

# The Tech chronicle

## What's New

ADLS | CPD

On the 6th of August 2020, Daniel Watson, SMB Cybersecurity Expert executed another successful Presentation at ADLS for their training session - CYBERSECURITY: PROSECUTOR OR PREY - YOUR CHOICE

Should you require an expert presenter to educate on various Technological topics in your organization, contact Daniel at: [daniel@vertech.co.nz](mailto:daniel@vertech.co.nz) 021 2798019

## August 2020

### Our Mission:

We support and protect the dynamic owners of growing businesses allowing them to scale by providing Stable, Secure and Scalable IT Services & Solutions.

We aim to be the first choice as a Trusted IT Partner for these businesses on the North Shore & Auckland



## Why NOT Investing In IT Can Cost You BIG

*If you haven't invested in IT security, then your business is at risk.*

These days, it's easy to take technology for granted. It just seems like everything works so well. If things are working well, why spend more on things like data monitoring or secure cloud storage?

Here's a startling fact: a lot of business owners take this approach to network security. They might think, "This will never happen to me," when it comes to data breaches, malware and hacker attacks. While they might be great at running their businesses, they may end up skimping on their IT security.

They see it as something they simply don't need to invest in. But a lot of business owners end up paying big

because they aren't serious enough about IT security. A simple virus scan app or firewall just isn't enough. Hackers and cybercriminals are *relentless*.

Here's another startling fact: threats like data breaches, malware and hacker attacks are a lot closer than you think. When you go cheap with your network security or don't work with an experienced IT services company, it can end up costing you big in the long run.

A lot of business owners skip out on things like network security, cloud backup, data protection and data monitoring because they don't like the up-front cost or another monthly bill. In reality, while you can expect an ongoing cost, working with a managed IT services firm can be

**remarkably cost-effective (and smart!).**

**SCENARIO 1: Imagine you're hit with a malware attack, and it takes your network out of commission. Customer data is at risk, and your business comes to a**

**These are just two examples out of many. When you don't take IT security seriously or you're cheap with your technology, it can end up costing you BIG in the end. Work with an IT security company that will work with you to protect your business the right way - and help you avoid scenarios just like these.**

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## Client Spotlight

### Hard Hat Recruits

Hard Hat Recruits was established in 2012, and supports the Utilities, Construction, Infrastructure and Engineering sectors.

Working closely with our sister companies edenfx (Health and Safety Recruitment) and recruitHRpeople (HR Recruitment) we are able to truly partner with our clients to support all aspects of work force planning across their organisations.

Our vision is simple "To provide long term sustainable recruitment solutions for our clients which in turn create the certainty of superbly matched careers for our candidates".

Working as a Recruitment Group, means that we are able to grow and share knowledge of our clients ensuring that every aspect of their business receives the same standard of care and delivery that they have come to expect. At the same time each arm of our recruitment group is able to bring its own industry discipline and specialist knowledge to provide a bespoke solution.

Together we have built a reputation as respected Specialist Recruitment Partners and hold ourselves, to consistently high quality outcomes that have been demonstrated collectively over the last 12 years.

So if you need permanent or contracted skilled staff, please give Alison or Cath a call to discuss your needs.

[www.hardhatrecruits.co.nz](http://www.hardhatrecruits.co.nz)

Cath: 09 282 3156

[www.edenfx.co.nz](http://www.edenfx.co.nz)

Alison: 09 424 8367

[www.recruitHRpeople.co.nz](http://www.recruitHRpeople.co.nz)

Alison: 09 421 1002



## It Better Be Packaged Right

Joshua Bell is a world-renowned American violinist who made his Carnegie Hall debut at the age of 17 and now performs with the world's premier orchestras and conductors. His talent causes concertgoers to flock to the greatest concert halls in the world where the average seat costs \$100 and front-row seats are in the thousands.

The *Washington Post* newspaper set up an impromptu concert with Bell as an experiment on perception and priorities. Would people in a hurry recognize the brilliance of this musician, even though he was dressed in jeans, a long-sleeved T-shirt and a baseball cap? Would the beauty of his music transcend the moment and cause them to pause and enjoy this incredible talent in the busy train station in Washington, DC? Would priorities take precedence over listening to an international virtuoso who had recently won the Avery Fisher Prize as the best classical musician in America?

The only thing that was exceptional to see for those who passed by Bell that day was the \$3.5 million Stradivarius violin he was playing (made in 1713). But to those who saw him playing, it just looked like a regular old violin. The "package," the perception of the concert, didn't draw people's attention, even though the talent was exceptional. There was no advertising, no fanfare, no hype, no fancy clothes, no amazing concert hall or fabulous stage - it was just some guy in a baseball cap, standing up against a wall with his violin case open to receive donations.

Could a man who is paid \$1,000 per minute to perform, a man who was playing the music of Bach, Brahms, Ponce and Massenet, get their

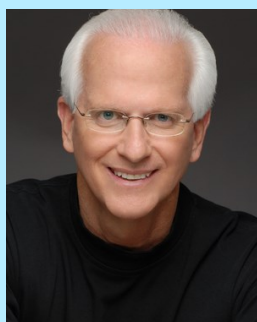


attention? Not really. The three-minute video will show you that 1,097 people passed by. Only 27 people put money in his violin case as they walked by, and of those 27, only seven of them paused for a moment to listen. Bell made \$32.17 in 43 minutes of playing. There was NO applause or acknowledgement of his skill ... a skill that, three days prior to this experiment, had drawn people to completely fill Boston's Symphony Hall.

See Bell playing at the Metro at [YouTube.com/watch?v=LZeSZFYCNrw](https://www.youtube.com/watch?v=LZeSZFYCNrw).

The point I am trying to make is that packaging is critical. When you are making a presentation to your client, boss or peers, you can never forget that. You may have all the data and skills to make the presentation, but if you want to stand out, then pay attention to how it is packaged. Perception isn't everything, but it helps. As the experiment with Bell proves, it takes a lot more than just talent to get their attention.

Author Terry Goodkind once said, "*Reality is irrelevant; perception is everything.*" If a person doesn't perceive the value, then to them, it's not valuable. Good packaging



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Tony Robbins, Tom Peters and Stephen Covey. Today, he travels the world, sharing powerful ideas for achieving*

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## Don't Overlook This 1 HUGE Issue In Your Company

Is it possible to communicate too much? Yes! In a report from GuideSpark, researchers found that the average employee receives about nine e-mails every day that are labeled as "must-read," which means these e-mails are relevant to their day. These are mixed in with less relevant e-mails, and that causes a lot of clutter.

This is just one form of communication we deal with every day. Add in face-to-face, phone and text communication, and it really piles up. It becomes a communication overload.

Communication overload destroys productivity. E-mails take time to read and to respond to. When your in-box becomes full, you're looking at a large part of the day.

How do you fix this? Prioritize your messages. Use e-mail as efficiently as possible and keep it short. Avoid sending company-wide e-mails if they aren't relevant

to everyone. Target e-mails to the people who need that information. Also, if employees are getting outside e-mails that have zero relevancy, unsubscribe from those sources. *Small Business Trends, May 12, 2020*

## Staying Secure In A Social Media World

The age of social media has let millions of people reconnect and stay up-to-date with family members, friends, in-laws and acquaintances. It also continues to shape how we all communicate with each other. It's important to keep a few things in mind before you check your newsfeed.

There is no delete button on the Internet. Everyone knows how to capture a screenshot. Even if you keep your social media completely private, when relationships change, nothing is private. Are you going to be comfortable in 10 years with what you post today? It will be archived forever. If you post in online forums or comment on news-related websites, consider using a

pseudonym. Don't share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all of the money in the vault to be shared on the Internet, then you shouldn't allow a picture containing any confidential, financial, legal or other protected documents and items to be shared either.

A good social media policy in the office now can save headaches down the road.

## Top Tips For Improving Remote Working

**Limit meetings.** Remote meetings over Zoom, for example, can bring productivity to a halt. While in-office meetings also slow productivity, Jason Fried, CEO and founder of Basecamp, suggests it's more harmful in a remote setting. Instead, focus communication through simple e-mails or chat apps.

**Foster community.** Leaders within your company should routinely check in on the rest of the team. Ask them how their work is going, how their weekend was or what they're looking forward to in the week ahead. A little regular social interaction goes a long way.

**Have a dedicated workspace.** The great thing about remote work is that you can do it anywhere. But this can also invite distraction. Encourage your team to have a dedicated work environment outside of their normal living space. Having access to a door that can close is invaluable! *Inc., May 7, 2020*





# Upskill Your Team!



**Meet the demands of the workplace with various training options and Networking Opportunities**

**Added Bonus - FREE Lunch supplied by - Eat My Lunch**

(Applicable to on-site training only)



For more Information and to Register go to:

**[www.vertech.co.nz/training](http://www.vertech.co.nz/training)**

Any Questions? Contact **Bianca** on **09 283 0476**

## UPCOMING PROGRAMS

28/08/2020	Password isn't a Password - Password Manager
25/09/2020	Not juuuust for a chit chat - Microsoft Teams
30/10/2020	The Tetris of Business - Excel
27/11/2020	Power BI (Not a workout routine)
18/12/2020	A NEW Outlook on.... Outlook
29/01/2021	It's raining Free extras of Office 365

**FREE** To all our Contracted Clients / **\$20** To all other Participants

