

# Technology Times

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

## What You Can Learn From Stanley McChrystal's *Team of Teams*

In 2004, General Stanley McChrystal assumed command of the Joint Special Operations Task Force and was tasked with curbing Al Qaeda's presence in Iraq. When it became clear that new tactics were necessary — Al Qaeda was a decentralized network that could disappear into the population at will — he completely restructured the task force into a body that used highly transparent communication lines, along with a decentralized decision-making structure. In his book, *Team of Teams*, he catalogues this transformative process, providing vital nuggets of information for any business owner looking to succeed today.



## Use This 9-Step Checklist To Ensure Your Data Is Safe, Secure And Recoverable

The holiday season is upon us... Time to enjoy a treat tray... a warm fire... time with friends...

Yet how could you possibly relax if some random bit of malware, software glitch or cyber-attack catches you off guard just as you're walking out the door? A well-designed secure computer network gives you the confidence that "all systems are go," whether you're traveling, or just getting things done with your team.

Here's a quick nine-step checklist we use to ensure that a company's computer network, and the data for that business, is safe and secure from disruption, if not absolute devastation:

1. A written recovery plan. Simply thinking through what needs to happen when things go south, and documenting it all IN ADVANCE, can go a long way toward getting your network back up and running quickly if it gets hacked, impacted by natural disaster or compromised by human error.
2. Have a clear communication plan. What if your employees can't access your office, e-mail or phone system? How will they communicate with you? Make sure your communications plan details every alternative, including MULTIPLE ways to stay in touch in the event of a disaster.

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## November 2017



This monthly publication provided courtesy of Dan Roberts, President of Roberts Technology Solutions, Inc.

**Our Mission:** To provide small to medium sized businesses in the Cedar Rapids/Iowa City Corridor with not only top-rate IT support and services, but also a true business partnership.

... continued from cover

3. Automate your data backups. THE #1 cause of data loss is human error. If your backup system depends on a human being always doing something right, it's a recipe for disaster.

4. Automate your backups wherever possible so they run like clockwork. Have redundant off-site backups. On-site backups are a good first step, but if they get flooded,

**"The #1 cause of data loss is human error. If your backup system depends on a human being always doing something right, it's a recipe for disaster. Automate your backups whenever possible so they run like clockwork."**

burned or hacked along with your server, you're out of luck. ALWAYS maintain a recent copy of your data off-site.

5. Enable remote network access. Without remote access to your network, you and your staff won't be able to keep working in the event that you can't get into your office. To keep your business going, at the very minimum, you need a way for your IT specialist to quickly step in when needed.

6. System images are critical. Storing your data off-site is a good first step. But if your system is compromised, the software and architecture that handles all that data MUST be restored for it to be useful. Imaging your server creates a replica of the original, saving you an enormous amount of time and energy in getting your network back in gear, should the need arise. Without it, you risk losing all your preferences, configurations, favorites and more.

7. Maintain an up-to-date network "blueprint." To rebuild all or part of your network, you'll need a blueprint of the software, data, systems and hardware that comprise your company's network. An IT professional can create this for you. It could save you a huge amount of

time and money in the event your network needs to be restored.

8. Don't ignore routine maintenance. While fires, flooding and other natural disasters are always a risk, it's ever more likely that you'll have downtime due to a software or hardware glitch or cyber-attack. That's why it's critical to keep your network patched, secure and up-to-date. Deteriorating hardware and corrupted software can wipe you out. Replace and update them as needed to steer clear of this threat.

9. Test, Test, Test! If you're going to go to the trouble of setting up a plan, at least make sure it works! An IT professional can check monthly to make sure your systems work properly and your data is secure. After all, the worst time to test your parachute is AFTER you jump out of the plane.

**Be certain that you have all 9 steps fully covered with our FREE Disaster Recovery Audit.**

Contact us at 319-364-3004 or [info@robertstechs.com](mailto:info@robertstechs.com), or visit [www.robertstechs.com](http://www.robertstechs.com) to schedule our **Disaster Recovery Audit** FREE of charge, now through November 30.

**Contact us TODAY to get scheduled!**

## Free Report: What Every Small Business Owner Must Know About Hiring An Honest, Competent, Responsive, And Fairly Priced Computer Consultant...

WHAT EVERY BUSINESS OWNER MUST KNOW ABOUT HIRING AN HONEST, COMPETENT, RESPONSIVE AND FAIRLY PRICED COMPUTER CONSULTANT



21 Revealing Questions You Should Ask Any Computer Consultant Before Giving Them Access To Your Company's Network

**If you are considering hiring a computer consultant, DON'T until you have read this...**

This report will give you important questions you should ask your current IT person to make sure their policies, procedures and service standards won't leave you vulnerable to expensive problems, lost data, viruses, hacker attacks and a host of other problems.

**Get Your Free Copy Today:**

**[www.robertstechs.com/21questions](http://www.robertstechs.com/21questions)**

## Cartoon Of The Month



## This Wireless Smart Key Will Safeguard Your Computer

Going digital is great for a less cluttered and more convenient life, but keeping all your data and accounts secure is harder than ever.

Passwords are hackable and forgetting to log out of your device is an all-too-common error that most of us make.

This GateKeeper 2.5 Wireless Bluetooth PC

Lock singlehandedly does away with the hassle of constantly having to log in and out of your computer, and a 2-Pack is on sale for just \$60.

The genius of GateKeeper lies in its simplicity.

When you carry the key in your pocket, it intelligently adapts to your daily routine to log you into your computer when you walk up, and out when you walk away.

Your credentials are encrypted with military-grade AES256 encryption and stored on the computer, so no private information is stored on the key and nobody can crack your code.

You can even adjust the range at which you unlock your devices, from three to 30 feet, and when GateKeeper moves out of its predetermined range, it automatically locks your computer.

SOURCE: <http://www.popularmechanics.com/technology/gadgets/news/a28619/wireless-smart-key/>



# Disrupt Yourself: Being The Game Changer

Change is a constant. Ho-hum, right? Everybody knows that. But, if you really do expect change, what are you actually going to do about it?

If you're committed to making your best even better, you won't just react to change. You'll create it.

In my book *The Potential Principle*, I encourage readers who want to reach their best to focus on four areas of the Potential Matrix: the *performing* quadrant, the *learning* quadrant, the *thinking* quadrant, and the *reflecting* quadrant. But there's one tool that you can use in all of these areas at once to create breakthrough improvement and move closer toward realizing your full potential. The first tool is to **disrupt yourself before someone or something else does it for you.**

If change hits you from some outside source — say, a disruptive technology, company or nation — you'll find yourself scrambling to adapt. You'll struggle to catch up rather than strive to stay ahead.

But what if you're the one bringing the change? What if you're the one driving innovation? That makes *you* the game changer!

Think about the habits, practices and routines in your life that need to be shaken up a bit. It's human nature to become complacent and keep doing things the way you've always done them. But people who are dedicated to self-improvement unsettle complacency, combat mediocrity and

challenge the status quo, both in themselves and in those around them. They keep growing, and they keep the people in their families and companies growing as well.

Are you doing things that used to succeed but no longer work as well, if at all? Are you spending valuable time on unproductive activities when that time could be better invested elsewhere?

What is the ratio between your "daydreaming" and your "daily doing?" You can plan and prepare too much if it prevents you from taking action. And sometimes, it's good to recognize that a daydream is really just a fantasy, and you'd be better off focusing your energy on more important goals.

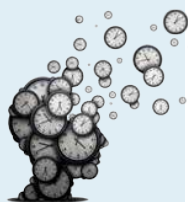
Maybe you're spinning your wheels in unhealthy relationships. This can be the hardest area of your life to disrupt. But if someone is influencing you negatively, you might need to change, limit or end your relationship with them.

Disrupting yourself will make you stronger. The path to progress and success isn't a leisurely walk through the countryside. It's a rocky, steep path of resistance — and resistance develops muscle. Breaking up patterns and unsettling stable but humdrum practices can result in new enthusiasm, energy and opportunities.

If you want to be the best you can be, don't let someone or something else change your game. Be proactive and disrupt the things that need to change in your life yourself.

## 6 Principles Of Efficient Time Management

How do self-made entrepreneurs manage their time? According to writer Dan Novaes at Fast Company, there are six key principles of efficient time management. First, you must value your time, both business and personal. Second, you must make the most of the time you have. Don't waste time on meetings that aren't mutually beneficial. Third, you should take care of your health and outsource menial home chores to housekeepers or other experts. Fourth, focus on your strengths. Fifth, avoid micromanaging your team. And finally, outsource mindless tasks, using programs like oDesk to save time.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, "Team Building: How to Motivate and Manage People" or his website, [marksanborn.com](http://marksanborn.com), to learn more.



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## Here's A Perfectly Legal Way To Save A Bundle Of Money On Taxes, Computer Hardware And Support ... But You Have To Act FAST!

When you're running a small business, you need to stay abreast of every possible money-saving strategy. That's why, this year, you should look into the Section 179 Deduction small-business tax incentive.

Section 179 allows a business to write off an entire equipment purchase for the year it is purchased, rather than writing a portion off for the next few years. According to the website for the deduction, "all businesses that purchase, finance and/or lease less than \$2 million in new or used business equipment during tax year 2017 should qualify" for the deduction. The only stipulation is that the equipment purchased must be "placed into service in the same tax year that the deduction is being taken." This has the potential to save small businesses *thousands* of dollars.

Just make sure that the equipment is both purchased and put into service by the end of this year, December 31, 2017! Learn more at [Section179.org](http://Section179.org).

### 3 Ways Technology Can Increase Your Home's Value AND Save You Cash at the Same Time

Implementing tech upgrades into your home — taking one more step toward the coveted "smart home" — can be a good time, but beyond that, it'll save you precious time and money every day. With smart lighting, you'll never accidentally leave a light on again, which will save you a lot more than you might think over time. If you have a smart thermostat, you'll have that much more control over the temperature of your home, easily making

adjustments with the touch of a button and reducing heating and cooling bills. Not only that, but more permanent installations like solar panels can drastically increase the value of your home while reducing your carbon footprint and your utility bill at the same time. Smart homes may seem like a luxury, but, in fact, they're a lot more cost-effective than they appear. Check it out at [inc.com](http://inc.com). 8/21/2017

