

Technology Today

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

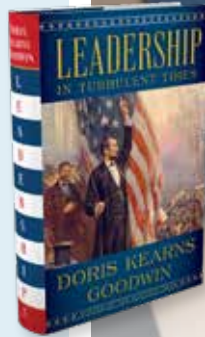
Leadership In Turbulent Times

By Doris Kearns Goodwin

Leadership is often an ambiguous idea. Author Doris Kearns Goodwin made a career in studying leadership, and nowhere is that more apparent than in her New York Times bestseller, *Leadership In Turbulent Times*.

In *Leadership*, Goodwin examines leadership through the lens of four presidents: Abraham Lincoln, Theodore Roosevelt, Franklin D. Roosevelt and Lyndon B. Johnson. She looks at how they saw themselves as leaders and how others saw leadership in these presidents.

Each president came from very different backgrounds and defined leadership in their own way, and their words are something every business leader and entrepreneur can understand and utilize today.



What Is Co-Managed IT? Is It Right For You?

When it comes to IT solutions, most businesses rely on one of three options. They have a dedicated in-house IT employee or team, an outsourced managed services provider (MSP) or nothing at all. There is, however, a fourth option: **co-managed IT**.

This hybrid option gives you an on-site IT manager or a small team AND access to an off-site IT services firm. For any business that takes IT seriously, this can prove to be an efficient and reliable option. It's not as costly as a full on-site team, but it can be more comprehensive than relying on an MSP alone.

Simply put, the co-managed IT solution gives your business more options when it comes to getting IT and network stability and security

right. It keeps you nimble when it comes to on-site issues. For instance, having an on-site IT manager means you have someone who knows the quirks of your business and its very specific needs.

But depending on the scope of your business and the size of those needs, the job has the potential to get complicated fast. This is where having access to an off-site expert IT staff can be useful. An outsourced IT firm alleviates that pain point. Your IT manager has someone to call when they need to and suddenly you have a full IT staff.

These are experts in IT who understand a range of issues, from system management to

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Our Mission:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

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WHY YOU NEED TO UNPLUG EVERY ONCE IN A WHILE

Putting down the phone, stepping away from the computer and turning off the TV can do wonders. Here are just a few of the benefits you can experience.

It Reduces Stress. The news and social media is packed with negativity. When you cut yourself off from the negativity, the stress melts away.

It Boosts Productivity. We live in the era of information overload. Spending too much time behind a screen clutters our brains and slows us down. Take a break to get perspective and regain focus.

It Just Helps You Feel Better. It gives your brain a chance to rest. Blue light given off by screens is overstimulating. Turning off the screen gives you a chance to recuperate mentally, emotionally and even physically. *Forbes, Jan. 15, 2021*

Don't Forget To Uninstall Adobe Flash



Adobe officially dropped support for the Adobe Flash Player platform on Dec. 31, 2020. The platform had been a major part of the Internet since 1996. It gave webpages additional functionality, specifically multimedia functionality.

However, Flash Player was notoriously vulnerable. Hackers constantly exploited the platform, and Flash users were often at risk. The late Apple CEO, Steve Jobs, was outspoken in his criticism of Flash, and security experts regularly issued warnings about the platform. Unfortunately, Adobe Flash can be found on most PCs, and if you haven't already uninstalled the software yet, take a moment to do so.

The Core Value Equation

Your core values are the most valuable asset you have. They help define your business, but more than that, they define your team and the work they put into the success of the business. That success can be broken down into the Core Value Equation.

Core Values = Words = Conversations = Decisions = Actions = Results

Or distilling it further: core values = results.

If you can define your values, everything that happens in your life is a direct correlation of your values, whether those things are good or bad. Your core values should be stated to and by your team, your customers should be aware of them – and they should be memorable.

Companies fail at core values when they are implemented poorly – or aren't implemented at all. In other words, they come up with a list of values and don't live up to them.

You and your employees should all be on the same page. You should see the core values around the office, they should be talked about regularly and they should be a part of the day-to-day aspects of your business. Don't let them just be words on paper. Give them real meaning!

Developing core values is a five-part process:

- 1. Discovery Process:** What matters most? Core values don't have to be "nice" – they need to be authentic to the company.
- 2. Design Process:** They need to be sticky, viral and memorable to the team – make a sign for the office and put them on the website.
- 3. Rollout Process:** You want customers and employees to fall in love with the core values, so make it all about them. Make



sure that the core values are visible to the company – on the wall, on the website or even in your email signature.

- 4. Implementation Process:** Have your team forget about past experiences with the company. Your core values are about reorienting and reenergizing your employees and getting them on the same page.
- 5. Measurement Process:** Survey your employees and get their feedback. Review employees based on a core value rating. Put it to work and make it tangible.

How can you make sure your team remembers the core values?

Keep It Simple. Miller's Law states that most adults can store between five and nine items in their short-term memory.

Keep It Short. Choose a word, then you can have a meaning behind those words.

Keep It Clear. Avoid jargon, keep it conversational and use words everyone uses.

With that, you have the foundation to develop a strong set of core values for your companies – core values that will define your team, who they are and their future success.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

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3 Top SEO Myths Completely Busted!

Myth 1: You Can Skip Mobile Optimization.

You may have spent a lot of time and money on your full website, but don't stop there. Google cares about mobile optimization, as mobile search is quickly taking over desktop search, so Google wants to cater to those people. If you don't optimize for mobile, it will hurt your rankings.

Myth 2: Links Are More Important Than

Content. Yes, linking is important, but you absolutely need solid content on your website

to present yourself as a valid and credible site.

Web users don't stick around websites with poor content or just links. And when users quickly leave, the value of your links drop.

Quality content is key.



Myth 3: Ranking Is More Important Than Anything Else.

Some businesses only care about being on Page 1 or in the top five search results, but making that happen can be incredibly difficult. It's more important to entice the searching public to click on your content regardless of placement. It comes back to having quality content on your website, content that solves or answers a question (adds value) for the user. *Inc., Jan. 18, 2021*

CUSTOMER SERVICE EMPLOYEES AND NEGATIVITY DON'T MIX

When your customer service employees are in a bad mood, it can come across in their work. Customers may notice, which can reflect on your business. Even if you've hired a stellar customer service (CS) team, sometimes negativity breaks through. Here are the top reasons.

They're Frustrated. This is common for not just CS employees but also employees in any department. When they lack proper tools or resources and/or are understaffed, it leads to friction. Their job becomes much harder than it should be, and that doesn't take long to show in customer-facing interactions.

They Lack Training. Sometimes the hiring process goes a little too quickly and CS employees are dropped into the role without full training. Even if they're experienced in CS, they need to know your expectations and how you do things.

They Lack Support. This is the most important. Every employee needs support to succeed. In a CS position, lack of support can hurt your overall business. Be flexible and be there for your team to meet their needs. *Forbes, Jan. 16, 2021*

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