

Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"
Since 1984

What's a Zoom room?



A Zoom room is a video conference room that has built in capabilities for Zoom (and other) online meetings. From a simple web conference with one participant to a large meeting with multiple participants these rooms offer modern and efficient meeting options.

A dedicated conference room is the perfect solution to quickly and effortlessly collaborate around the world. At Computerease we build these high tech meeting rooms which allow you to start your meeting from the integrated tablet with the touch of a button. Let us design and implement your new "Zoom" room.

September 2021



This monthly publication provided courtesy of Ryan Haislar, President of Computerease.

"As a business owner, 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 finally and forever!"



Technology & Remote Work Expand Business Owner's Options During Hiring Shortage

For the first time since January 2020, the number of job openings exceeds the number of job seekers. As of July 2021, there are over 10 million job openings but only around 8.4 million unemployed people actively looking for work. We're in the middle of a hiring shortage, and it's a job seeker's market.

Business owners are feeling the pressure of not being able to find people they need. Industries are affected differently, but no one is immune to feeling the pains of this hiring shortage. Savvy business owners and managers are thinking outside the box and realizing the numerous advantages that remote team members represent.

There are several advantages for a business when considering having remote workers as part of the team. Out of all the job openings you currently have in your business, how many can be performed remotely? Have you fully considered the benefits of adding remote workers to your team?

Benefits of Embracing Remote Workers *Larger Pool of Applicants*

When you're looking for the right person, it's a benefit to cast your net into an ocean of people instead of a small pond. When you open your job search to include remote workers, you've automatically increased the number of applicants who will apply, *<continued page 2>*

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making it more likely that you will find the right person to add to your team.

Specialized Knowledge

Are you looking for specific experience or specialized skills with your open position? Casting a wide net to a much larger pool of possible candidates is sure to yield a much larger response of applicants who have the specific skills your position needs.

Less Overhead Cost

For each team member that you add to your onsite team you will need more office space. And, as we know, office space can be extremely expensive. Large and small companies have found that they can realize significant cost savings by reducing the amount of office space required when their team members work remotely.

With today's competitive market, you need to make strategic decisions for hiring and technology. This gives you an edge over the competition when adding new people to your team. The smallest decisions for your technology can make a huge difference in how your team functions in a hybrid or remote work setting.

Thankfully there is a lot more technology available that can make it seem like a remote employee is just down the hall in their own office.

These technologies include:

- Zoom or other video-based collaboration tools
- Cloud-based VoIP phone systems
- Microsoft Teams – cloud-based collaboration
- Cloud-based email – Microsoft 365
- Cloud-based file sharing – OneDrive, SharePoint

The smallest decisions for your technology can make a huge difference in how your team functions in a hybrid or remote work setting.

I haven't shared any new or earth-shattering information in this article. You've likely read similar advice in many other places, especially after the rush to remote work environments with the pandemic. The technology solutions that allow remote workers to be as productive (if not more efficient) than office workers have been around for a few years.

Many of our clients have embraced the remote-working trend which was catapulted to the forefront during the beginning of the pandemic. At first, many of our clients sent employees who worked in the office home strictly for health reasons.

Now, many employees are back in the office, but some have made the permanent switch to remote work. One of our clients saved over \$10,000 per month in rent with a smaller office for only a few people after transitioning their team of 25 to a mostly remote work environment.

The strategic use of technology can help not only streamline your operations but enable an environment where remote work can solve many other business challenges. We are well versed in all of the technologies necessary to enable your business or organization to strategically leverage the new remote work phenomenon. If you would like to explore the possibility of adding remote members to your team we can provide all of the technology solutions to allow for efficient remote work.

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This...



If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report: "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, nontechnical terms the pros and cons of cloud computing, data security, how to choose a cloud provider and three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. **Even if you aren't ready to move to the cloud yet**, this report will give you the right information and questions to ask when the time comes.

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Shiny New Gadget Of The Month:



'Peep' The World Around You

Peeps by CarbonKlean is the ultimate cleaning tool for glasses – far better than your traditional rag, spray or T-shirt. It's compact, easy to use and, most importantly, revolutionary in its ability to not only clean smudges off your glasses but also protect them from the next smudge.

Peeps uses state-of-the-art carbon molecular technology to remove smudges and dirt at a microscopic level as well as keep your lenses clear of contaminants long after you use it.

To clean your lenses with Peeps, simply brush them to remove dust and particles, wipe them between the heads of the tongs and enjoy your crystal-clear vision!

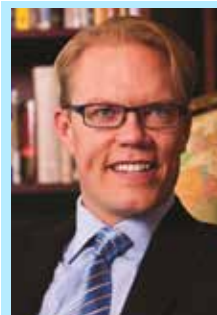
What Is The #1 Key To Success?

Dr. Geoff Smart: The Key To Success Is Building A Talented Team

To start off, I'll tell you what the key to lasting success isn't. It isn't financially savvy, competitiveness, humility or even hard work. Lots of people embody those traits, so they won't cause you to stand out from the crowd. No, what it really takes to be successful is hiring a talented team.

Successful leaders aren't successful just because of the things that they do on their own. They find success in hiring the right people for the right jobs. That's ultimately what leaders do: they assemble talent and allocate it toward a worthy goal. They have to understand a person's strengths and weaknesses and perceive if and how that person will further the mission of the team, whatever that may be. With a stellar team in place, the decisions of one person become less and less important.

If you don't think that hiring a talented team is the ultimate sign of your success as a business leader, then maybe I can convince you if I approach my point from a different angle. In my book *Who*, which I wrote with Randy Street, one of the first things we established was that one of the biggest problems facing companies today is unsuccessful hiring. At the time, it cost companies \$1.5 million per year, and the average company had a success rate of just 50%. Wouldn't it make sense that solving this problem, which is arguably the most important problem many companies face, would be the key to lasting success?



Marshall Goldsmith: The Key To Success Is Creating Lasting Positive Change In Yourself And Others

I would agree with Geoff that success isn't dependent on any of the common, pithy traits like trust, passion, honesty or engagement, but I don't think it necessarily has to do so much with a leader's team. I think that lasting success still starts when one person commits to make the most useful change that will bring about the most good for their business.

So, while having a talented team is important, at the end of the day, if you're not committed to changing yourself, then you won't be able to enact positive change in others when needed either. Your lasting success can only start with you, no matter how much talent you surround yourself with.

That's why in my book, *What Got You Here Won't Get You There*, I emphasize so many different "behavior derailers," like passing judgment, making destructive comments, telling the world how smart you are, etc. Changing these things within yourself where lasting success begins.

Dr. Geoff Smart is the chairman and founder of ghSMART, which serves Fortune 500 companies and helps their CEOs make impactful, successful decisions. He is also the author of the New York Times best-selling book, Who, and many others.

Marshall Goldsmith is one of the most successful leadership coaches currently working. He is the only two-time #1 Leadership Thinker in the world, as ranked by Thinkers 50. He has written 42 books, many of which are best-sellers.

■ Why Cyber-Attacks Are Getting So Dangerous

Cyber-attacks on companies are becoming increasingly common. As many companies adapted to the work-from-home culture that came about during the pandemic, they left their systems vulnerable to hackers who could steal their valuable data or hold it for ransom.

Some companies have been able to recover most of their data through the use of backup copies, but all too often, companies see massive interruptions to their operations and make enormous ransom payments. In fact, in the first quarter of 2021, 41% of insurance claims in Europe were related to ransomware.

If it happened to them, it can happen to your organization too. Create a security-conscious work

culture, create backups for your data, keep your systems up-to-date and hire security consultants to help you patch up any holes. Cyber-attacks can happen to you, but they don't have to.

■ How Do You Build Client Trust?

Building trust between yourself and your clients or customers is critical for making sales. If you have a client's trust, they'll work with you regardless of any other hurdles they have to clear to maintain their relationship with you. If you get the impression that potential clients and customers don't trust you, try these two methods for gaining their trust.

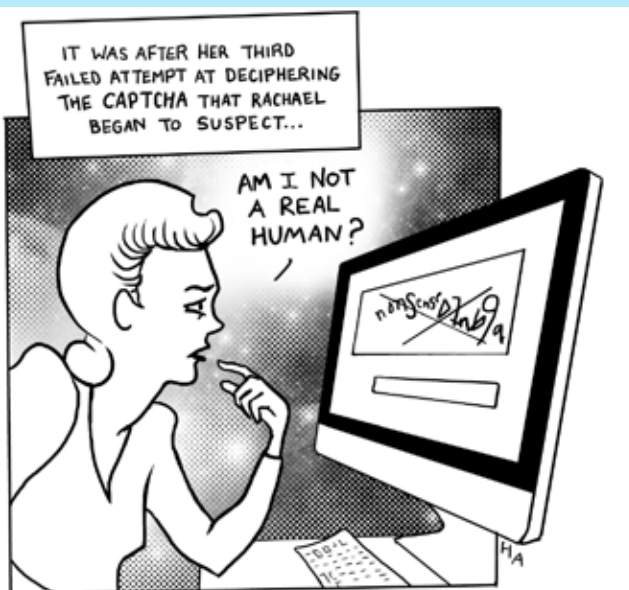
Share Client Case Studies With Them. If you can show customers how you benefited someone else's life with your

business, they might be more inclined to see you as someone who can help them as well. Find a customer who you've successfully helped in the past. Then, with their permission, map out their struggles and how your services helped them overcome those struggles. New customers will see themselves reflected in those case studies and be more willing to trust you.

Share Video Testimonials With Them. While serving the same basic function as a case study, videos of client success stories help new clients "see it to believe it." These can capture tone and emotion like written words cannot, thus making them a potentially more effective tool for establishing trust in your business.

■ Building A Virtual Team That Spans The Country

As many businesses found out this past year and a half, miscommunications happen all the time when any team is working virtually. Most of how we communicate with one another is nonverbal, so it would make sense that things would get lost in translation when just chatting through Slack. Nevertheless, there are a few key ways that businesses can learn to communicate well and build a great virtual team.



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