

MERRY CHRISTMAS

from the BeckTek family.

Wishing you and yours a safe and happy Holiday Season!!

We are so excited about debuting the new and improved BeckTek Journal layout, we couldn't wait until the New Year.

If you have any topics you'd like us to cover or ideas for content—please email them to: wendy@becktek.ca

December



This monthly publication provided courtesy of Scott Beck, President of BeckTek.

“As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine!* Call us and put an end to your IT problems once and for all!”



Are Notifications Killing Your Productivity?

How to win back your sanity – and your time

You get in to work, sit down at your desk, clear out a few e-mails and start blasting through that report that's due in less than an hour... Looking good, on your way to the finish line when — whoops, what's that? A text from one of the kids — forgot his homework... You're just getting that fire doused when you get a Facebook IM from a friend, so you click to see what's up and... whoa, check out the leaping-lizard video... The minutes slip by, and when you finally look up and check the time... Yikes, five minutes to finish that report!

It's no joke. Not only are people more stressed than ever, but all those little attention shifts could be robbing you of as much as 3.2 hours every working day, according to recent studies in the new field of “Interruption Science.”

An article in the *Harvard Business*

Review says that trying to focus on more than one thing at a time lowers your IQ by 10 points — and decreases your productivity as much as 40%. (That's nearly half of your entire day — gone!) No wonder we end so many days with that gnawing sense that we got so little *done*...

Among the chief culprits in all this is the endless stream of notifications that our smartphones and other devices send us whether we're in the middle of a meeting, trying to finish a report, dodging traffic on the commute home or doing our best to give full attention to the real flesh-and-blood person sitting across the table at dinner...

We're bombarded with an endless stream of visual and sound cues about the latest text message, e-mail, social update, instant message, phone call, voice mail, chat request... It's all wonderful,

but how do you balance it with getting important things done?

To conquer the endless interruptions when you need to concentrate, follow these steps:

Phone Calls And Text Messages

First, you'll want to weed out all but mission-critical calls and texts.

That way, you can go into *Do Not Disturb* mode without feeling panicky that your kids, boss, client or aging parent may not be able to reach you in a pinch:

Android: Tap *Settings* > *Sound & notification* > *Interruptions* and set your preferences. Then open *Contacts* and star the folks you don't want to block when you're in *Do Not Disturb* mode.

iOS: Tap *Settings* > *Do Not Disturb*

> *Allow Calls From* and select *Favorites*. Next, check your iOS *Favorites* list — texts and calls from these folks will get through even when you're in *Do Not Disturb* mode.

Social Networks

In Facebook, go to *Settings* > *Notifications* and turn off any notifications you don't need. In Twitter, select *Settings* from the upper-right drop-down menu, then your preferred notifications from the new menu on the left.

If you're a Gmail user and that little bright red circle from Google Plus screams "click me" more often than you'd like, unfortunately your only option is to download Google Chrome and install the Hide Google+ Notification extension.

E-mail

No matter which e-mail client you

use, there's a setting for turning notifications off. And that's just half the battle... To really master time spent in e-mail, try limiting your responses to certain times of day. You may want to set up an autoresponder to let folks know what your "e-mail hours" are if you're concerned about not responding right away. If you'd like help with any of this, call us!

Let Our 'Force Be With You'

We can help you win the battle against techno-stress and time waste. Call (506) 799-2100 or e-mail us at help@becktek.ca to book your free "Win-back-your-time" workout with one of our tech superstars. We'll help you mute your e-mails, set up your smartphone, modify your social media and put your technology squarely back on your side.

But call now — before that crazy cat video sucks you back into the maelstrom...

"How do you balance it with getting important things done?"

Free Report Download: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



You Will Learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted — yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

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Shiny New Gadget Of The Month



iTranslate Makes It Easier Than Ever To Speak With Interesting People

Other than the occasional epic (and hilarious) fail, translation apps are getting pretty good. And one of the best, iTranslate, now gives you voice translations on the spot.

Here's an "at-a-glance" rundown of all that iTranslate can do:

Speak into your device and, with a tap or swipe, it recites what you just said in your choice of over 90 languages. That's twice the number of languages offered by Google Translate.

You can select a male or female voice, as well as dialect and speaking rate. It also turns Chinese characters into alphabet-based words in English.

And you can run it on your iWatch, iPhone, Android or Windows phone.

One downside is that the free version displays ads, but for five bucks you can upgrade and turn them off.

With this handy app, your world just got smaller — and, potentially, a whole lot more interesting.

7 Ways To Communicate Powerfully In Writing

Executives can multiply their influence by learning the techniques of forceful writing. High-powered writers learn to focus words the way a laser beam focuses light.

Focus your objective. What is the purpose of the material you want to write? Writing can help you achieve the five I's: it can inform, inquire, influence, instruct and incite.

Focus your audience. Written materials such as reports and brochures can be valuable positioning tools. They should be written with a specific audience in mind — the audience you wish to influence to buy your products or services.

Focus your content. Make sure your message is the right message for the right audience. Don't let unnecessary ideas intrude on your principal message. To quote Professor William Strunk, Jr., the renowned authority on English usage:

"A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts."

Focus your organization. A good piece of writing flows like a symphony. Organize your material so that each topic flows easily and naturally into the next.

Focus your clarity. Some writers think they can hide fuzzy thinking by burying it under a mass of words. To have impact, ideas must be expressed precisely and concisely. Lincoln's Gettysburg Address required only 275 words, and 196 of them were of one syllable.

Focus your refinement. Perfection rarely emerges from a first draft. Ambrose

Bierce once said that "a saint is a dead sinner revised and edited." Great writing is rough copy revised and edited.

Be your own toughest editor, but don't stop there. Let others read what you have written before you submit it to your audience. You know what you meant, but you can't know how others might interpret it until others have read it.

Focus your results. Unless results are built in, they don't happen. Good writing always does four things:

It creates a feeling.

It gives an idea.

It gives the reader a benefit.

It produces a desired response.

Communication is not a nice-to-have skill. It is essential to success in the business world. To produce and market the products and services to support the billions of people who now inhabit the earth requires a level of communications undreamed of in previous centuries. When the quality of your product depends upon the collective efforts of dozens, hundreds or thousands of individuals, communication becomes the lifeblood of your enterprise.

In fact, communication is at the heart of everything we do. It is the foundation for interaction among human beings. Communication has to do with meanings, with understandings, with feelings, with desires, with needs and with ideas. Our world is filled with information.

But the greatest need is for understanding — for building bridges between human beings so we can better live together, work together, get along with each other and make this earth the best possible home for the human race.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona. To learn more about Dr. Qubein, go to: <http://www.nidoqubein.com/>



Don't Get "Grinched" By Cybercrime This Holiday Season

Online fraud spikes during the holiday season due to the increased number of people shopping—at traditional stores and online. Cybercriminals are getting more creative in finding ways to separate shoppers from their money.

Here are some tips for protecting yourself and your information from online Grinches.

Beware the Gift of Free WiFi

While free WiFi at your favorite retailer can be super convenient while out shopping, it's also convenient in helping cybercriminals troll for their next victims.

Never check bank account or credit card sites when on public WiFi. The last you thing you want is a hacker to have a direct link to your financial accounts.

Keep your screen out of view of others when shopping in crowded areas—smartphone screens are bigger and easier to read from a distance than they used to be.

Check Your Accounts for "Naughty" Behavior

Both during and after the holidays, keep a close eye on your accounts for any suspicious activity.

It's also a good idea to use different username and passwords for your various shopping accounts. That way, if one gets compromised it's less likely the others will fall prey to the hacker.

If It Looks Too Good To Be True...

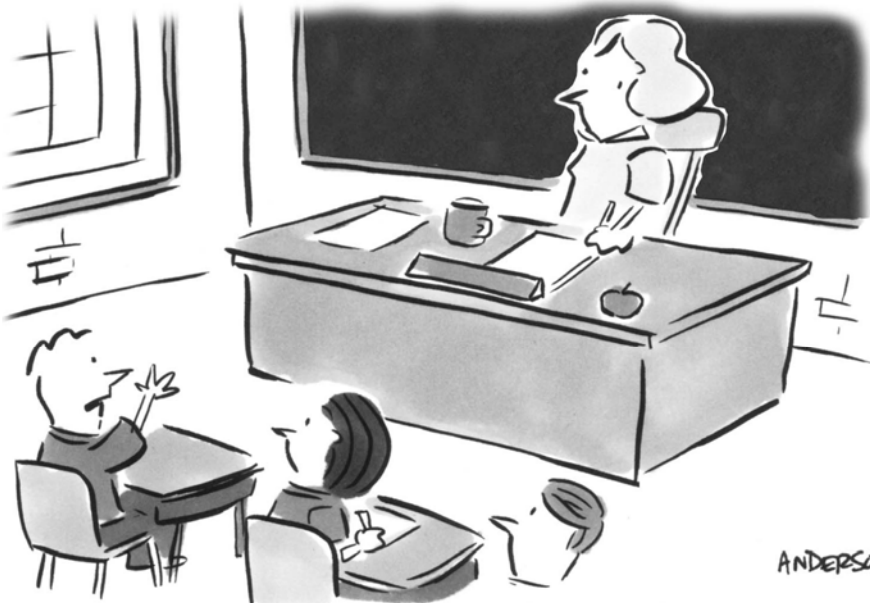
Websites and emails that advise of hot deals on popular hard-to-find gifts, along with free or deeply discounted Gift Cards, are probably scams.

It's best to stick with sites you know and go directly to those sites. Don't click on Web Ads or links in emails.

Shopping on websites of companies you've previously done business with can also save you time and hassle.

Remember Virginia, there are no such things as \$7 iPads

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"How come Lewis and Clark didn't just use MapQuest?"

Win With BeckTek Trivia

The Winner of last month's Trivia Challenge Quiz is



Yvette Breau, Brunswick Sheet Metal

She correctly answered the question from last month:

Sunday November 1, 2015 at 2:00 am clocks will change by one hour. Do we

a) Gain an Hour

Now, here's this month's trivia question. The winner will receive a \$25 Gift Card.

Which of Santa's reindeer is especially beloved by children everywhere?

a) Rudy

b) Randolph

c) Randy

d) Rudolph

Email your answer to:
wendy@becktek.ca

****Winner determined by random draw on the third Friday of the month and announced in next months newsletter. ****

BeckTek Blog

<http://www.becktek.ca/blog/>

December is the beginning of Winter. Here's some helpful information regarding storm preparation.

<http://www.becktek.ca/2015/11/24/best-storm-preparation-communication/>