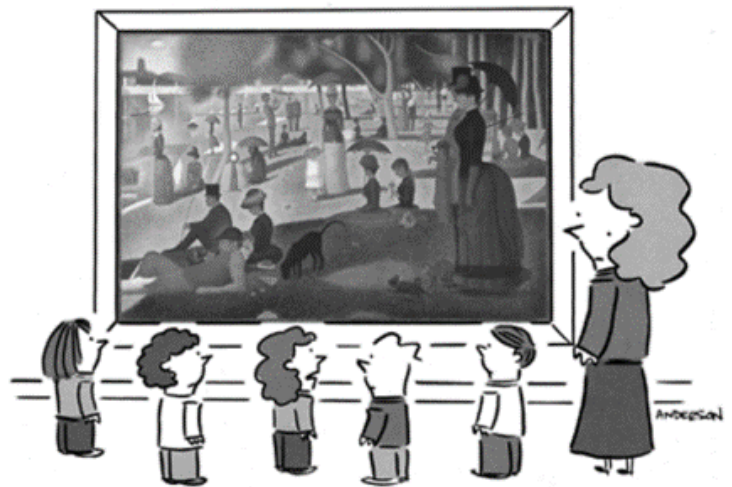
Everywhere we go, most of us use vision to navigate our world. Whether our mouth begins to water at the sight of a tasty dish or our brow furrows at the sight of a shady-looking dollar bill, our eyes are one of our primary means of connection to the world around us. But, just by looking, can you tell 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](http://LinkSquare.io).



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“How come none of them are looking at their phone?”

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