2023
TECHNOLOGY BYTES

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

Exclusive For CEOs

7 Most Critical IT Security Protections Every Business Must Have

What's Inside

Make 2023 A Great Year For Business With 3 Tech Resolutions

The new year is upon us, and many business owners will use this opportunity to create plans to ensure that 2023 is as profitable as possible. You can devise all kinds of business resolutions you want to focus on during the year, but most of the time, business owners think about key performance indicators like sales opportunities, customer loyalty or referrals. Still, while these are vital, it's just as important to include resolutions relating to new technological advancements.

You can see growth in many different areas when you improve the technology within your business. Some improvements will help you make each experience better for your customers, while others will allow you to save time and money. If you're unsure of what tech resolutions to make, don't panic; we're here to help!

Here are three tech resolutions to think about in 202-they will help you both improve and protect your business.

Improve Your Cybersecurity Practices

It's no secret that technology is constantly evolving, but many people fail to realize that cybercriminals are also evolving. Every business, regardless of size, needs to be aware of the risks and take the necessary precautions to avoid having a cyber-attack. If you don't have cyber security practices in place – or it's been some time since you last considered this – you should review your current needs and make any necessary updates.

One of the best ways to improve your cyber security practices is to run your team through annual or semiannual cyber security training. According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element. If your team is well-trained in cyber security and has bought into a cyber secure culture, your business will be less at risk. Make sure they know the importance of password security, the different types of cyber-attacks and how to protect sensitive business and customer information.

Utilize A Managed Services Provider (MSP)

There was once a time when businesses used in-house IT teams to take care of all of their technology needs, but this is no longer the most efficient or affordable way to do things. Now businesses use MSPs to handle most of their technological affairs. MSPs are well-known for their ability to help with any technological needs since their teams are usually full of well-informed experts. They can take care of everything on the technology side of your business so you can focus more on boosting sales and pleasing customers.

If your business experiences power outages or natural disasters, MSPs will work around the clock to get you back up and running. They even ensure your data is backed up in case disaster does strike. If you're worried about cyber-attacks, there's no better way to protect your business and its data than by hiring an MSP. They monitor your network security and keep patches up-to-date to prevent hackers from accessing your information.

> **"According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element."**

Hiring an MSP may be the best thing you can do to protect your business.

Implement Artificial Intelligence Into Your Business

Prepare yourself for the AI boom in 2023. Throughout the past few years, many businesses have utilized AI to boost their profits and customer satisfaction scores, but the uses and benefits of AI will grow significantly this year. In fact, you'll soon notice AI being used in new and beneficial ways in the health care and automotive industries.

If you aren't using any form of AI in your business, you should immediately look into it. You can implement an AI chatbot on your website to provide personalized conversation and help your customer with their questions or needs. Some AI software will even track customers as they peruse your website and offer them product suggestions, which can help improve your sales scores.

The New Year is the perfect time to reset, reevaluate and plan to ensure 2023 is a successful year for you and your business. If you are unsure about where to start, try implementing some of the tech resolutions listed here. They'll quickly help you grow your business and keep it protected from cyber security risks.

Shiny New Gadget Of The Month:

Gunnar Eyewear

Americans are looking at screens more now than ever before. We're glued to our computers while at work, and when we go home for the night, we spend more time looking at the television or our cellphones. While looking at screens all day won't permanently damage eyesight, it can cause uncomfortable eyestrain and even headaches. If you suffer from these issues, you should try Gunnar's blue-light-filtering eyewear. These glasses come in many different styles and colors while offering various blue-light-filtering options from 35% to 98%. You can even have them made with your prescription so they can function as more than just your "computer glasses." It's a good thing Gunnar is around because their eyewear really does allow people to use their devices for longer without worrying about eyestrain.

Want To Learn Something New? Use These 5 Practical Tips

Have you ever noticed how some entrepreneurs go from being dirt-poor to becoming self-made billionaires? You probably wondered how they did it. Personally, I don't think they found success by being smarter, more hardworking or even luckier than the rest of us. I believe many super-successful leaders get there by learning better than the rest of us. Over the years, I have developed five practical ways to learn something new in business based on my experience.

Reading 10 Books

It's easy. Go to Amazon, type in the topic you want to master and read the 10 top-selling books in that category. Pay attention to the words and concepts that seem to matter the most.

Attending The Best Workshop On The Topic

When learning about predictive analytics, I bought the book Predictive Analytics by Eric Siegel. I learned the author hosted a massive conference on this topic, with the fitting name "Predictive Analytics," so I went to it.

Interviewing Experts For Advice

I decided I wanted to learn more about digital marketing a year ago. Many of our clients were struggling with the increasing digitization of demand creation, and I wondered how this trend might impact our own business in the future. Rather than interviewing 10 experts, I made a target list and used referrals to interview over 100 experts on this topic. People are happy to have a 30-minute discussion about their favorite subjects to help you learn. You know you're getting your head around a topic when you start to hear the same buzzwords and pieces of advice again and again.

Hiring Someone As A Mentor Or Partner

You probably know a topic that an expert in another field would love to learn. Consider doing a "mentor swap" where you agree to exchange advice and pick each other's brains a couple of times a year. The only thing better than having an expert mentor is to hire an expert full time.

Leading A Project

You have heard the expression "The best way to learn something is to teach it." I've witnessed many clients and colleagues volunteer to run a project in an area of interest. In many cases, they were experts when they started the project, but immersing themselves in the topic and working toward delivering results in that area significantly boosted their expertise.

I have witnessed many leaders stall out in their careers. Most of the time, they get set in their ways and stop learning. If you want to keep thriving, adapting and innovating in your career, consider following these five tactics for learning something new.

■ 2 Ways To Refine Work Relationships With Young Employees

The workforce gets younger every day, which can make things more challenging for business owners. Many have recently adapted to meet the needs of new millennial employees, but now even younger generations have started to work. This has required business owners to learn how to build meaningful relationships with these new employees. Here are a few ways you can do this, too.

Setting Standards Early

One of the most significant concerns for business owners, especially in regard to young employees, revolves around values. It can be hard if values don't align. To avoid this situation, dive deep into this topic during the hiring process so you are well aware

Giving Young Employees Responsibility

Young employees want their work to matter and their voices to be heard. Once you get them through onboarding and you're comfortable with their skills, give them a chance to prove themselves.

■ Improve Your Sales Team And Grow Your Business

It's no secret that sales can make or break any business. Without a strong sales plan and team in place, it's difficult to bring in any profit or move your products. If your business has struggled to reach its sales goals, you must reevaluate your sales process and make any necessary adjustments.Check out the following three pieces of advice to help you get started.

Discover Your Company's Vision

Where do you want your business to be

in five to 10 years? How will you get there? You need to figure this out and get your sales team to buy into your vision so they can help your business reach its goals.

Hire The Right Team

Evaluate your current team members and see if there's anyone who is not meeting expectations. Have a discussion and try to inspire them – but if there's no improvement, find a more suitable option.

Create A Pleasant Company Culture

Your team members will put forth their best effort if your business is somewhere they want to work. Create a culture where everyone is recognized, is heard and has the opportunity to grow, and you'll soon noticemany benefits, including sales growth.

HAPPY NEW YEAR
2023