

# Technology Today

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



## Back To Cyber School?

We all know what it's like to have struggled to get to that one early class in college. When you signed up, it seemed like a great motivator to get your day started earlier. The actuality of hearing your alarm sound on the day of class was another story.

Cyber security training has the same effect on people as that dreaded 8am class. It's a drudgery to get set up and completed, not to mention chasing down the team members who are chronic procrastinators. Having every member of your team complete a cyber security training course is a huge feat!

Thankfully, you're not alone in accomplishing this task. Our cyber security training course is completely managed by our team. All you need to provide is a list of names and email addresses for who you'd like to receive the training. The rest is done. If you haven't done your training yet, give us a call and we can get you set up!



## Back To School!

### The 4 Cyber Security Trainings You Must Do With ALL Employees

It's back-to-school season! Soon, our kids will return to the classroom, where they will relearn the information from the prior school year to ensure that they were able to retain that knowledge. There's nothing wrong with needing a refresher, and this is true for both students and your employees.

If your staff has not had a refresher course on your company's cyber security practices sometime in the last year, now is the perfect time to get them up to speed. After all, they can't defend themselves from cyberthreats if they don't know how. That's why it's so important that your team has bought into a cyber-secure culture and is aware of potential threats that could impact your business.

Cyberthreats come in all shapes and sizes, but an overwhelming majority of

successful cyber-attacks can be attributed to human error, which is the main reason your employees need cyber security refresher training at least once a year. A lack of training can open your business up to hackers and other cyber-attacks by way of phishing e-mails, weak passwords, unsafe browsing and more - which jeopardizes your entire company. Additionally, in many cases, insurance won't cover your claims if your employees have not undergone regular training. Finally, customers usually don't want to do business with a company that isn't keeping their information protected.

It doesn't matter how big or small your business is - you must make an effort to ensure that all of your employees have gone through cyber security training. However, if you've never trained your team on cyber security

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

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## Shiny New Service Of The Month: TMobile 5G Home Internet

A client shared their experience of this new service from TMobile, 5G home internet. They live in a rural area where wired internet service isn't available. They have rave reviews, so we wanted to share this information with you!

*"I just got this at my house and it is spectacular! Speeds of 150 down and 100 up. I live in a rural area where AT&T was never going to increase the speed of 25 down and 2 up. There's another really cool benefit also. If you go on vacation or travel you can just unplug it and take it with you. I've tried it in multiple places and I'm getting great speeds as well. \$50/month and no contracts of data limits."*

You can find out more information about this service at <https://www.t-mobile.com/home-internet>

Please note that home and business internet needs are VERY different - the Computerease team can help with your business internet needs as well!

# The Most Important Word In Business

"What's the most important mindset for success in business?"

I was recently asked this question by a video podcaster, and I carefully thought about my response. At first, I didn't think it was possible to identify the single most important mindset. I find questions that ask for "one thing" tend to oversimplify things. I considered that success usually depends on a number of factors and can't be broken down into one single mindset, but suddenly, it dawned on me: the one mindset that I have observed in successful vs. unsuccessful entrepreneurs countless times is generosity.

Oftentimes, you will see companies place honesty as their top mindset value, but in my opinion, that's putting the stakes a little too low. Companies shouldn't have to remind their employees not to be dishonest. You may also hear businesses putting kindness first, but kindness doesn't actually bring any value to their customers' lives.

Companies that put respect as their mindset are on the right path but still fall short of the benefits that generosity brings. To show someone generosity, you are giving them respect while also giving them something valuable. When you actually think about it, leaders who succeed are often generous. They're able to treat their employees, their customers, their shareholders and the community with a sense of generosity that brings them success. Those who fail to show generosity rarely succeed over the long term. Throughout my experience, I have met many business owners who have seen success and failure through their use of generosity.

I once talked with the CEO of a mortgage company who implied that his business succeeded by "tricking" low-income homeowners into signing up for mortgages that had hidden terms that were unfavorable to them. Once the housing crisis hit in 2008, which was caused by bad players, this guy's company and career were snuffed out under a pile of lawsuits.



In contrast, I remember talking to Ted Waitt, one of the co-founders of Gateway. I was blown away that a guy like Ted, a cowboy sporting ripped jeans, could create a multibillion-dollar computer manufacturing company in the middle of South Dakota. Ted loved making technology less stressful for his customers while giving people good value for their dollar. His spirit of generosity was reflected in his company culture.

We often think that we need to do everything in our power to bring in more money, but adopting a mindset of generosity is better if you want to see success in life and your career.



*Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.*

## ■ Improve Your Company's Culture By Maintaining Employee Happiness

There are certain businesses you walk into that just feel different. Everywhere you look, the employees are engaged, which is reflected in the way business is conducted. And their quarterly profits usually show just how much business is booming.

These businesses stumbled upon the secret that one great employee is often worth three average employees, and it's cheaper to pay these superstars 150% or more of the average industry wage to keep them around. These employees are flexible problem-solvers who can weather any storm.

However, you may have employees who quit because they weren't happy or adding value in their roles. How do you keep your other employees from

following in their footsteps?

One way is to set up an open exit where your employees give you a six- to eight-week warning that they are looking for another job. You can use that time to fill their role and train the new hire so there is no lapse in the transition period.

You can also pay your employees a better wage and offer benefits to keep them happy and engaged. When you work with these employees to make their lives easier, their flexibility becomes a gift rather than a burden. Unhappy employees can spell doom for your business, so do everything in your power to keep your team happy.

## ■ 2 Scientific Methods To Prevent Memory Loss

It can be difficult growing older and realizing that your memory isn't as strong as it once was. You

may try to eat supplements or do brain exercises on your tablet, but there are strategies you can implement to enhance your memory.

The first strategy is to aim for mastery, not relative performance. Researchers at Nagoya University in Japan have found that mastery-approach goals (i.e., developing your own competence) enhance memory of newly learned material, whereas performance approach goals (i.e., comparing yourself to others) can create "tenuous connections" in memory. The authors concluded the study by saying, "Motivation factors can influence inhibition and forgetting."

The second strategy is to simply ask why. A 2016 study from the *European Journal of Social Psychology* found that thinking more abstractly can actually reduce memory issues. The study examined how levels of "construal" (examination and interpretation) can affect memory, and their results suggested that "abstract thinking can eliminate retrieval-induced forgetting because of relational processing, demonstrating the roles of the levels of construal on memory inhibition." In other words, if you know the "how" and "why" behind things you intend to remember, you'll be more likely to remember them.

