

## What's New

### 3 Ways Working Harder Can Slow The Growth Of Your Company

You're not delegating. When you work too hard, it becomes easy to "take over" projects. You become a micromanager who loses sight of the team and doesn't play to the strengths of the experts you hired to carry the load. If you're not delegating, projects move less efficiently and you miss important details.

You're not thinking creatively. Because you miss crucial details, you lack perspective, and a lack of perceptiveness makes it hard to think creatively, as research confirms. When a problem comes your way, you may not be able to solve it to the best of your abilities and you will end up creating a bigger problem.

Your business suffers. One person can do only so much and one person cannot scale a business successfully. If you want your business to grow, you MUST hand over much of the responsibility to others. Your business must be able to run without you in the building.

*Small Business Trends, 2/12/2019.*



## 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 the rap world was being responsive. He didn't just jump on trends, he helped create them. He recognized the rap

## September 2019



This monthly publication provided courtesy of Frank M. DeBenedetto, President of TRTG.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

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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 couldn't 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 their 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

**"Daymond was able to market his clothing because he was doing things other clothing makers weren't."**

wasn't going to compromise his integrity. And that's something none of us should 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!

## Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

### PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

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.

Get your FREE copy today: Send an email to [kmatelski@tworivertech.com](mailto:kmatelski@tworivertech.com)

## Shiny New Gadget Of The Month:



### TC1200 Flashlight

Having a reliable flashlight can make a big difference, whether you're on the job or just at home when the power goes out.

Meet the TC1200 Pro Tactical Flashlight, a flashlight designed with incredibly high standards. Made with aircraft-grade aluminum, it's durable (it survived a 21-mile fall to Earth) and has a powerful beam is 25 times brighter than an ordinary flashlight (it boasts five modes: low, medium, high, strobe, and SOS — the strobe feature can even temporarily blind an animal or person, if necessary).

At 1200 lumens, this flashlight can shine a light on any situation. It uses three AAA batteries or 1 Li-ion rechargeable battery. Learn more at [bit.ly/2NGAGB5!](http://bit.ly/2NGAGB5)



How can you build your confidence as a CEO, investor or entrepreneur? New CEOs have imposter syndrome. Private equity investors who just raised another \$1 billion-plus fund read newspaper headlines about the coming recession and quietly gulp. Self-made billionaire entrepreneurs worry that their fortunes will take an embarrassing hit. Newly elected government leaders worry about whether their results will live up to their campaign promises.

We find that leaders are less confident when they obsess about things they can't control, rather than taking action in the areas they can control.

The *Wall Street Journal* reported the results of a new survey (6/16/2019) by the Conference Board regarding what is on the minds of 800 CEOs.

#### External Hot-Button Issues

1. Recession
2. Global trade
3. Politics

#### Internal Hot-Button Issues

1. Attracting and retaining top talent
2. Disruptive technologies
3. Developing the next generation of leaders

What this survey says to me is this: it's good to be aware of issues that are outside of your control – recession, global trade, politics. But it's even more brilliant to master the things that are within your control – hiring and retaining

top talent, developing digital capabilities and developing the next generation of leaders.

#### HOW MUCH CONFIDENCE DO YOU HAVE IN YOUR TEAM?

If you have a high degree of confidence in your team, then keep doing what you are doing to hire and develop them.

But if you don't have a high degree of confidence in your team, then you should focus on hiring, developing and retaining more of the right people who fit your strategy – who can achieve the results you seek. How?

There are three ways to build confidence in your team. You can invest the time to master the skills and best practices around hiring, developing and retaining top talent yourself. Or you can engage ghSMART to do it for you. Or, what most of our clients do is engage ghSMART to solve this problem immediately and build your skills in this area for your long-term success. (A quick side note – I'm very proud to report that my colleagues achieved 99% "high" client-reported satisfaction over the past 12 months. So, to go with this confidence theme, I have a very high degree of confidence that my team will help you solve your #1 problem!)

A great way to build confidence in yourself as a leader is to build your confidence in your team. If you are the CEO of a \$1 billion-plus revenue company or have raised at least a \$1 billion fund, please reach out if you would like my team to help you build confidence in your team to deliver the results you want to achieve for customers, employees and shareholders.



*Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling 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, and an MA and PhD in Psychology from Claremont Graduate University.*

## Services We Offer

*Cloud Services ~ Managed Networking Services  
Cybersecurity ~ Hosted Voice over IP*



# TRTG Happenings

## Splendor Design Group-Cheers to 20 years



Congratulations to our clients over at Splendor Design Group for celebrating their 20th year in business! We had a great time celebrating with them at Teak in Red Bank last month. It was nice to share all their major accomplishments with them and hear about some of the exciting plans they have in the future. We look forward to a long and successful partnership.

## Disaster-Proofing Businesses: Lessons Learned from The Eye of



### Sandy: By Frank DeBenedetto

We are proud to announce our very own CEO Frank DeBenedetto wrote an amazing article that was featured in the MSP (Managed Services Provider) Insights website, guest column section. He wrote about all the lessons all MSP's and business owners should have learned from this catastrophic storm. He covered the following topics:

The most significant disaster risks are not always the most obvious

Cloud migration helps, but is not a silver bullet

Find A vendor partner you Can trust  
Disaster Preparation Tips for any and All businesses

Click on the following link to read the full article on how to disaster proof your business. <https://www.mspinsights.com/doc/disaster-proofing-businesses-lessons-learned-from-the-eye-of-sandy-0001>

## TRTG Milestone Work Anniversary



Our amazing Services Coordinator Nancy just celebrated her 5-year work anniversary with us! Nancy does an awesome job playing our air traffic controller and handles all our incoming calls and ensures all our client's issues are resolved. She always remains so positive and happy to do her job, even on the days her phone does not stop ringing! We are constantly getting great feed back from our clients on how pleasant and attentive she is to their issues. When Nancy was asked what her favorite thing about working with TRTG she responded, "I love the diversity of my job. The people are really fun to work with and I adore our customers!"

The TRTG team would like to thank Nancy for being such a valuable member of our team. We truly appreciate her dedication and support. We wish her the best for continued success!



Our Marketing Manager Kristyn Matelski is also celebrating her 2-year work anniversary with TRTG. Kristyn's role as our account manager/sales assistant to our CEO, Frank DeBenedetto, has brought a lot of value to our clients and has greatly helped our staff head off many potential issues. It also has helped us ensure we continue to provide and deliver the excellent service we pride ourselves on.

Kristyn has also done a great job of bringing in new clients elevating the profile of Two River Technology Group. We look forward to seeing what her growth and development brings to our company!

When asked what her favorite thing about working at TRTG is, her response was "I love working with such a passionate team who works together to get through any challenges and issues we face. I also love the great relationship I developed with our awesome clients!"