

What's New

Overcome Stress And Doubt About Your Business

Entrepreneurs face many challenges when trying to build their business, but possibly the greatest obstacle comes from within. It's their doubt and stress about their business. They worry they're not doing enough or the right things to build a successful company, and soon they start wondering "what if" as they think about their decisions. To overcome that self-doubt and stress, you should continue to be productive, but there are also three other tools you can use to ease your mind.

Expectations: Starting a business is complicated, and you can't expect your company to see extreme success from the first minute. Reset your expectations to be realistic.

Tools: Find tools that will help your business succeed – and make use of them. These tools can be anything from vision boards to having counseling sessions with a mentor.

Motives: Why did you start this business? Understanding why you started your business and figuring out why you want to assist people who have a specific problem will help you refresh your mindset.

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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!"

Do I Need To Upgrade My Network? 4 Amazing Benefits You'll Experience

A business owner has many responsibilities within their business. They can be so busy that sometimes things are overlooked for an extended period of time. For example, many business owners may forget to upgrade their network infrastructure. In actuality, upgrading your network is extremely important – and it is one of the smartest things you can do as a business owner.

Technology has rapidly advanced over the past few years, and network traffic continues to grow. If you're still using the same network from even five years ago, you've probably noticed your network speed has decreased dramatically. In fact, old networks struggle to keep up with all of the advancements and traffic growth. They can even open your business up to a cyber-attack.

Your network infrastructure should be upgraded every few years for many reasons. If your business has

grown consistently over the last few years and your current network can't keep up with your business needs, it may be time to upgrade. If you're continually running into issues with your current network, an upgrade will help. Some industries may even be legally obligated to upgrade their network in order to keep their customer or client information secure.

Upgrading your network comes with an abundance of benefits. Here are four of the best for any business.

Better Network Security

Cybercriminals are much more cunning than we often give them credit for. They continue to develop new cyberthreats and ways to attack various networks. If you haven't upgraded in some time, you are opening your business up to a cyberbreach. New networks come with a plethora of added security benefits that aren't possible with the

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old and outdated ones. You want to make it as difficult as possible for a cybercriminal to hack into your system and steal valuable information – and one of the best ways to stop a cybercriminal in their tracks is by upgrading your network. One cyberbreach can be incredibly detrimental to your business, so don't take that risk.

Faster Internet Speeds

Think about how much more productive your business would be if you had faster Internet speeds. Your employees can get more done without having to deal with lag from poor Internet services. Older networks can't keep up with the demands of modern technology. With an older network, you will see slower Internet speeds that won't allow your employees to utilize cloud storage systems and business applications at high speeds. Even your customers will notice improvements in the speed of your network if you use client-facing applications in your business. Everyone wins when you have faster Internet speeds.

New And Better Hardware

One of the best parts of upgrading your network is that you'll receive new, more reliable hardware than what you've had in the past. You'll gain access to more computing power and larger storage space. More than anything else, your new hardware will be dependable, and you won't have to worry about it failing on you.



Improved Compatibility

Remember how we said earlier that technology has advanced rapidly? It's true – and there are new advancements made every day. Without an

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upgraded and updated network, you may be unable to use many applications and technologies that could improve your business. An upgraded network

will allow you to connect with any apps you think will benefit your business. You can explore new tools without worrying about crashing your network. You'll also gain more freedom in choosing your new tech investments as you would be more limited when using outdated technology.

Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world. If you haven't upgraded your network in a while, now is the best time to do so. Plenty of benefits come with it, so don't wait until you have to make a change. Be proactive!



‘I DIDN'T KNOW’

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.

It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE “Cyber Security Tip of the Week.” We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE “Cyber Security Tip of the Week” Email kmarquez@tworivertech.com

Get More Free Tips, Tools and Services At Our Web Site: www.tworivertech.com
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Shiny New Gadget Of The Month:



Meeting Owl Pro

A common concern across hybrid workplaces in various industries revolves around the ability to host efficient meetings with all team members. Thankfully, Meeting Owl Pro is here to help. This device is an all-in-one, 360-degree camera, microphone and speaker designed for hybrid teams. It has a camera that can capture an entire conference room of people while giving remote workers individual views of each person in the meeting – just like what you would see on Zoom. It has eight smart microphones that can pick up sounds and attribute them to the person speaking and three speakers that also allow remote workers to be heard. It's easy to set up and is compatible with nearly every video-meeting platform, so don't wait. Give Meeting Owl Pro a try today.

They Will Love Your Reflection



Would you love to be 20% better at persuasion, improve your chances of landing your dream job or maybe even become more well-liked socially? There is a very simple conversational tactic you can use, and it will help you accomplish these goals. You know what it is, but chances are that you aren't using it enough. It's called "reflective listening."

Reflective listening is the process of reflecting back what the person you are talking with is saying, feeling, aspiring to or worrying about. For example, let's say you're talking with someone at lunch and they say, "The energy stocks got hammered again today; my firm insists on staying long in this sector, but I feel it's time to go in another direction." You could reflect by saying, "It sounds like you had a hard day, and you feel trapped on a boat that's going in the wrong direction." They'll respond with, "**Exactly!**" and will appreciate that you cared enough and were confident enough to reflect their emotions.

Too often, people will try to offer a premature solution off the cuff, say something competitive or completely ignore their concerns and try to change the subject. When you reflect what you hear someone say, it makes the other person feel

like you are not only respectful and attentive but that you are also empathetic and willing to put yourself in their shoes.

People who feel you understand them are much more likely to listen to your persuasive ideas, hire you for the job of your dreams or want to spend time with you socially. When you reflect, you aren't asking more probing questions; instead, you're meeting that person where they are. You're advancing a conversation on a topic that's important to them. Reflecting is easier to do, way more powerful and more about building trust and mutual understanding than it is about collecting details.

I didn't learn this valuable listening tactic from a book, seminar or class. I learned how to fully utilize this while working as a suicide-hotline volunteer during grad school. We weren't psychologists in this role. The best strategy for helping people decide to not commit suicide was to effectively reflect what they were saying – to genuinely empathize and understand while helping them sort out their goals, concerns and any reasonable next steps.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.

Services We Offer

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

TRTG Happenings

Haunt-O-Ween at Bell Works!



A few of our team members took advantage of experiencing the fun and frightful Halloween adventure that has been set up in the Bell Works parking lot.

This 200,000-square-foot immersive experience known as Haunt O'Ween is separated into nine mini-sections, each with its own elaborate Halloween displays. Wander first through Funny Bones Ranch and see tons of



pumpkins, pumpkin-headed scarecrows, and a skeleton or two. You can even pick a pumpkin to take with you! From there, you'll wander through the Hidden Hollows graveyard, where the inhabitants are just dying to meet you. Say "I do" to a haunted bride, see spooky tombstones, and take pics under a gigantic skeleton.

One of our employees said, "It felt like we were attending a Halloween Carnival." We sure hope Bell Works continues to host this awesome event again next year!

Who will be the "Biggest Loser"?

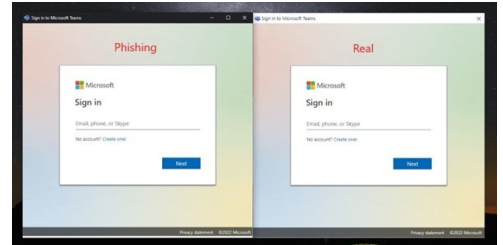
It is time to give away the Halloween candy and load the fridge up with healthy lunches and snacks! We are very excited to kick off our very first "Biggest Loser" office weight loss challenge. One of our senior tech advisors has decided he will run the contest and manage the weekly weigh ins and record the progress as the contest runs. There are 4 participants, and the winner of the contest will win an Amazon gift card. We feel this will be a fun and friendly competition and will help to keep us accountable during the holiday season.

An office weight loss plan is certainly not a quick method for getting in shape. Instead, it will guide employees on how to keep their weight within normal limits without interrupting their office routines. In fact, they will feel better and happier instead of feeling tired all the time. It will encourage employees to develop habits of eating the right foods and maintain their weight in the long run.

One of the many advantages of this kind of exercise in the office is that it furnishes the employees with a sense of responsibility. Whenever they realize that somebody will monitor them and get information about their eating regimen, workout practice, and supplementation plan, they'll do

whatever it takes to be on track to eat the right foods and work out daily.

New phishing method looks just like the real thing, but it steals your passwords



Thanks to a new phishing method, hackers could steal all sorts of personal information by simply mimicking real login forms in Application Mode. This is a feature that's available in all Chromium-based browsers, which includes Google Chrome, Microsoft Edge, and Brave.

Using Application Mode allows threat actors to spread highly believable-looking local login forms that look like desktop applications. In reality, all inputs are sent to a malicious attacker.

This hack could potentially be very dangerous simply because of how easy it might be to get fooled by it. On the other hand, actually pulling it off requires the victim to have Chromium app mode enabled and launched locally on their device. This means that the hacker would first have to gain some sort of control over the computer before following up with this phishing method, be it through malware or through guiding the user to enable it and run a Windows shortcut with the phishing URL. As always, remember not to visit websites that you don't fully trust, load up some trustworthy antivirus software for good measure, and do not enable Application Mode in your browser unless you have a very good reason to do so.

