

Turn your technology lemons into lemonade

June 2010

What's Inside

What's The #1 Job Of A Business Owner?

Page 1

The Gadget For The Entrepreneur Who Loves The Outdoors
Details On Page 2

One Way Computers Are Increasing Cash Flow
Find Out On Page 3

Meet Our Client of The Month
On Page 3

5 Easy Ways To Increase Your Laptop Battery Life
Page 4

Are You A Manager... Or A Leader?

Modern leadership guru, Warren Bennis, said, "Managers are the people who do things right and leaders are the people who do the right thing." To run a business well, you need both. Employees, finances, sales, marketing, operations and, yes, I.T. all need BOTH a manager AND a leader. But that doesn't mean *you* should be the one doing both.

Why Leadership Is Your #1 Job

Bennis's idea is this: You need management. True. Managers budget, organize, react to situations and solve problems. They ensure things get done, monitor the day-to-day, and enforce the rules. They are the tactical part of your business. You probably do a fair amount of managing things now. But just like everyone else, you only have 24-hours in a day. So some management tasks can and should be delegated, hired, or outsourced.

Bennis, who was cited by Global Gurus International as one of the top 30 leadership experts in the world, defines leadership differently. Leaders establish direction, align people, and motivate and inspire to *prevent* problems. Like it or not, *everything* in your business – good and bad – ties back to the leader. Unless and until

you grow leaders inside your company, the leader is most likely you.

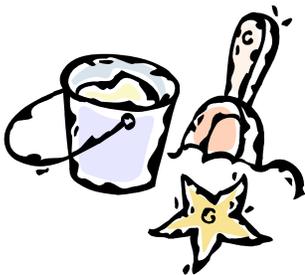
5 Ways To Differentiate A Leader From A Manager

Are you more of a leader or manager? Here are 5 leadership traits adapted from two of Bennis' books, *On Becoming A Leader* and *Learning to Lead*, to help you decide...

1) Managers set standards for performance; a leader sets a benchmark for excellence. Do you dictate a status quo or do you paint a picture of what the "ideal" is? Do you merely communicate what's "acceptable" or do you encourage "exceptional"?

2) Managers want employee compliance; leaders seek employees' commitment. Let's say you decide to streamline a process. To do so, you purchase new software. Do you just provide training on how to use the software or do you work on communicating the reasons why you're doing it so employees willingly and happily dive into training?

3) Managers have subordinates over whom they have formal authority; leaders have followers who are inspired to perform at their best. Leaders recognize that continual improvement in ALL aspects



of their business is critical to their success.

4) Managers try to avoid risks or minimize them; a leader looks for opportunities. Maybe it's an investment in a new technology, or a decision to expand your business. Whatever the case, managers will tell you why it won't work. Leaders will tell you why it can.

5) Managers enforce rules and policies; leaders challenge red tape and bureaucracy when necessary. Sure, you should have and enforce an acceptable use policy for your computers. But if any of your policies prevent someone from helping a customer or generating sales, put on your leadership hat and throw that rule away.

One Management Task You Can Take Off Your Plate

Your computer network, phone system, software and all things I.T. can suck up your time and resources and be a royal pain – IF all you do is manage it. Checking backups, maintaining critical patches on the computers, updating anti-virus software and firewall protection, and dealing with issues that arise; these are all management tasks that can be outsourced.

As a leader, you can deal with I.T. differently. You look for opportunities to improve

your company with technology, you use it as a way to help propel the vision for your company, you deploy it to reach your goals. Then you hire someone to handle the rest.

FREE Business Advisory Guide:

“16 Critical Questions Every Small Business Owner Must Ask Before Hiring Any IT Company”

Ready to offload the management of your computers and network? Do not hire ANY computer consulting company until you read this.

You'll discover:

- How to avoid the single most expensive mistake most business owners make when hiring an IT company
- The surprising reason most small businesses fall victim to sub-standard support
- An easy way to help you find the right IT expert for you

Download Your FREE Copy Now:

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Shiny New Gadget of the Month



The HoodPC

It's a hat. For your laptop. If you've ever tried to work outside on a bright sunny day, you know there is one factor that makes it nearly impossible to see the screen – the glare.

Try as you might to angle or maneuver your laptop, you just can't see the darn thing when the sun is beating down on it.

The solution? The HoodPC. For under \$40, this little laptop hood is the solution. It blocks the sun's glare so you can easily view your laptop screen, even when outdoors. Here's how it works...

Right out of the bag, the HoodPC pops into shape and fits a 16" laptop. With the help of 2 sets of snaps, you can secure the HoodPC to fit either a 15" or a 14" laptop as well.

Spring tension in the HoodPC keeps it in place. When you're done, the HoodPC folds flat in a few seconds. Tuck it back into its convenient travel case – and that's it.

Think your laptop will look silly with a hat on? Maybe. But if it means you get to enjoy the great outdoors while taking care of business ...who cares?

More information about the HoodPC can be found at www.hoodmanusa.com

Could Buying A Computer Actually Increase Your Cash Flow?

Buying a new computer isn't cheap. Sure, the computer itself is pretty inexpensive. But then you have to purchase all the software and peripherals (monitor, special mouse, personal printer). Before you know it, you've tied up at least \$1,200 of your cash flow on the thing. Then there's the labor to install it. If you're not under an all-inclusive type of IT service plan, the labor could run you another few hundred dollars. Of course, the situation worsens when you have more than one system to replace.

What's A Business Owner To Do?

Until recently, if you needed a new computer right away, but didn't want to tie up your cash, your only option was to lease it. Not anymore. The recent credit crunch took the option of leasing new equipment off the table for many businesses. This means that you either have to part with the cash, or forgo the new technology you need.

"Hardware as a service," otherwise known as "HaaS" is a new way business owners can gain financial benefits and peace of mind when purchasing computers, servers, and network equipment.

Like businesses who lease their computer equipment, HaaS customers also pay monthly for their infrastructure. This allows them to keep more cash in their pocket and gives them the tax advantage of converting a typical capital expense into an operational expense. But unlike leasing, HaaS can also alleviate computer headaches in these 3 ways:

1) No More Expensive Surprise Upgrades. If your computers or server don't meet the minimum hardware requirements when your line of business software releases an upgrade, you could be forced to lay out thousands of dollars that weren't in your budget. With HaaS, your computers are automatically replaced with new ones every 3-4 years, ensuring compatibility with almost any software refresh.

2) Dealing With Warranties Are A Thing of The Past. With a HaaS program, you get your equipment AND the service included in the monthly cost. Anything that goes wrong with the computer (like the inevitable computer crash just days after your warranty expires), is the provider's problem to resolve. Plus, since HaaS computers are replaced regularly by your provider, you don't have to settle for refurbished parts or old computers for very long.

3) One Easy To Understand Invoice. Simpler *is* better. Instead of receiving different invoices for hardware and labor, a HaaS plan means you get one invoice for virtually all your IT needs, giving you a truer budget number for IT related expenses. Think of it like this: Purchasing your computers with a HaaS program is like having a condo. You get control of what goes in it, yet you don't have to worry about maintenance, building code issues, or updating the façade. Plus all your services and amenities are included in just one monthly fee.

For More Info on HaaS, Contact Us:

508-992-2541 or info@thinktechonline.com

Meet Our New Client Of The Month!

Every month I choose one very special person to be my "Client Of The Month." It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business. This month's Client Of The Month is **Architectural Star Lighting LLC**. Congratulations! You have won a \$50 Gift Certificate to your favorite restaurant. ***You might be my next Client Of The Month...watch for your name and picture here!***



Jason Cyr, Architectural
Star Lighting LLC

ThinkTech Computers, Inc.

4 Welby Rd
New Bedford, MA 02745
www.thinktechonline.com

Phone: 508 992 2541

Fax: 508 984 1512

**“You have enough to
think about”**

Services We Offer:

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- Storage Solutions
- Network Monitoring to Prevent Problems

5 Ways To Keep Your Laptop Running – Without Plugging It In

On the road, in the airport, at a client’s site, or simply at home on the couch. These are places you can’t – or don’t want to – plug your laptop in. Want to keep your laptop running as long as possible without searching for an outlet? Here are 5 tips to help:

1) Keep your screen dim. A laptop’s backlight requires a lot of power. Reducing the brightness conserves battery life.

2) Turn off unused hardware. Your Bluetooth and your Wi-Fi receiver can both be turned off if not in use. Unplug your external mouse or other device. And mute the PC’s sound system. Not only will it save power, it avoids annoying everyone else around you.

3) Don’t multitask. Run as few programs as you can get away with. Stick to one application (word processor, browser, or whatever) if possible. (If online keep your antivirus and firewall on in the background.)

4) Avoid multimedia. Save your photo editing and video watching for when have AC power. These tasks suck up immense battery life. To listen to music, use your iPod (or similar device).

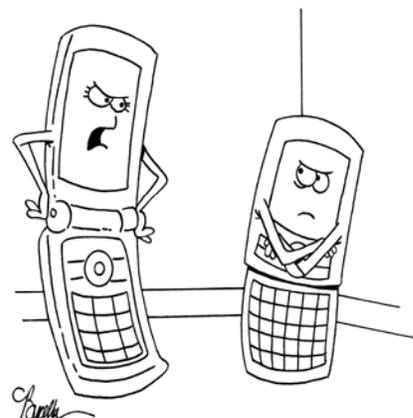
5) Sleep, standby or hibernate. Sleep mode (a.k.a. “standby” in XP) keeps your PC on. It still uses power, just less than normal. Hibernate uses no power initially, but a lot of battery life to start back up.

I’d Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to Tech-ade.

508-992-2541

jessica@thinktechonline.com



“Don’t use that ring tone with me,
young man!”