

### 2017 a Year For Kindness

The time between Christmas and New Years is a great time to reflect on the past year and focus 2017 goals. Professionally 2016 was kind to me. Increased demand for my Cybersecurity training sessions, increased growth in business and expansion to the BeckTek team. Personally I was blessed to be accepted into a wonderful group of fellow business professionals dedicated to giving back to the community (**Greater Moncton Sunrise Rotary Club**) with thousands of dollars donated to worthy local causes.

2016 was a year I was inspired, and not from an expected source. Becca Schofield, a 17 year old Riverview girl, diagnosed with inoperable brain cancer touched my heart in ways I can't express. While many may have fallen into the "Why me" trap, her sickness didn't crush her spirit. No, instead she started a movement of kindness asking people to pay it forward with random acts of kindness and then report them on social media using a special hashtag looking to have it go viral. **#BeccaToldMeTo.**

### January 2017



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!"



# Winter 2017: Disaster For Your Data?

**W**ith winter upon us, everyone around you may be suffering the after Holidays blahs or already talking about the summer...

But you've got a business to run, customers to keep happy and mission-critical data to keep safe, even if a major blizzard, lightning strike, windstorm or epic flood is taking place right outside your door.

Here are 5 easy steps you can take this holiday season to get your office prepared for this winter's worst, without seeming like Mr. Grinch.

#### Be ready for power outages.

A power outage can hurt your business in more ways than you think. Besides employee downtime, it takes time to safely get everything back up and running. Then you need to make sure no critical files have been damaged or lost.

Autosave features can help minimize lost files in a sudden power outage. An uninterruptible power supply (UPS) can give your team anywhere from ten minutes to an hour to back up files and properly shut down equipment. If you need longer power durability during an outage, you might want to look into a backup generator.

#### Keep lines of communication open.

Customer frustration due to production delays and not being able to reach key people at your company can be very costly in terms of both revenues and your company's reputation. Here are three ways to make sure calls to your office don't get bobbed when a storm rolls in:

1. Create a new automated greeting to let callers know about changes in hours or closings in the event you can't answer live or are already using and automated call answer system

*continued on pg2*

2. Set up an emergence override that automatically reroutes key phone lines to one or more numbers that can be reached during an outage.

3. Make sure you and your staff can access voicemail remotely from a cell phone, by email as an attached sound file or transcribed message, or as a text notification.

### Manage employees working from home.

Many of your employees can work from home if need be. But you'll need to prepare in advance if it's not the norm at your company. Have your IT specialist check with employees who could work from home during rough weather. They'll need a virtual private network (VPN) to safely access the company network. Be sure it's set up well in advance to avoid any glitches when that winter storm hits and you need it most.

### Have a disaster recovery plan (DRP) ready to go.

Unless you can afford to shut down for days at a time, or even just a few hours, it's absolutely critical to keep

a written DRP on hand. Write out step-by-step details of who does what in every type of winter disruption – from simple power outages to blizzards, flooding or building damage caused by heavy winds or lightning. A downed network can cost

*“Be sure it's set up well in advance to avoid any glitches when that winter storm hits.”*

your company big-time every minute it's offline. Make sure your plan includes one or more ways to get it back up and running ASAP. Consider virtualizing key parts or all of your network so your team can access it remotely. Once you've written out your plan, keep one copy at your office, one at home and one with your IT specialist.

### Get help from a professional you can trust.

Trying to recover your data after a sudden or serious outage without professional help is business suicide. One misstep can result in losing critical files forever, or weeks of downtime. Make sure you're work-

ing with a pro who will not only help set up a recovery plan, but has experience in data recovery. The old adage about an ounce of prevention applies doubly when it comes to working with the right people who can help you prepare for – and recover from – whatever winter throws your way.

**Want help getting “winterized”? Call for a FREE Winterization Checkup. Let us help you make sure your phone lines, Internet connections and internal network can take the tough weather. One of our experienced professionals will come in to examine your systems and review your disaster recovery plan with you to make sure nothing critical has been left out in the cold.**

**Call me at 506-383-2895 or e-mail me at [sbeck@becktek.ca](mailto:sbeck@becktek.ca) TODAY – you never know when a sudden storm will blow in.**

## The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

### WORK FROM HOME GAMEPLAN

“The Ultimate Small Business Guide To Setting Up A “Work From Home” System For Your Staff”



Secrets Every Business Owner Must Know Before Installing A “Virtual Network” To Allow Employees To Work From Home, On The Road, Or From A Remote Office

### You Will Learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- How to get a FREE “Home Office Action Pack” (a \$97 value).

**Claim Your FREE Copy Today at [www.becktek.ca/workhome](http://www.becktek.ca/workhome)**

## Shiny New Gadget Of The Month



## Mevo Puts You In The Director's Chair

A single static video camera can make for some pretty boring storytelling...but who's got multiple cameras, a crew to run them and a team of editors?

Well, now your videos can look like you have an entire crew behind the scenes, with Mevo. Mevo is a new type of video camera and app that lets you shoot and edit multiple video shots on the fly, all while recording and/or livestreaming.

Let's say you're shooting a band concert. You get to mix in shots of the guitarist, the drummer and bass player together, and a wide-angle view of the whole band. Plus Mevo follows their faces as they move around so you don't have to. You just sit back, and cut and zoom on the fly.

On the downside, Mevo's battery lasts only an hour, and image quality is limited to mobile viewing. Still, with all the cool possibilities you get with Mevo, you may start getting ideas about becoming the next Spielberg.

GetMevo.com

# Smart Closing Technique, Step 2

Let's say you're closing a deal and you've already taken the first step: you've *summarized the client's underlying need*...

Now you're ready for Step 2: *Say what you plan to do*.

Describe exactly what you'll do to help the client successfully satisfy their underlying need. Even smart people worry about putting themselves out there by offering a plan. They worry that someone may disagree with them. They worry about proposing a plan that doesn't work. That's why many advisors stay "safely vague" rather than offering a specific plan.

But being vague doesn't help leaders solve some of their biggest problems. You have to have the courage to propose a plan. For example: "I have some ideas about how you can achieve your goals. Want to hear them?"

"Yes!" (the client says, while taking out a notebook and a pen).

"There are five parts to what I think you need to do, in this order. They are designed to increase your power score, starting with priorities, who is on your team and relationships. First, there is no way you are going to be able to take the company in a whole new strategic direction without the board's support."

"That's true."

"So first we have to articulate your vision and your priorities on paper, with goals and strategy and budget implications, and then get the board's support."

"Right, it's going to change our budget, so rather than let the board nix

it this fall, I should get out in front of this and get their support from the beginning."

"Second, you seem to have questions about the capabilities of many of the key leaders in the US, Europe and in your Asia region. It would be helpful to assess your team, to have a clear view of who is going to fit in the new organization, and who is not a fit."

"Yes, that would be helpful—to have an X-ray of the org chart and figure out who needs to go where to align with the new strategy."

"Third, fourth and fifth will be all about culture change. Change the incentives. Change the meeting cadences of what metrics are tracked and discussed—who meets when to discuss what. And what some of our most successful clients have done in situations like this is design workshops—like a roadshow—for you and key leaders to educate and train the next two levels on what you expect from them, and why, in the new world order. This gets the troops aligned behind your new vision."

"Wow! Yes, yes and yes."

"And even if you do all of that, I only give it a 70% chance you will fully actualize your goal within three years—in the market and culturally. Still, that's a lot better than the 5% chance you give yourself today."

"I'd take 70% over 5%."

Now that you've stated your plan, you are in a much better position to close the deal.



Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from Northwestern University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

## The Lighter Side...

### Swimming With Alligators



A CEO throwing a party takes his executives on a tour of his opulent mansion. In the back of the property, the CEO has the largest swimming pool any of them has ever seen.

The huge pool, however, is filled with hungry alligators.

The CEO says to his executives "I think an executive should be measured by courage. Courage is what made me CEO. So this is my challenge to each of you: if anyone has enough courage to dive into the pool, swim through those alligators, and make it to the other side, I will give that person anything they desire. My job, my money, my house, anything!"

Everyone laughs at the outrageous offer and proceeds to follow the CEO on the tour of the estate. Suddenly, they hear a loud splash. Everyone turns around and sees the CFO in the pool, swimming for his life. He dodges the alligators left and right and makes it to the edge of the pool with seconds to spare. He pulls himself out just as a huge alligator snaps at his shoes.

The flabbergasted CEO approaches the CFO and says, "You are amazing. I've never seen anything like it in my life. You are brave beyond measure and anything I own is yours. Tell me what I can do for you.

The CFO, panting for breath, looks up and says, "You can tell me who pushed me in the pool!"

## Inspirational Thought of the Month:

"A thinker sees his own actions as experiments and questions--as attempts to find out something. Success and failure are for him answers above all."

~ Frieddrich Nietzsche

**Do What You Do So Well  
That People Can't Help Telling Others About You**

## What We Are Reading



For business owners and executives there are many common threads that connect us; managing staff, business growth, profitability and productivity to name just a few. Gino Wickam asks the question "**Do you have a grip on your business, or does your business have a grip on you?**"

Regardless of your answer, in **Traction**, he walks you through a business system that can help you achieve the business you've always envisioned. The concepts, tools and processes presented are straight forward and easy to understand. He lays out and explains the 6 key components common within any business and walks you through implementing the systems. Once completed you and your team will have a clear vision and improved focus to help with profitability, growth and making the organization an enjoyable place to be for you and your staff.

**Be the first to email the title of the book to me at [sbeck@becktek.ca](mailto:sbeck@becktek.ca) and I will send you a free copy.**

