

# TECHNOLOGY BYTES

Insider Tips to Make Your Business Run Faster, Easier & Be More Profitable

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! A true professional IT support team you can count on, available 24/7."



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Exclusive For CEO's



Are You Lucky Enough To Avoid Cyber-Attack?

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## What Are Managed Services, And Why You Should Demand This From Your IT Company

We all want to protect our businesses. They're a part of who we are, and it would be devastating if anything bad happened including an unexpected cyber-attack. But it happens. Businesses are attacked every single day. Some businesses are left in ruin. Some can pick up the pieces, but at a great cost. Then there are businesses that are back up and running in a matter of hours, almost as if nothing happened at all.

These are businesses that said "yes" to managed IT services and made the commitment to protect their business, employees and customers. If your business lacks managed IT services and you haven't yet embraced total IT security, it's time to say "YES!" and give your business the top-notch IT support it needs to protect it from the countless IT threats that exist in the world today.

Managed services essentially offer complete IT support without the need to hire dedicated in-house IT support staff. You get full-time access to network and technology experts without having to pay a full-time team. In other words, you save money and you have someone keeping a close eye on your network.

The good news is that the IT company you already work with may already offer managed services you just have to ask for it! (If you don't work with an IT support company or managed services provider, it's highly recommended that you do!)

**Here Are A Few Reasons Why Managed Services Should Not Be Ignored:**

**It's A Proactive Service You Can't Find Anywhere Else.** Proactive IT support is HUGE. You have to be proactive because, guess what? Hackers and cybercriminals are proactive. They're smart people and they're relentless. Managed services will give you access to your own outside team of exceptionally smart people and systems that can identify IT problems before they actually become problems.

On top of that, proactive managed services ensure your network and everything connected to your network - receives regular updates, security patches and routine maintenance. Basically, they help keep your business protected while minimizing downtime that can cut into your bottom line.



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Effective IT for Business

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**It Helps You Save Money And You Know How Much You'll Be Spending Month To Month.** Hiring in-house IT experts is expensive. It's one of the most common reasons why many small- to medium-sized businesses don't invest in good IT support. The sticker shock is too much. But managed services take away the sticker shock.

Instead, you get the exact support you need, and you pay a set fee every month. It makes it MUCH easier to set a quarterly or yearly budget. And because managed services are customizable, you can put together a specific plan for your business and pay only for those specifics there are no fluff or padded fees. Managed IT is also scalable, so as your business grows or changes, your managed IT services can change as well.

**It Protects You In Many Different Ways.** You can count on your MSP to minimize malware, spyware, ransomware, phishing scams and other exploitative hacks. You're protected by advanced software, hardware and old-fashioned human

**"Having managed IT services means your network is up-to-date with all the fine print."**

knowledge and experience. But the protection doesn't stop there far from it! Managed services providers can also protect you against potential natural disasters, such as fire or flood, or hardware failures things that are impossible to things that are impossible

to predict yet possible to prepare for. They can also protect you when it comes to compliance. There are many industries where compliance is a big deal, from banking to health care.

If you operate in one of these industries, you know how important this is. Having managed IT services means your network is up-to-date with all the fine print. You don't have to worry about anything slipping through the cracks or breaking compliance, which can lead to all kinds of costly headaches.

**It Gives You TIME.** This is the most precious commodity of all. If you're running around dealing with network issues yourself or trying to you're spending a lot of time doing everything you DIDN'T want to be doing when you started your business. Wouldn't you rather be focused on taking care of the things you intended to focus on, like growing your business and taking care of customers?

When you bring managed IT into the fold, you have so much less to worry about. No, it's not set-it-and-forget-it, but it's close. Your MSP handles your IT, while you handle your business and you collaborate when you need to. You can rest assured that someone is keeping a close eye on your network and that your MSP is a quick phone call or e-mail away (should you have any questions or concerns).

These few points only scratch the surface of why managed services are so important. Stop putting it off and make the phone call. Tell your IT company you want managed services and you're ready to

## Just Because You've Been LUCKY Enough To Avoid A Cyber-Attack Doesn't Mean You're Not At Risk

### Free 15-Point Cyber-Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now.

Imagine walking into your office one morning to discover a hacker, exposing not only YOUR Company's data, but also all of your client records and private communications, breached your computer network.

Your data corrupt to the point of being useless. Clients lost. Potential lawsuits and government fines for violating data-breach laws. The exorbitant emergency IT fees to get everything restored to working order fast.

I know you're tempted to think, "That won't happen to us. We're just a small company. Who'd want to hack us?"

**Which is exactly what cybercriminals WANT you to think!**

During the month of March, we are offering your business a FREE comprehensive Cyber-Security IT Audit that will reveal your exact risk on common security loopholes cybercriminals use on a regular basis.

Normally we charge \$497 for this service, but we've decided to give it away to the first 7 lucky companies who request it by March 17th (St. Patrick's Day).

All you have to do is call our office at (760) 940 4200 or go online to [www.fusionfactor.com/notjustlucky/](http://www.fusionfactor.com/notjustlucky/) to request it.





## Shiny New Gadget Of The Month:



### FitTrack: A Revolutionary Scale Lets You Look Inside Your Body

Right now, countless people have gotten lax on their New Year's resolutions and given up on their goals. One of the most popular resolutions is to get fit. It is also one of the most challenging ones to see through to the end. The FitTrack smart scale is here to make that a little less challenging!

FitTrack has earned its designation as a smart scale. It does much more than tell you your weight. With a number of other sensors, as well as data you input into the FitTrack app, it can tell you all sorts of things. Yes, it will tell you your weight, but it will also tell you things like body mass index, muscle and bone mass and hydration levels, to name just a few. In total, it can track 17 key health insights.

As you work toward your fitness goals for the year, don't miss out on a companion that will give you crucial data along your fitness journey. Discover more about FitTrack at [bit.ly/2VOg7Vs](https://bit.ly/2VOg7Vs).

# Going Strong Or Burning Out?

*"Burnout is what happens when you try to avoid being human for too long."*  
-Michael Gungor

## What Is Burnout?

Burnout is a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed. It is characterized by:

- Feelings of energy depletion or exhaustion.
- Increased mental distance from one's job or feelings of negativism or cynicism related to one's job.
- Reduced professional efficacy.

This is considered in occupational context and should not be applied to experiences in other areas of life.

Ask yourself, how many times have you felt burnout in your career? Those who are highly engaged in their work are more likely to have burnout, not necessarily people who just "clock in and clock out." Just because someone is productive does not mean they aren't at risk.

Why do we keep putting ourselves in stressful situations? Stress can be an addiction.

- People want to make sure they are good enough and want to feel valuable.
- It can give you the sense of feeling significant and important.
- There's a sense of guilt and fear of not doing enough.

As long as stress is satisfying those needs, you will not get rid of that behavior. Start flipping how you are satisfying your needs in order to get rid of that behavior.

## Burnout Signals - Emotions And Feelings

If you are feeling like this every day, you may be burnt out:

- Physical and emotional exhaustion.
- Lack of energy.
- Feeling sad or hopeless.
- Lack of joy from things that used to bring you joy at work.
- Diminished connection with colleagues.
- Feeling like you are not contributing anything to your job.



## What Is The Cause?

- Heavy workloads.
- Job insecurity.
- Frustrating work routines (too many meetings, far too little time for creative work)
- Crunch on downtime that is necessary for restoration.

## Burnout = High Resources + High Demands

### High Resources:

- Supervisor support.
- Rewards and recognition.
- Self-efficacy and work.

### Low Demands:

- Low workload.
- Low cumbersome bureaucracy.
- Low to moderate demands on concentration and attention.

## What's Needed?

- Employee support/high resources.
- Acknowledgment/feel good about work.
- Opportunities for recovery from stress.
- Mental and emotional well-being.

## Reevaluate

- Zero-base meeting calendar.
- Team up the A-players.
- Culture around "precious time" and wellness.

### ■ 3 Simple Yet Effective Ways To Boost Employee Morale

Good employee morale is essential to any successful business. It's a reflection of company culture and has a direct impact on not just happiness but also productivity. Here are three surefire ways to improve morale within your organization:

**1) Keep The Door Open.** When supervisors or management vanish without a trace, it hits morale hard. It's crucial to be present and available to your team. Sometimes it's as simple as keeping the door open, but it also includes having transparent communication.

Keep people looped in, especially when there are good things to report on. On top of that, have regular one-on-one chats with everyone on the team and make sure their needs are being met.

**2) Emphasize Mental Health.** Everyone should have their mental health acknowledged. Always take time to assess the mental health of everyone on your team. If they need to take a break or refocus, make sure they do. If they need a mental health day (or a vacation), encourage it. Be flexible and understanding.

**3) Reward And Recognize.** Make sure hard work gets recognized and people get credit for that hard work.

Shout out star players during meetings and make sure everyone (including management) sees the good work that's being done. And don't hesitate to dole out rewards (lunch, gift cards, etc.) in recognition of that hard work, as well. Inc., Nov. 4, 2020

### ■ How Big Data Reveals The Humans Behind Your Users

The Internet is a data mine. From search engines to ad clicks, we can see what people are interested in. Big Data is accessible to just about every business, and it can tell you a lot about the people you do business with or the people you want to do business with.

If you aren't tapping into Big Data (Google Analytics is an example), you're missing out. You can use data to home in on the customers you want to acquire and reduce those costs at the same time. You can better develop products and services you know customers will love. And you'll be able to adapt to changing trends driven by real people. Inc., Feb. 26, 2015

# Cyber Security Tip



**Don't Rely On The Luck Of Irish For Cyber Security**

