

# The Tech chronicle

## What's New

Lester is getting a Promotion! Join me in congratulating Lester, he is taking up the role of Account Manager here at Vertech. As I spend more time working on Marketing, Sales and improving our systems & processes, Lester is going to make sure we are keeping on top of handling day to day quotes & service inquiries as well as meeting with our top clients on a regular basis to ensure we're providing the responsive service you deserve!

Drop him a line at [lester@vertech.co.nz](mailto:lester@vertech.co.nz) or give a bell to say "well done" on 09 972 0338!



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This monthly publication is provided courtesy of Daniel Watson, Director of Vertech IT Services



Our Mission: To provide most Secure, Stable & Scalable IT solutions for Dynamic Business Owners in the Auckland region so they can pursue their dreams & grow their businesses knowing that their IT is in good hands.



## 4 BIG Mistakes You're Making By Being Cheap With Technology

Technology is more affordable and accessible than it's ever been. Whatever you need is only a few clicks away, whether it's a product or a service.

But there are still many small businesses that cheap out on their technology and IT solutions. They just don't want to commit to quality hardware, software, security or backups – the list goes on. They go for the cheapest solutions, which often means they spend nothing at all. They don't commit to reliable security or current software. They're setting themselves, and their customers, up for disaster.

The question is, are you setting your own business up for disaster? Here are four HUGE mistakes you should do everything to avoid.

**MISTAKE #1: You aren't backing up data.** As convenient as it is to have all of your business's information in one place, such as a single local server or even a desktop PC, you're toast if anything

happens to that hardware. For one, if you're lacking in IT security, you're making a cybercriminal's job easier. And two, if that hardware fails (as hardware eventually does; there's no way around this), you're left scrambling to recover that data and hoping it's still accessible.

You should never risk your business like this, considering how easy it is to back up your business's data. You can back up data on-site, get a cloud-based service or you can do both. The point is, you need to back up everything so you're ready should anything go wrong.

Once you have a solution, you can customize how your data is backed up. Do you need to back up data every day? Once a week? Once a month? It's up to you. Here's another thing to remember: your backup system isn't "set it and forget it." You need to check on it regularly and keep it updated to ensure your data is safe and ready to go should you need it.

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Get More Free Tips, Tools and Services At Our Website: <https://www.vertech.co.nz/>

Phone: 09 972 0367 | Email: [sales@vertech.co.nz](mailto:sales@vertech.co.nz)





## Client Spotlight



**Smartcover Finance** is a company specialising in easy low interest finance for your customer's to be able to pay for goods and services from your company.

**Smartcover** is currently active in the following industries - automotive repairs, Veterinary care, Healthcare and are looking to grow into new markets.

**Smartcover Finance's** drive is to support the sales of the business that offer its finance options. Our goal is to convert customer enquirer's in to sales by offering customers affordable payment plans structured around there life style and budget.

**Smartcover Finance** can provide your business with two finance options:

**Interest free finance,** A fantastic product that can support any current or future marketing and promotion of your business. There is no cost to your business, like other interest free credit option currently on the market.

**Low interest finance,** Give's your customer the opportunity to pay off any Invoice at an affordable weekly amount over a 24 month period.

If you feel that you have a need for a finance option for your customers please get in touch with us to discuss how we can set you up.

Dan Bagnall  
Director



<https://www.smartcover.co.nz>

Call Us Today  
**0508 738 765**

# Leading Like A Business Coach



*When I meet with a team for a coaching session, I often find that everyone looks to me for all the answers. While I am there to help them get their priorities together and align their business and company culture, I'm NOT there to hold their hand through every decision that needs to be made. That's where the team leaders come in.*

*I look at my job as the "teach a man to fish" principle: I teach them how to think like I do so they can continue to have insightful and prSMARToductive conversations when I'm not there. I want the leaders in my member companies to leave coaching sessions feeling comfortable about pushing their employees to be better, like I push them in the session. That is the ultimate measure of success for any business coach.*

*Here are a few key characteristics of a business coach that all leaders can and should adopt.*

### LISTENING

Hearing is the physical act of sound going into your ears, but listening is comprehending those sounds. The only way I can help people and groups improve is by knowing what works well and what their pain points are. They may not always say things you want to hear, but it's important that you not only hear them but truly listen. Don't immediately start problem-solving your way out of the conversation or you'll miss what's truly important.

### LOOKING FOR WEAKNESSES

As leaders, we sometimes want to ignore weaknesses and problems because, frankly, it can be tough to admit they exist. You may hold some or all responsibility for them. But that's how a leader can push his or her company forward - by taking a high-level view and objectively finding the areas that need to be improved.

### FINDING SOLUTIONS

After pinpointing shortcomings, figure out how to repair and strengthen them. It's not enough to acknowledge them; you also need to find solutions. Push your company or leadership team to sit down and brainstorm together. It's the best way to get everyone

talking and to get others' perspectives on what will best address each issue. These sessions should be a regular part of the business's proceedings, not just when I'm there coaching.

### LEARNING CONTINUOUSLY

It's helpful to know what leaders are doing in other companies. Read books and articles to see how others have improved their companies. Their solutions may work for you too, or they may spawn a brand-new idea you can implement. Even business coaches don't have all the answers, so take advantage of the world of resources at your fingertips to find a way around any roadblocks.

Leaders should never stop pushing and growing. That mentality will transfer to your team - after all, they are the ones who help keep your business going. Think, "What would Andy do?" and apply these principles in all meetings and company get-togethers, not just quarterly planning meetings. That's how the student can become the master.'



*As the founder of Petra Coach, Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success, and coaching them past the excuses we all use to avoid doing what needs to be done. Andy learned how to build great organizations by building a great business, which he started in college. It then grew into an Inc. 500 multimillion-dollar national company that he successfully sold and exited.*

### ■ 3 Things About Cyberspace You Should CONSTANTLY Remind Your Kids About

All parents need to closely monitor their kids' social media profiles as well as their use of tablets, phones and devices. It's no secret that sexual predators lurk online, looking for their next victim. While what you tell your kids should be age-appropriate, here's a list of things you ought to KEEP reminding them.

1. Everything you do online is public. If you wouldn't do or say it standing in the middle of your classroom with everyone present, don't do it online.
2. There is NO delete button. Removing comments and photos is like trying to take pee out of a pool.
3. Trust NO ONE online. Really bad, ugly, nasty people are online looking to fool you. As for your older kids, you might remind them that schools and employers use social media to

review you, so make sure what you post is what you'd want them to see.

### ■ The One Thing You Should Do Every Day To Be More Productive

At the start of your day, compose and send yourself an e-mail. This e-mail includes a list of tasks or goals you want to accomplish by the end of the day. As you get to work, review this e-mail then set the message to "snooze" until later in the day. In Gmail, snooze is the clock symbol on the right-hand side that appears when you hover over an e-mail.

Sending yourself a message is a great way to keep daily goals top of mind. Plus, writing down your daily tasks and goals helps you prioritize what needs to be done. When you tackle prioritized tasks, you work more efficiently. Then, when you have the e-mail in front of you at the end of the day, you can review what you've accomplished (or what still needs work), and you can celebrate the

growth you made that day. Inc.com, 21/05/2019

### ■ Top Tips To Protect Your Remote Employees From Cyberthreats

Don't Use Unsecured Public WiFi

Unsecured public WiFi is everywhere: at cafés, airports, hotels and more. But these networks lack security, and it's easy for a hacker to snoop on your data. Hackers can even spoof unsecured WiFi networks and walk away with all the data they want with no one the wiser. Avoid them. Stick to secure networks you can verify as trustworthy.

Don't Keep Your Cyber Security "Best Practices" To Yourself

You may have your best practices, but do your remote employees know? Keep EVERYONE on your team educated and on the same page. When you have training, bring in your remote employees, or conference them in, so they get the same training. Send out regular updates about the latest cyber security threats and scams.

Don't Forget About Endpoint Security

Make sure your remote employees are utilizing IT security solutions on their ends, such as antivirus software, malware scanners, network firewalls and even a VPN for when they need to access unfamiliar networks. They should also be keeping their software updated with the latest available patches. Inc.com, 12/02/2019

