



# BeckTek Journal

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“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!” - **Scott Beck, President**

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## Cloud Computing And Your Company: What You Need To Know

Like it or not, cloud computing is coming to your industry. The question is, will you happily be an early adopter of this technology or be frozen by indecision?

Here are some answers to questions you may have about how to best take advantage of this new and sometimes paralyzing technology.

### Just what exactly is “the cloud”?

The cloud is simply storing and/or accessing data and programs over the Internet – rather than using a local computer’s hard drive. Simply put, the cloud is a metaphor for the Internet. Due to increases in technology, the cloud is a super-efficient and reliable data processing, storage and delivery system.

### Why migrate to the cloud?

The cloud can integrate online apps for marketing, human resources, customer service and more, enabling faster scaling, growth and flexibility for your organization.

As with your electric bill, you pay only for the capacity you use, thus reducing your ongoing expenses. It also allows instant access from any device and easy backup capabilities.

### What about data security?

While there are risks in sending your data to the cloud, one way to protect it is to select a data security system that encrypts the data at the file level before it leaves your network.

### So, is the cloud for you?

There’s a lot to like about the cloud, yet we’ve just scratched the surface in this article. If you have more questions or would like help putting together your cloud strategy, call us at (506) 383-2895



## CONGRADULATIONS TO OUR REFERAL CONTEST WINNER



**Darren Killiam**  
Office Xpress Inc.  
Enjoy your \$500 Visa Card



## Win With BeckTek Trivia

The Winner of last month's Trivia Challenge Quiz is



**Julie Comeau  
EPR Robichaud**

She correctly answered the question from last month:

At Halloween party guests traditionally bob for ?

d) Apples

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

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

- a) Gain an Hour
- b) Lose an Hour

Email your answer to: [wendy@becktek.ca](mailto: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/>

How to fix false productivity myths.

<http://www.becktek.ca/2015/09/29/productivity-myths-fixes/>

## Learning From A Shark - Lesson from Robert Herjavec

When Robert Herjavec moved to Canada in 1970 with his parents at the age of 8 from Eastern Europe—his family had one suitcase and only \$20. He has become a self-made millionaire, renowned business CEO, TV celebrity and an avid race car driver. You likely have seen him on the news, as a host on Dragons Den, Shark Tank or participating in Dancing With The Stars. Yet even with his busy life, Robert never loses focus on growing his business and looking for his next opportunity.

I had a chance to spend a morning learning from him at my October TMT Mastermind group meetings and even had a chance to speak with him privately prior to his presentation (that's another story, you'll have to ask me about that one).

Robert mentioned, far too often, he sees businesses flat-line or falter because they reached a company goal, relaxed and grew comfortable. His advise after reaching a goal was to celebrate the win, set a new goal and to keep marching forward. For a business to thrive, it needs to stay focused and that focus needs to be intense.

Business owners can't afford to "get comfortable". Robert pointed out, if you aren't waking up each day to do battle and win new business—someone else is more than happy to steal your clients and take your business. That is where the **focus and intensity** comes into play.

Many business owners start out from a technical background in their business. They know how to "do the work" of the business however they need to transition quickly into working "on their business". While you need to have process to provide the deliverables you are giving your clients, **Sales and Marketing** is what drives growth.

The reality is, in the computer world, these same principles hold true. Data is the new oil, it's where the money is. There is always some hacker or criminal element waking up looking to do battle - to steal from your business. And like other business owners, they have learned how to leverage technology to build their own criminal business. Looking for ways to gain access and steal your client data, hold your files ransom, delete or modify files – we see it all the time and the impact it can have.

If you are trying to work "on your business", grow through sales & marketing and reach your business goals—Outsourcing your IT needs to a trusted partner makes sense—one less thing for you to have to worry about. A good IT partner will have the intensity, focus and expertise to help **protect your business** and assist in leveraging technology to **grow YOUR business**.



### FREE Report: The Business Owners' Guide To IT Support Services And Fees

#### You will learn:

The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.

A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.

Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.

How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

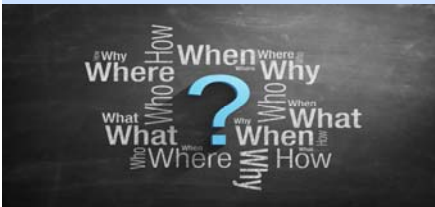
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## The Lighter Side:

### Crazy But True... Midnight Mystery: The Case Of The 'Weird' Laptop



One day a user brought us her laptop. She said it was acting “weird.”

We ran the usual diagnostics, which all came up clean. Then the dreaded “Blue Screen of Death” showed up.

The cooling fan had failed completely.

So we backed up her data and gave her a new machine. End of story...

Nope. Within a week, she brought the new laptop back to us, complaining of similar problems. This had us stumped - it was brand-new.

We ran the hardware diagnostics in a continuous loop overnight. Nada.

We asked the user if she had any ideas. She got a funny look on her face and promised to report back to us. Sure enough, the next morning we received an e-mail from her, with an incriminating picture.

When she snuck into her den at midnight, she had caught Boots, her fat orange cat, preparing to take a nice, warm nap on her laptop.

As Boots stepped onto the keyboard, his paw triggered the hot key. Then, as he snoozed on top of the unit, the internal fan had to work overtime to keep it from melting down.

Mystery solved!

We all had a good laugh, glad to know our detective work had finally paid off.

## Don't Let Your Phone Be Used Against You:

### 5 Smart Tips To Keep Your Smartphone Safe

For better or worse, we are practically “married” to our phone these days. It goes everywhere we go. It has access to our most private conversations and key financial data. It holds some of our most precious memories, in the form of pictures, sound recordings and video.

And yet, there are those who would use it to rob and manipulate you. And they're getting more and more clever each day at penetrating your defenses.

So how do you protect your phone and yourself from vicious attack by these cyber-criminals?

**Here's a basic checklist to keep you and your “beloved” safe.**

#### 1. Keep your phone with you at all times. Remember, if somebody swipes it:

- It can be used to access your money, or steal your identity.
- Someone can pose as you on your social media accounts.
- A thief can use your SIM card to rack up phone bills.

#### 2. Keep your phone secure.

- Set a secure entry password.
- Update your phone's operating system as soon as updates become available.
- Turn Bluetooth off when you're not using it and avoid using it in crowded areas.
- Only use encrypted WiFi networks that require a password, and set your phone to not automatically connect to new networks.
- Enable remote geo-tracking and the lock and wipe functions. These will allow you to locate your phone if misplaced. You'll also be able to lock the screen and wipe the data if the phone is stolen. Just be aware that geo-tracking may enable others to pinpoint your location.

#### 3. Keep your data secure.

- Back up your data regularly.
- Don't save passwords or PINs on your phone.
- Avoid online banking in public or crowded areas. Strangers may be able to look over your shoulder.

#### 4. Use apps safely.

- Apps can transmit personal data. Select permissions carefully when you install them.
- Always source apps from trusted providers and check feedback from other users.
- If you're not sure why an app needs access to your contacts, calls, photos or location, see if you can find a comparable app that doesn't require that access.

#### 5. Be selective about how and where you use your phone.

- Stick with trusted web sites and apps when you download anything.
- Never download content from an unknown source or one you can't verify.
- Turn GPS off when you're not using it. Your location can be tracked if you have it turned on.
- Log out of web sites when you are done using them.
- Especially with e-mail – THINK before you click. Hackers are getting very clever at creating authentic looking e-mails. One false click could unleash malicious code allowing them access to all your personal data.

Keep these tips in mind to keep yourself out of harm's way — and to enjoy all the great things you love about your phone.

Get More Free Tips, Tools, and Services At My Web Site: [www.becktek.ca](http://www.becktek.ca)

## Shiny New Gadget Of The Month:



## Tossing Your Video Cam To The Wind

Shooting the perfect video for your business just got easier, thanks to a new flying camera that's smart enough to follow you on its own.

It's called the Lily flying camera, and it breaks new ground in ease of use. Just toss the camera in the air, and it starts shooting video.

It can follow or circle or zoom in on a subject with ease. You just wear a special wrist beacon.

Lily may be a cool toy, but it's also a great tool for your business.

Shooting video from the air, hands-free, quite literally means the sky's the limit on what you can do. It also means you can shoot great marketing videos without having to buy a whole lot of new gear. Just toss Lily in the air, demo your product and let Lily capture stunning aerial footage for you.

## Real Leadership Is Power With People (Not Over Them)

Everything we accomplish happens not just because of our efforts but also through the efforts of others. The biggest difference between people who manage others versus people who lead others is how they develop those under them.

As all leaders know, untitled or not, leadership is power with people, not power over people. Do you build people up or tear them down? Encourage or discourage others? Try to be the hero, or make heroes out of those around you?

According to researcher Tom Rath at Gallup, the No. 1 reason why people quit their jobs is lack of appreciation. Everyone wants to feel significant, to be recognized for what they do. It's important to make people feel appreciated. It's even more important to let people know there is someone who believes in them, so much so that he or she will not let them be less than they can be.

### The 3 C's of Power with People:

**Character** – Those who wish to influence others understand how important character is. When establishing character, it is critical to remember that the opposite of humility isn't pride; it is self-absorption. Few people can lead or inspire others, at work or at home, when they are self-absorbed.

**Competence** – People who act as leaders exude competence – by their actions, by their appearances and in everything they undertake.

**Connection** – When we act effectively as leaders, those around us bond with us – not because of our position or title in the organization, but because of their relationship with us.

Once you've developed these 3 C's in your relationships with others, you will be capable of leading. As a leader, titled or not, your job is to act as a thermostat, not as a thermometer. Industrialist Harvey Firestone said, "You get the best out of others when you give the best of yourself." So give it your best.

### Leadership Action Points:

**Express your appreciation** – To act like a leader, celebrate the success of those around and under you as if it were your own.

**Ask others what motivates them** – When was the last time anyone asked you what motivates you? Don't make assumptions about what motivates your team either.

**Collaborate** – When it comes to decision-making, the oft-used acronym TEAM is true: Together Everyone Accomplishes More.

Practice diplomatic confrontation – Rather than confronting the person, consider what behavior of his or hers needs to change. Confront the problem, not the person.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at [www.marksanborn.com](http://www.marksanborn.com).