



# The E-Insider

***"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"***

August 2015  
Pittsburgh, PA

## Inside This Issue...

|  |  |
|--|--|
| How To Avoid Runaway IT Projects That Empty Your Wallet ...Page 2                        | FREE Network Protection Report...Page 5                          |
| Free Report: IT Buyers Guide ...Page 2   | Is Google The Computer From <i>Star Trek</i> ?... Page 5         |
| A New Way To Save Handwritten Notes ...Page 3  | Stand Out From The Crowd On Social Media... Page 6               |
| How Great Leaders Inspire Their Employees To Higher Commitment And Performance ...Page 3 | Do I Need To Back Up Data That's Already In The Cloud?... Page 7 |
| False Productivity Tips And Fixes... Page 4  | How To Backup Your Smartphone...Page 8                           |
|  | Are You A Walking Dead Fan? ...Page 8                            |



"You are a top expert in what you do. We are top experts in what we do. Let us save you time and money by helping with any of your IT concerns."

- Tim Steinour, E-Safe Technologies



E-Safe Technologies  
300 Bilmar Drive  
Suite 240  
Pittsburgh, PA 15205

# The E-Insider

## How To Avoid Runaway IT Projects That Empty Your Wallet

In 2002, McDonald's decided to implement a system to provide their corporate executives with a bird's-eye view of their 30,000 stores, to track, measure and monitor everything from profitability to cooking-oil quality. The project, named "Innovate," was a massive five-year project with a billion-dollar budget. Two years into its implementation, McDonald's executives abandoned the project and wrote off the \$170 million invested, saying they needed to reduce capital expenditures.

Even though YOUR business isn't a McDonald's with a billion-dollar IT budget, chances are you've had at least one failed IT project that derailed, emptying your wallet and leaving you with nothing other than a grudge. And if you haven't had that happen yet, chances are, as you grow, you will. So how do you avoid going down a rabbit hole of spending on an IT project? Here are five key strategies to keep you on track:

1. Begin with the end in mind. The clearer you are on what "success" is for the project, the more likely you are to achieve it. Take the time to sit down with your executive team and decide exactly what the new system LOOKS like (including the interface, if you're developing one), how it performs, what it does and how it works.
2. IT projects need to be driven by an executive who understands the business need and outcome, NOT the IT department. If you and your executive team aren't going to be heavily involved with the process, decisions and management of the project, don't start it.
3. Think in smaller, "bite-sized" projects. One of the problems with the McDonald's project was that it was so complex, affected multiple business systems and had such an enormous scope, it was almost guaranteed to fail. If you have a major system to build or overhaul, break it into smaller, manageable chunks so that problems are contained and costs controlled.
4. Manage the project hours. Scope creep is the biggest challenge to keeping your project on time and on budget. If your project starts to take on a life of its own and goes over your budgeted time frame and your budget by more than 10%, it's time to start re-evaluating what's going on. Excessive overtime is a red flag that the project was not thought through properly, that you have the wrong team working on it or that it's being grossly mismanaged. Don't ignore it.
5. Missed milestones are a red flag. While it's normal to miss a few milestones by a small margin, your IT team should not be allowed to consistently miss key milestones in the project. We recommend setting clearly defined milestones every two weeks or monthly versus monthly or quarterly. This allows you to keep a tighter control on the budget and deliverables.

---

## FREE Report: The Business Owners' Guide To IT Support Services And Fees



### You will learn:

- ♦ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ♦ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ♦ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ♦ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim Your FREE Copy Today at [www.E-SafeTech.com/ITbuyersguide](http://www.E-SafeTech.com/ITbuyersguide)

## Shiny New Gadget Of The Month:



### Rocketbook: A Super-Convenient Way To Store And Organize Handwritten Notes

If you're like me, you still like taking notes with a pen and paper. Problem is, note pages can pile up, get lost and be a pain to organize. But thanks to a special notebook called Rocketbook, you can still take notes the "old-fashioned" way of pen and paper, but then file, organize and store your notes digitally for quick access and retrieval!

Rocketbook looks like an ordinary pad of paper. To use it, simply take notes as you would on any pad of paper, using the Pilot FriXion pen. When you're done, the built-in app creates a high-quality JPG image of your notes and files it to the folder of your choice inside Evernote, Dropbox, Google Docs or OneNote. You indicate which folder each note goes to by marking clever little icons at the bottom of each page.

When the pages are full, simply microwave the notebook for 30 seconds to completely erase and reuse. Rocketbook currently comes in two sizes and is available at indiegogo. Just search on, "Rocketbook."

## How Great Leaders Inspire Their Employees To Higher Commitment And Performance

It's probably true that most people who work with us will never care as deeply as we do about building our business. If they did, they'd probably be working for themselves! Yet there's a great deal we can do to raise the commitment level and inspire them to peak performance. The operative word here is INSPIRE. You can demand that people who work for you be punctual, or that they perform at a certain production level. Yet real commitment can only be INSPIRED. And inspiring people is what great leaders do best.

How do great leaders inspire others to commit themselves to their goals? It's not just their charismatic personalities, or that they give a lot of high-powered motivational talks. They communicate their vision so forcefully that other people adopt it as their own.

For example, Lee Iaccoca stepped into the ailing Chrysler Corporation and said, "We're going to turn this company around!" With clear goals, a solid plan of action and a strong conviction, he was able to inspire enough commitment from the US Congress that he secured the largest loan ever made to a private company. Then he inspired enough commitment in thousands of Chrysler workers to enable the company to pay back the loan ahead of schedule.

And that's the formula for any leader to inspire commitment – clear goals, a solid plan of action and a strong conviction. Communicate that to the people who work with you, and you'll have the kind of loyalty that makes them go the extra mile – if that's what it takes to get the job done.

Of course, it takes more than inspiration to run a successful organization. The people who work with you have to perform consistently at very high levels, and to get that kind of performance, you have to gain their trust. They have to believe that you will always be fair in your dealings with them, and that you are concerned about their best interests.

One of the most helpful insights I ever learned about leading others is that people do things for THEIR reasons, not for YOURS or MINE. So the goals, the plan of action and the strong conviction have to be communicated in a way that directly answers the question "What's in it for me?"

When people honestly believe they will benefit directly from their efforts, and that the more they give, the more they benefit, they perform at peak levels. So it's crucial that you show people how they will grow as they work individually and together to make the company grow, and then back up all your promises with solid actions.

People respond to clear opportunities for personal and professional growth. If I may paraphrase the Hallmark slogan, when people care enough, they'll give their very best!

It takes a lot of patience and effort to build a solid team of people who will share and help you fulfill your vision, but the results will be well worth all you put into it.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

# False Productivity Tips And Fixes

In today's fast-paced business environment, business productivity has never been more imperative for keeping up with the competition and boosting opportunities to stay ahead. But the fact is that many of the tips you read about simply don't work, and they could even make things worse by actually lowering your productivity. With that in mind, let's take a look at four productivity myths that you should avoid.

## Don't check email first thing in the morning

What's wrong with this when it sounds like such a good tip? Well, reading and responding to email can derail your entire morning. Your ten minutes spent reviewing emails turns into half an hour, and suddenly you're late for work. And in many industries you simply won't have the time in the morning to go through every single email and find out what has been happening overnight.

### The fix

You should check your email first thing in the morning but make sure not to respond unless it will take you less than a minute. Something that requires a simple "yes" or "no", or that can be forwarded to someone who can take care of it for you, is fine. But for anything else that requires research or a longer response, mark the email as "unread" and go back to it later when you have more time. You can also add it to your to-do list so you'll be sure to check it later. Skimming emails in the morning is a particularly good use of commuting time even if you can't respond right away, plus it can help you prepare for your day by giving you an idea of what lies ahead.

## Tackle the hardest task first

While this sounds reasonable, in most cases your hardest task can really set you back time-wise. Plus, without proper planning in terms of the time, resources and energy you need for it, tackling the hardest job first might end up deflating your hopes of a productive day.

### The fix

Instead of starting the day with your most difficult task, build your confidence by starting with something smaller and easier. Simpler tasks will help get your momentum going and ease you into a productive mode. You could also cut that difficult project into smaller bite-sized to-dos, so you can tackle them individually without burning out.

## Make one to-do list for everything

While it's a good idea to get everything out of your head and down onto paper, having just one go-to list for all the things you need to get done is a huge mistake. Why? It can be quite the headache to pick tasks off a never-ending list. Once you see that long list, you're more likely to be demotivated before you even get started on a task.

### The fix

Write everything you need to do onto a list, then rewrite your list into specific, actionable tasks. Break your lists up into a work list, home list, side project list and so on. Having multiple lists that detail the specifics of what you need to do makes it easier for your brain to digest all this information, instead of having to wade through numerous things that you can't possibly do all at the same time. Keeping your lists separate will help you stay focused on what really needs to get done first.

## Stop multitasking

You're already really busy doing just one thing, so it's a bad idea to risk compromising the quality of your work by multitasking, right? Wrong! In today's fast-paced world, you multitask without even knowing, whether it's by listening to music while working, or when you're reading an advertizing billboard while walking along the street.

### The fix

Be selective with what you choose to juggle! For instance, walking and listening are two tasks that complement each other, whereas it can be too hard for the brain to split itself between simultaneously typing and listening.

It's important to keep in mind that just because something is named "the best advice" doesn't mean it's best for you. Looking to find out more about how to boost productivity in your business? Give us a call; we're sure we can help.

Published with permission from TechAdvisory.org. [Source.](#)



# Is Google The Computer From *Star Trek*?

If you've ever seen a *Star Trek* episode, you'll know that "computer" always knew the answer to whatever the commander needed to know to run the starship, do battles with aliens and it even made tea... Earl Grey...hot. In business today, Google has taken on the role of answering questions and providing information. In fact, the company name has become a verb in our language and you can google just about anything on this easy-to-use search engine.

"Computer" gave you one answer, Google gives you many. But there's an easy way to limit the responses and that's by the way you search. If you only want to see responses on exactly what you're searching for, then type the **minus sign** at the end of your search. Another way to limit your responses is to take advantage of Google's specialized search sites, for example **Google's Public Data Explorer**. This site allows you to search specifically on public statistics.

The *Star Trek* computer spoke every language. Google speaks 80. You can ask Google to translate a single word by typing "**translate** (word) to (language)" into the search bar and you'll get the translated word. There's also a Google application called **Google Translate** where you can type, speak or handwrite the phrase into your device – you can even take a picture of a sign or other text. Then it's your choice to have Google speak the translated phrase or display it for you. Need an easy-to-use price-comparison site for business travel? Try Google **Flight Search**. Pick your starting point and destination—or destinations—on the map, and then pick your dates. When you pick the dates, be sure to pay attention to the prices on each date and Google's graph of days with the cheapest tickets. Then, you can filter the results by flight length, airline, price, stops and more. When you find a flight you like, you can book it directly on the airline's site.

Like the *Star Trek* computer, Google provides definitions and conversions. In the search bar, type **define** (word) or **convert** (unit of measure), and you can even compare the nutritional values of one food item to another's: just type **compare**.

So is Google the computer from *Star Trek*? With all these features, what do you think?

---

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



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

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at [www.E-SafeTech.com/protect](http://www.E-SafeTech.com/protect) or call our office at (412) 944-2424.

# Stand out from the Crowd on Social Media

Most of us know that gaining a foothold on social media takes time and effort. But if you're at the point where you've already put in hundreds of hours of work with few results to show for it, you're likely doing something wrong. There could be a number of different reasons for this, but here is a common trap that a lot of social media newbies fall into. And it starts with your content creation.

## *Don't recycle content*

Google any recent news story, and you're likely to find anywhere from a few to several dozen articles on the same subject. And unfortunately, the content is so similar that you can barely differentiate one from the next.

If you want to stand out from others on the social media scene, find something new to talk about. In general, if you want to get noticed by new customers or followers, it's best to avoid widely covered topics. Everyone and their grandma will be writing about it, which creates much more competition for your version.

If you must create content about mainstream topics, make sure you take the time to come up with a fresh perspective, and share valuable information that hasn't been touched on yet.

## *Be fearless in your content*

Similarly, it's absolutely essential that, across all the content that you produce, you share a unique perspective. Many people end up parroting the same thing as everyone else because they are afraid to offer their true opinion. Don't be afraid to speak up and be controversial. If you're going to develop a social media persona that stands out, you need to develop your own voice - and a thick skin. There is always going to be someone who disagrees with you, especially on the web where it is easy to remain anonymous.

Additionally, there's a reason that the saying "there's no such thing as bad publicity" is famous. In fact, when you write polarizing content that will have a fair share of supporters and naysayers, people are hardwired to react to it. This is for the same reason that humanity as a whole shares a universal love of stories - whether that's in the movies, in a novel or around a campfire. A story is nothing without conflict. When you produce content that creates a real life conflict of opinions, you have a better chance of it making some noise on social media.

## *But - be honest and show integrity*

Don't say something controversial just for the sake of it. Give your honest opinion. The key to every aspect of sales is developing trust. That means that with any customer or potential follower you come into contact with, whether through social media or other means, you should show your true self. You'll have a better chance of gaining a customer or follower for life.

## *Controversy or not, always be professional*

There's no reason to start a flame war, or resort to name calling and insults. People are going to have strong feelings about controversial content. Emotions are going to come up and people can say some pretty mean things - especially on the internet. Don't get caught up in the comments and negativity. If you do, it is sure to leave a bad taste in the mouths of your current customer base and followers.

Want more insights into growing your social media presence? Speak up today.

Published with permission from TechAdvisory.org. [Source.](#)

# Do I Need To Back Up Data That's Already In The Cloud?

The computing world is forever changing. Over the last 15 years, SaaS (software as a service) providers have offered the convenience of data backup for your cloud applications such as CRM systems, Salesforce, Google Apps and Microsoft 365. The business question is, if I'm already working with a SaaS provider and my data is already "in" the cloud, do I really need to back up my data to another cloud? After all, isn't the SaaS provider doing that for me?



Well, yes and no. Yes, your data (one of your company's most valuable assets) is being backed up by the service provider. And yes, it's in the cloud. And yes, these providers have backups to their backups ... but are they backing up your business-critical information? Can you guarantee that? And do you have access to it in a timely manner? The answer to these questions may be no. As a rule, SaaS providers do not open backups to customers, nor do they make restoring critical data easy or intuitive. For example, Salesforce, the first commercially available SaaS application, does nightly customer backups. But if you need to recover your data, you have to go directly to Salesforce and pay a minimum of \$10,000, then wait a few weeks for your data to be restored.

There's no question that the results of data loss can be devastating to your company. But when it comes down to it, it's your company information and you need to take responsibility for safeguarding it. You need to have a strategy in place.

Want to learn more about how to back up your cloud SAAS applications? Contact our office at 412-944-2424 or via e-mail at [TSteinour@E-SafeTech.com](mailto:TSteinour@E-SafeTech.com) to schedule a time to discuss your particular situation and what solutions are available to you.

---

## Refer Someone You Know to E-Safe and Get: Two FREE Pitt Panther Football Tickets

Referrals play a big role in our journey to help the many businesses that we do with their IT support. To show our appreciation for all of the kind words and new business you provide, we want to give you a couple tickets for a Pitt Panthers football game just for telling your vendors, associates, and colleagues about E-Safe Technologies. All you have to do is **refer one person** who agrees to meet with us and we will send you (2) tickets to attend a 2015 Pitt Panthers football game as our way of saying thank you. We'll also send the people that you refer who meet with us a voucher entitling them to (2) FREE HOURS of computer support so everyone wins!!!

Call us today at 412-944-2424 or visit <http://www.e-safetech.com/resources/referrals/> to refer someone and get your FREE tickets!

## How To Back Up Your Smartphone

You regularly back up your computers (or at least you should), but do you do the same with your smartphone? Given the massive amounts of contact information, photos, videos and other data we all carry around on smartphones, it's critical to back them up or risk losing all that data forever. There are two basic ways to back up your phone: automatically to the cloud or manually to your computer.

**To The Cloud.** Cloud backups are secured with your password-protected account. They can easily be configured to run automatically so you can "set it and forget it." Apple users can use iCloud to back up photos, contacts, calendars and other data. Turn on and configure iCloud Backup by going to Settings > iCloud. Android users can back up to Google servers in much the same way, using a Google account. Configure your preferences by going to Settings > Backup.

**To Your Computer.** Both Apple and Android users also can back up data directly to a computer manually. Generally, connecting the phone to the computer by cable is the quickest way to do this. Apple users can also use iTunes Wi-Fi Sync to wirelessly back up phone data to a computer. Remember, though, when backing up your smartphone to a computer, your data is only as safe as that computer. Be sure to back up the computer regularly as well.

---

### Employee of the Month: Bill Hines



Bill Hines is the newest addition to the E-Safe family and we are very happy to have him here. Bill came on board in mid-June to take over the Marketing Manager role here at the office. Bill attended Slippery Rock University for three years where he received a BS in Management and will soon have an MBA in Marketing from Slippery Rock as well. Growing up in Erie, PA he has a strong passion for the outdoors and spends a lot of his free time fishing in bass tournaments both locally and nationally. As a current resident of Indiana, PA, Bill feels very at home in the rural setting of the area. Bill lives with his Fiancé Jenna and their 10-year old Yorkie named Reggie. Future retirement plans involve traveling the country fishing as many lakes as possible. E-Safe is glad to welcome Bill to the team and is excited to see the strides he is making.

#### The Lighter Side:

### Are You A Walking Dead Fan?



Then you're going to LOVE this! There's a great way to prepare for the next zombie apocalypse while getting in shape and losing weight – it's called the Zombies, Run! app. This app combines gaming and audio adventures to make losing weight interesting. It works by giving you tasks and goals to reach in a zombified universe, like reaching humanity's last outpost or gathering supplies to live. Each mission is tied to a fitness goal, like running 5k in a session, so you're getting fit while you find out what happens next. Zombies, Run! is available to download on both [iOS](#) and [Android](#).