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Fred Holzager,
IT Director
Holzsager Technology Services
and
Publisher of
The Tech Insider

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Snapple Real Fact # 271

Dim lights reduce your appetite.

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The Tech Insider

“Insightful Tips To Make Your Business Run Faster, Easier and Be More Profitable”

Top 4 Strategies I Learned From Daymond John To Improve Leadership And Grow My Business

This past June, I got to hear the one and only Daymond John speak at a small private event. You may know Daymond as a successful entrepreneur who has appeared on the hit ABC show Shark Tank. Best known as the founder of the clothing brand, FUBU, he is also the author of *The Power of Broke* — an insightful look into his life and what he did to find success.

Daymond brought a lot of that insight to the room. While he had a lot of great things to say, there were four business strategies that really struck a chord with me — strategies any business can learn from to improve.

Invest In People — This is the most important thing for a business to realize, as Daymond put it. He talked about how he (and the Sharks) invests in people, not companies. Think about it: companies come and go. In fact, most companies will go. On the other hand, people learn from their experiences (good and bad), and they grow. Putting your people first is what gives companies staying power. Your team matters and your clients matter, and you



should make every effort to ensure they know that.

Don’t Be Reactive / Be Responsive — A lot of businesses are reactionary. This was a lesson Daymond learned working with prolific rapper and music producer LL Cool J in the late 1980s. When you react to something, you’re already behind the times. Part of LL Cool J’s success in

(Continued on page 2)



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Quotations

"If at first you don't succeed, then skydiving definitely isn't for you."

Steven Wright

"Age is an issue of mind over matter. If you don't mind, it doesn't matter."

Mark Twain

"Stop worrying about the world ending today. It's already tomorrow in Australia."

Charles M. Schulz

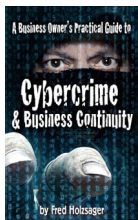
"If you want to know what G-d thinks of money, just look at the people he gave it to."

Dorothy Parker

"I made my money the old-fashioned way, I was very nice to a wealthy relative right before he died."

Malcolm Forbes

Read Fred's Book!



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Daymond John

(Continued from page 1)

the rap world was being responsive. He didn't just jump on trends, he helped create them. He recognized the rap world was constantly changing in terms of sound, lyrics and style (including his fashion).

Daymond was able to market his FUBU clothing because he was doing things other clothing makers weren't. He was taking risks, working exceptionally hard (another one of Daymond's points was "always be hustling") and was willing to respond to changes in the marketplace.

Be True to Your Word — When Daymond first got the call from Mark Burnett to join Shark Tank, Daymond knew he had to turn down the show. Signing onto Shark Tank meant he could not appear on any other shows, and he was already working with the Kardashians — a family who, at the time, wasn't quite the household brand name they are today.

Daymond told Burnett he was going to stick with the Kardashians because he had given them his word (and likely signed a few contracts with them). He wanted to help the Kardashians get their brands moving. He saw their potential. The family got word that Daymond had turned down the Shark Tank deal and said, "No, don't let us get in your way!"

Daymond also recognized that the Kardashians are savvy businesspeople. As he put it, "They know their analytics." And that's true! That's why they found success on TV and in stores around the world where their many products

are sold. But he wasn't about to leave them high and dry for his own gain. Eventually, they found a solution, and he joined Shark Tank, but he wasn't going to compromise his integrity. And that's something none of us should ever compromise on.

Remember, You Are The Brand —The biggest brands are distilled down to three, four, five words. People know these words by heart, including Nike (Just Do It) and Apple (Think Different). You should have your own 2-5 words. "If you can't describe yourself in 2-5 words and you walk into a room, you leave it up to us to interpret."

Another thing to remember is that people associate your social media with your brand — whether you're a business intentionally posting content related to your brand, or you're an individual posting about your last vacation. What you share on social media is shared through a lens — your lens. Pictures, posts, you name it — it's all a part of your brand.

That said, posting something negative will hurt that brand. It's always important to be mindful of what you post and encourage your team to do the same. Having rules and policies regarding what can and cannot be shared on social media will go a long way in preventing a catastrophe.

These four points only skim the surface of what Daymond talked about, but these are crucial things we all can learn from. It was great to hear him speak and to hear his story, and I send my thanks to him for all of his wonderful insights!

An Ounce of Prevention Is Worth a Pound of Cure

When you think of how most companies are attacked electronically, what factor comes to mind first? Is it the absence of a business-class firewall with the bells and whistles or is it the fact that the workstations didn't have antivirus to protect them? Maybe, you feel that the updates to the operating system and third-party software weren't current or multifactor authentication was not enabled?

The fact that any or all of these could be the culprit is undeniable, but the greatest influence on your business' electronic vulnerability lies in your staff and how they respond to the threats that they confront on a daily basis. It has been shown that 95% of all attacks on small & mid-sized businesses tend to be attributed to the human aspect of the business. So, what can you do to reduce the incidence of an attack on your company? Think...**EDUCATION**. That's right, by

training your staff how to respond to a socially engineered pop-up or a spearphishing attack via e-mail, you need to teach them what they should **SEE** in the message that gives them the critical **CLUES** to identify the artifact as being an illegitimate attempt to have them do something which they know cannot be right.

In his book, **OUTLIERS: The Story of Success**, Malcolm Gladwell cited how "outliers" tend to dedicate and practice what they are successful at. Given that this may lead to success, can you envision how your staff will learn to avoid clicking on bad links if they are shown how to avoid them more than once? Can you see how a focused course on cybersecurity threats can give your business an added layer of protection because your staff now knows how to respond to it? If you want to learn more, visit our site: <https://www.tech4now.com/services/bullphish>.

Trivial Matters

What's your favorite part of summertime?

Many love summer for the free time, an opportunity to exercise, lose weight, get more fit, and feel better about yourself. But no one gets there without a good sweat. Here are some facts about sweat you might not have been aware of:

- ◆ Sweat is our body's natural thermostat to keep our body as cool as naturally possible.
- ◆ Sweat is in fact odorless. An odor is comes about when it reacts with certain bacteria that are on your skin.
- ◆ You can sweat too much. This condition is known as *hyperhidrosis*, it is a medical condition that affects more people than you may expect.
- ◆ Sweating does not make you lose weight. Sweat is made up of water, salt and protein, so once you take a drink to rehydrate, the weight lost from sweat is recovered.

- ◆ The most concentrated area of sweat glands is on the bottom of your feet, while the least is on your back. The reason you feel your underarms sweat so much is because the area is poorly ventilated, making it difficult for sweat to evaporate.
- ◆ Women have more sweat glands than men, but men actually produce more sweat.
- ◆ The average human sweats out approximately 278 gallons of sweat per year.
- ◆ *Sweaters* used to be called *perspirators*.
- ◆ Certain foods make you sweat more because they increase your metabolism which increases your body temperature resulting in sweating to cool your body down.
- ◆ Your Body Odor (BO) is unique like a fingerprint. Everyone's BO is different.
- ◆ Only your ears, lips, and nails don't have sweat glands.

Quick Tech Productivity Pointers

Years ago, I attended a conference and met a fellow named Dave Crenshaw. Dave is a productivity "guru" who helps companies see the way out of their daily grind to a purportedly simpler day. Aside from organizing your workspace, Dave has come to be a fervent objector to those that try to multitask.

As the word suggests, it is when someone tries to do more than one thing at once. The concept is clear, but the results are consistently disappointing. To give you a simple test to SEE how it affects you, do as follows:

1. Get yourself a piece of paper and a pen.
2. Ask a friend to have a watch or clock with a second hand available to view.
3. Have him/her time you to write the following sentence in capital letters on one line: MULTITASKING IS WORSE THAN A LIE. Then, below the sentence, write the numbers from 1 to 27 under each letter. When done, have your "timer" jot down the time it took you to accomplish this task.
4. Now, you will do the same thing, but this time, you will introduce SWITCHING in the process of writing the letters and the numbers. In other words, in step 3, you wrote M-U-L-T...on the first line, then you wrote 1-2-3-4...on the second line to do the task. You will now do the same task writing the words above the numbers, but done as such: M-1-U-2-L-3-T-4.... This process is more challenging because you must SWITCH your process to alternate between letters and numbers. Have your "timer"

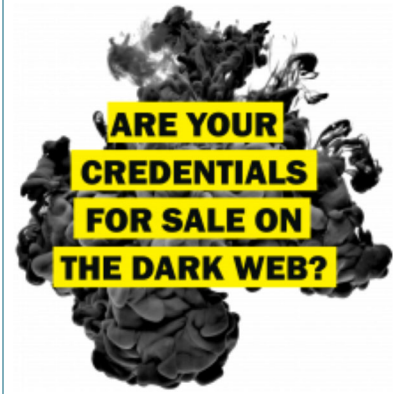
track the time it takes you to accomplish the second task.

5. Did your first time recorded, single tasked, improve once you did the SWITCH or did it take more time?

As most of you have just witnessed, by multitasking, your productivity takes a "hit." Some reports say that multitasking can negatively impact on your productivity by as much as 40 percent. When we're taking on more than one task at a time, the perception is that we're killing it productivity-wise and getting loads done. The reality is that we're spending the majority of the time jumping from one thing to the next and not fully focusing on any of them.

You need to exercise willpower to commit to 'singletasking' but before long it should come as second nature. Pick one thing that you are going to work on and stick to it until you have finished, or at least done everything you can for the time being. This includes not checking your e-mail during that time – surely one of the biggest productivity sappers of all time. If the temptation is too strong, log out of your inbox on your computer, and set your phone to silent if you have audible alerts configured. If you're worried you're going to overlook something during this time period, use an online or physical notepad to note down spur of the moment thoughts or ideas.

If you'd like to find out how implementing better IT and more efficient procedures can help you beat the productivity blues, get in touch with us today at (201) 797-5050.



Find Out
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Did you know...?

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- Over 80% of data breaches leverage stolen passwords as the principal attack vector—often acquired on the *Dark Web*.
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September 2019

The Lighter Side...

For Entertainment Purposes ONLY!

Advice from the Ages...

I am passing this on to you because it definitely worked for me, and we all could use more calm in our lives. By following the simple advice I heard on a Dr. Phil show, I have finally found inner peace.

Dr. Phil proclaimed the way to achieve inner peace is to finish all the things you have started. So, I looked around my house to see things I started, and hadn't finished; and, before leaving the house this morning, I finished off a bottle of Merlot, a bottle of Kahlua, a package of Oreos, a pot of coffee, the rest of the Cheesecake, some Saltines, and a box of Godiva Chocolates. You have no idea how freaking good I feel!

Take Your Kid To Work Day

An 8 year old girl went to the office with her father on 'Take your kid to work Day'. As they walked around the office she started crying and getting cranky. Her father asked what was wrong. As the staff gathered round, she sobbed loudly, "Daddy, where are all the clowns you said you worked with?"

Technoparanoia

My wife asked why I spoke so softly in the house. I said I was afraid Mark Zuckerberg was listening! She laughed. I laughed. Alexa laughed. Siri laughed.

Delivering a cure

The owner of a drug store walks in to find a guy leaning heavily against a wall.

The owner asks the clerk, "What's with that guy over there by the wall?"

The clerk says, "Well, he came in here this morning to get something for his cough. I couldn't find the cough syrup, so I gave him an entire bottle of laxatives."

The owner says, "You idiot! You can't treat a cough with a bottle of laxatives!"

The clerk says, "Of course, you can! Look at him; he's afraid to cough!"

Help from Grandma

Having been playing outside with his friends, a small boy came into the house and asked: "Grandma, what is it called when two people sleep in the same room and one is on top of the other?"

His grandma was surprised to hear such a forthright question from a six-year-old, but decided to answer as honestly as she could. "Well," she said hesitantly, "it's called sexual intercourse."

"Oh, okay," said the boy and he ran outside to carry on playing with his friends.

A few minutes later, he came back in and said angrily: "Grandma, it isn't called sexual intercourse. It's called bunk beds. And Jimmy's mom would like a word with you!"