



# BeckTek Journal

ISSUE 3 NOVEMBER 2013

“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, BeckTek**

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## 3 Simple Tricks To Get More Done Every Day



1. **Use dual monitors.** According to a University of Utah study, you can increase your efficiency by 25% just by adding a second monitor. Performance measures included task time, editing time, number of edits completed, number of errors made, as well as usability measures evaluating effectiveness, comfort, learning ease, time to productivity, quickness of recovery from mistakes, ease of task tracking, ability to maintain task focus, and ease of movement among sources. All of these factors combined show truly increased productivity.

2. **Block social media sites and/or other non-work related content online.** THIS one won’t be popular for a lot of people, but if you want to get more done, then take the distractions out of your day. Of course if your job is “social media director” for your company, this doesn’t apply; for all the other workers in your office who don’t NEED to go on Facebook, Twitter and YouTube to do their job, this will remove the temptation to “snack” on social media sites throughout the day, which add up to hours wasted on entertainment surfing. Content filtering can easily manage which sites you can and cannot go online to view, also keeping employees from gambling, searching for jobs, reading the news or visiting sex sites.

3. **Set up remote access.** It’s incredibly easy to access files, e-mail and programs from home (or while on the road) these days using cloud technologies or other remote access applications. Not only does this allow people to keep working when forced to stay home with sick kids or to wait for the plumber to show up, but employees would also put in several more hours of work on their own initiative if they could easily jump on their home PC and put in a few hours.

Each of these is an EASY fix for us to implement. If you want more details on how to get these implemented into your business, just give us a call at 506-383-2895 or shoot me an e-mail to [scott@becktek.ca](mailto:scott@becktek.ca)



## Win A \$25 STARBUCKS Gift Card?

The Winner of last month's Trivia Challenge Quiz is:

Maria Mutch, Dramis

She correctly answered the question from last month: **What is the most expensive object ever constructed?**

The correct answer was (b) The International Space Station.

**Now, here's this month's trivia question. The winner will receive a Johnny Coupon Book.**

What is the world's tallest free-standing structure?

- a) CN Tower
- b) Burj Dubai
- c) Empire State Building
- d) Ostankino Tower

**Email  
newsletter@becktek.ca  
right now with your  
answer!**

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

## Solid Strategies = Solid Success

Success results from a solid strategy. Even the greatest ideas are of little value unless they are backed up by a practical and workable plan of action. The word strategy comes from an ancient Greek term that literally means to be a general, leading troops into battle. Setting up a good strategic plan involves five steps:

The first step is to translate your vision into measurable and achievable goals. You decide specifically what you want to accomplish during the next five to ten years – those are your long-range goals. Next, you break those goals down into intermediate goals – things you wish to accomplish during the next six months or year. Then you break them down further into short-term goals covering the next month or six weeks.

The second step is to break your goals down into achievable objectives. Dr. Robert Schuller says, "Yard by yard life is hard, inch by inch it's a cinch." Working by objectives helps you concentrate on what's important, instead of spinning your wheels on those things that seem urgent but don't lead to your long-term goals. Objectives add purpose and direction to all your activities.

The third step is to set up your strategies for accomplishing your objectives. Strategies are the specific ways you will go about achieving your objectives. The more clearly thought-out they are, the more effective they will be.

Fourth, you choose each task you must complete each day to achieve your goals. This is where most planning breaks down. We tend to leave it vague – thinking that, as long as we are working hard all the time, we are achieving our goals. Most people I talk with are extremely busy – and most of them are working hard to do things right. The problem is they are not doing enough of the right things – the things that will help them achieve their goals.

It is not enough to merely list each task you need to do; you need to build the tasks into your schedule. So many hours each day should be dedicated to working on specific actions that will lead to accomplishing your definite objectives.

And, finally, build in the monitoring mechanisms that will help you keep track of your progress toward implementing your plan. It's one thing to have a "gut-level feeling" that you must be doing something right because you are always working hard. But it is far better to design simple mechanisms to let you know precisely how much progress you are making.

Look for a few key indicators that will help you stay on track, and monitor those like a doctor would monitor the vital signs of a patient. It doesn't matter how much activity is going on. What matters is how successful you are in achieving your objectives.

One good example would be that you would target to contact three people each day to generate new business. At the end of the day, you'd know whether you have achieved that goal. Your plan is not complete until it has been communicated satisfactorily to every person in your organization who must help to implement it.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,500 students from over 51 countries. He has authored two dozen books and audio programs distributed worldwide. His foundation provides scholarships to 48 deserving young people each year. As a business leader, he is chairman of 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 \$164 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). Learn more about Dr. Qubein at [www.nidoqubein.com](http://www.nidoqubein.com).

## Shiny New Gadget Of The Month:



### Leap Motion Controller

Just when you thought technology couldn't make things any easier, they've gone and done it again! With a wave of a hand or lift of a finger, you're about to use your computer in a whole new way. The Leap Motion Controller senses the way you naturally move your hands. So you can point, wave, reach and grab. Even pick something up and put it down. Just like in real life. It's an amazing device for the things you do every day and for the things you never thought you could do.

- ◆ Browse the web, read articles, flip through photos and play music just by lifting a finger.
- ◆ Draw, paint and design with your fingertip. You can even use a real pencil or paintbrush.
- ◆ Sculpt, mold, stretch and bend 3D objects. Take things apart and put them back together.
- ◆ Pick, pluck, strum and drum. Play air guitar, air harp or air anything.
- ◆ Slice fruit and shoot bad guys with your finger.

You literally hold all the power in your fingertips. This sensitive device provides superb accuracy up to 1/100th of a millimeter.

Get yours today for just \$79.99.  
<https://www.leapmotion.com/product>

## Lessons From An American Picker



If you tried something you REALLY believed in once, twice, maybe three times and failed, would you give up? Not Mike Wolfe from the hit History Channel series American Pickers. It took 4 and a half years and countless pitches to several networks before his show became a reality. Perseverance and tenacity were constant themes during Mike's presentation to the attendees at the October TMT Peer

Group meeting in Nashville.

To be honest, I think I was one of the few in attendance that had never heard of or watched his show prior to hearing him speak, however his enthusiasm, charisma and obvious strong business belief systems quickly caught my attention. Mike's talk far exceed my expectations of hearing an "antiques" guy talk.

Mike related how being self-employed for 26 years taught him the importance of "making it happen everyday" in order to succeed. How his business evolved from living in a van back in Iowa to a multimillion dollar enterprise. Besides the TV show and branded merchandise sales Mike also has 2 booming warehouses (LeClair, Iowa and Nashville, TN) and several other ventures.

When asked about reality TV and his fame, he acknowledged he knew it wouldn't last forever but was certainly enjoying the ride. During the discussion he mentioned how many "reality" TV shows are scripted and fake (Duck Dynasty and Honey BooBoo were mentioned—shocked to learn they are scripted? Betting you're not). It was important to him to bring the essence of what he had actually been doing all those years as an entrepreneur to the small screen. How it's the people he meets and learning the history behind the items he finds that drew him to 'Picking" to begin with and he believes that is what draws viewers to his show. After seeing him speak and the fact his show has survived 6 seasons on air—I would have to agree that his passion for "picking" comes across loud and clear.

Discussing business, Mike stressed the importance of developing a system or "format" within your organization in order to be successful and to deliver the desired result repeatedly. A message well received by a roomful of IT professionals used to having sometimes difficult conversations with business owners and executives regarding their beliefs and strategies about the impact of technology in their organizations. That they can't expect to lower exposure to business risks, maximize system uptime or staff productivity and increase profits without investing in a proactive technology management solution.

Mike's business is shining proof that hard word, clear focus on the desired end goal, implementing a system and measuring results along the way can certainly pay off in the end.

### WHO WANTS TO WIN AN IPAD?

We are looking for referrals. If you have a friend or associate who would benefit from our services you have a chance to win this contest.

#### How the contest works:

Go to our web site at <http://www.becktek.ca/referrals> and fill out the referral information form. For each referral submitted you will receive a ballot to with the iPad  
The people you refer don't have to buy anything or do anything for you to win. They simply must be business owners or executives.

#### So you're wondering, what makes a good referral for Becktek?

A business or organization which has 5-50 computers that relies on: email, the Internet, and their computer network for running their day to day operations. Most of our clients have a specialized line of business program they use to run their business and rely heavily on that software being operational.

So if you have a friend or associate that could benefit from talking with us visit the referral site and you might even win yourself an iPad mini in time for Christmas!! I promise any referrals provided will be treated with kid gloves and guarantee no high pressure sales tactics.

**How To Play:** Go to <http://www.becktek.ca/referrals> with your referral details.

Contest Closes December 6, 2013

Drawing for the iPad will be December 13th, 2013

## The Lighter Side: Random Aviation Facts



- ◆ A Boeing 737 weighing 150,000 pounds (68,000 kilograms) must deflect about 88,000 pounds (40,000 kg) of air — over a million cubic feet (31,500 cubic meters) down by 55 feet (16.75 meters) each second while in flight.
- ◆ A commercial aircraft door will not open in flight because it is actually bigger than the window frame itself, and the door opens inward toward the cabin. To open, it must be opened inward, rotated and then slipped sideways out of the frame. Even if the door could somehow be opened, it would be like lifting a 2,200-pound (1,000-kilogram) weight.
- ◆ Most planes flying internationally have their home country's flag painted on or around their tails. Generally, the flag is facing the proper way round on the left (port) side of the aircraft and backward on the right (starboard) side. Why? Because that's how it would look if a real flag were hoisted on a pole above the airplane during the flight.
- ◆ Airline doors and windows are often inset a few millimeters from the fuselage so that they'll expand to be flush with the fuselage during flight.
- ◆ The windows in an airport control tower must be tilted out at exactly 15 degrees from the vertical to minimize reflections from both inside and outside the control tower.

## Would You Rather Text Than Talk? Essential Tips For Business Texting

You use your iPhone or Android for everything else. Your spouse even texts you to grab some milk at the store or to tell you they'll be gone when you get home. It's quick, easy and gets the job done. Why not in business too?

If you're going to text for business purposes, follow these 7 texting tips to keep it professional:

Consider if your message is urgent. Your text may interrupt your recipient...be sure there's a good reason for that interruption.

Is e-mail better? Most people prefer business communications via e-mail as it better respects their time and ability to respond appropriately. Text messages are also easily lost if sent at a bad time.

Do they only e-mail you? If yes, respond to them in the same way. If they e-mail, send an e-mail. If they call, call them back.

DON'T TYPE IN ALL CAPS. DON'T YOU FEEL LIKE SOMEONE IS YELLING AT YOU WHEN THEY TYPE IN ALL CAPS? DON'T SEND E-MAILS OR TEXTS IN ALL CAPS.

Proofread your message. Ever hear of "Auto-Correct" in text messages? Some can be downright embarrassing. If you're taking the time to write the message, take the extra seconds to proofread.

No abbreviations! Your recipient shouldn't have to decipher your text message with a decoder ring. Be as clear as you can with proper grammar and pronunciation. No sense in risking losing a customer who gets fed up with your messages.

Include your name in the message. Not everyone knows who you are simply by your cellphone number. Assume that the person doesn't know who the message is coming from.

If you do text in a business environment, especially with a customer or prospect, follow these 7 tips to ensure that you are perceived as the true business professional that you are!

**If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.**

### 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 number one cause of data loss that businesses don't even think about until their data is erased.

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