



COMPUTER DEPOT INC.

BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter

April 2021



Thomas Hill, President & Founder

"We are the IT partner helping small business owners make smarter decisions and take faster action!"



Happy Easter



The Core Value Equation

By Andy Bailey

Your core values are the most valuable asset you have. They help define your business, but more than that, they define your team and the work they put into the success of the business. That success can be broken down into the Core Value Equation.

**Core Values = Words =
Conversations = Decisions =
Actions = Results**

Or distilling it further: core values = results.

If you can define your values, everything that happens in your life is a direct correlation of your values, whether those things are good or bad. Your core values should be stated to and by your team, your customers should be aware of them – and they should be memorable.

Companies fail at core values when they are implemented poorly – or aren't implemented at all. In other words, they

come up with a list of values and don't live up to them.

You and your employees should all be on the same page. You should see the core values around the office, they should be talked about regularly and they should be a part of the day-to-day aspects of your business. Don't let them just be words on paper. Give them real meaning!

Developing core values is a five-part process:

- 1. Discovery Process:** What matters most? Core values don't have to be "nice" – they need to be authentic to the company.
- 2. Design Process:** They need to be sticky, viral and memorable to the team – make a sign for the office and put them on the website.

- 3. Rollout Process:** You want customers and employees to fall in love with the

TRIVIA

Congratulations

Melissa Flowers

from

Pratt Aycock

who knew that **15 states including TN** will see the **17 year cicadas** this spring.



TURN TO PAGE 3 FOR THIS MONTHS TRIVIA



Continued from page 1

core values, so make it all about them.

Make sure that the core values are visible to the company – on the wall, on the website or even in your email signature.

4. Implementation Process: Have your team forget about past experiences with the company. Your core values are about reorienting and reenergizing your employees and getting them on the same page.

5. Measurement Process: Survey your employees and get their feedback. Review employees based on a core value rating. Put it to work and make it tangible.

How can you make sure your team remembers the core values?

Keep It Simple. Miller’s Law states that most adults can store between five and nine items in their short-term memory.

Keep It Short. Choose a word, then you can have a meaning behind those words.

Keep It Clear. Avoid jargon, keep it conversational and use words everyone uses.

With that, you have the foundation to develop a strong set of core values for your companies – core values that will define your team, who they are and their future success.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

Thanks to Melissa Now We Know

In 1999, the internet seemed like a more innocent place. Or maybe a fun place at least. Most of us were blissfully unaware of the risks associated with being online. Cyber crime wasn’t a thing. Neither was cybersecurity. Then came Melissa, or rather the Melissa virus.

Supposedly named after a Florida stripper, the Melissa virus was created by programmer David Lee Smith. On March 26, 1999, he used an AOL account to post a Word doc in an “alt.sex” newsgroup. The Word doc claimed to contain passwords for adult websites, but in reality, it was the Melissa virus. Once opened, Melissa used the computer’s Outlook installation to email the first 50 addresses in the user’s address book.

Those users received an email and an attachment the subject line read, “Here is the document you requested ... don’t show anyone else ;-).” Because the Melissa virus was disguised as an email seemingly from someone in the user’s address book, approximately 1 million email users were fooled. This led to the shutdown of networks at more than 300 government agencies and corporations, including Microsoft.

The FBI, law enforcement, and AOL traced the virus to Smith and he was charged with several federal crimes. In 2002, Smith plead guilty and acknowledged that the Melissa virus was a “colossal mistake” that had caused an estimated



\$80 million in damage. He was sentenced to two years in federal prison and fined \$5,000.

The lessons from the Melissa virus led to an increased awareness of cybersecurity dangers. Shortly after the Melissa virus spread, Keith A. Rhodes—technical director for the U.S. GAO testified before Congress and listed five lessons learned from Melissa: 1. how quickly viruses can spread, 2. how hard viruses are to trace, 3. how easy software can be exploited, 4. a current lack of government process for reporting on and analyzing cybercrime, and 5. the importance of educating users about malware and protecting computers from it.

How far have we come? Not far enough. There is more cyber crime than ever before. That is why advance security awareness and training as well as technology that don’t expose you to unnecessary risk is more important than ever.

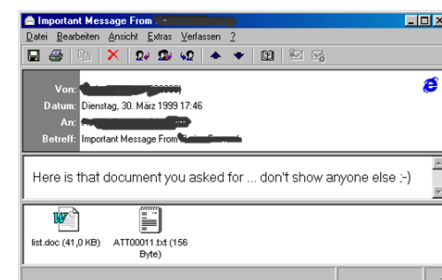
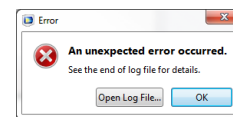
.....
 "Computer Depot Business Solutions is easy to work with, provides personal service, and a better quality product custom made for my business!"

**Jim Glasscock
 President, Locke Plumbing**



The Lighter Side

A teacher asked a young student what he wanted to do with his life. Without hesitation he said he wanted to be a great writer. The teacher asked him to further define what 'great' meant. The student replied: "I want to write stuff that the whole world will read, stuff that people will react to on a truly emotional level. Stuff that will make them scream, cry, howl in pain and anger!" He now works for Microsoft writing error messages.



HIPAA FACTS

Protect Your Practice from HIPAA Violations

Top 3 Causes of Data Breach



Employee Action

Third-Party Error



Lost or Stolen Devices

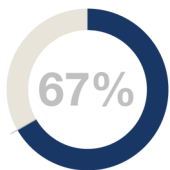
The average cost

per lost record:

\$401

HIPAA Fines Can Range From

\$100-\$50,000



of healthcare organizations plan to spend money on HIPAA audit services.

Want to avoid a data breach and validate your compliance?

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This Month's

TRIVIA

Here is your next chance to WIN!
 What famous astronaut's mother's maiden name was Marion Moon?
 Email your answer to
 RHill@ComputerDepotOnline.com

Why You Need To Unplug Every Once In A While

Putting down the phone, stepping away from the computer and turning off the TV can do wonders. Here are just a few of the benefits you can experience.

It Reduces Stress. The news and social media is packed with negativity. When you cut yourself off from the negativity, the stress melts away.

It Boosts Productivity. We live in the era of information overload. Spending too much time behind a screen clutters our brains and slows us down. Take a break to get perspective and regain focus.

It Just Helps You Feel Better. It gives your brain a chance to rest. Blue light given off by screens is overstimulating. Turning off the screen gives you a chance to recuperate mentally, emotionally and even physically.
 Forbes, Jan. 15, 2021



3 Top SEO Myths Busted!

Myth 1: You Can Skip Mobile Optimization.

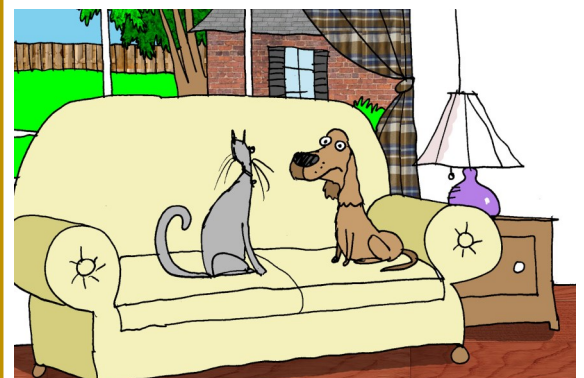
Reality: You may have spent a lot of time and money on your full website, but don't stop there. Google cares about mobile optimization, as mobile search is quickly taking over desktop search, so Google wants to cater to those people. If you don't optimize for mobile, it will hurt your rankings.

Myth 2: Links Are More Important Than Content.

Reality: Yes, linking is important, but you absolutely need solid content on your website to present yourself as a valid and credible site. Web users don't stick around websites with poor content or just links. And when users quickly leave, the value of your links drop. Quality content is key.

Myth 3: Ranking Is More Important Than Anything Else.

Reality: Some businesses only care about being on Page 1 or in the top five search results, but making that happen can be incredibly difficult. It's more important to entice the searching public to click on your content regardless of placement. It comes back to having quality content on your website, content that solves or answers a question (adds value) for the user. *Inc., Jan. 18, 2021*



"Your name is 123456. That's the reason they use my name instead of yours for their password. It's a security issue."





April 2021



Look What's Inside...

- **Core Values: It's Who You Are**
- **Melissa Was Slick But What Did We Learn?**
- **Top 3 SEO Myths Completely Busted!**
- **Hurry-You could WIN this month's Trivia and this** 
- **The Cicadas Are Coming**
- **WARNING** Why Everyone Needs to Unplug Sometimes, ~~Even You~~ Especially You



COMPUTER DEPOT BUSINESS SOLUTIONS - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

Brood X Comes For A Visit This Summer

They show up every 17 years to make a lot of noise. They don't bite and they mainly shut up at night. Scientists have named them Brood X (10), one brood of 17-year cicadas. They will be emerging all together between April and May. That is, unless the ground is too cold or there is too much rain -- then they will just wait patiently until conditions are right.

There will be trillions of them spread across 15 states, including Tennessee. A half-acre could produce 500 pounds of the critters. Their sudden appearance leads to a feeding frenzy for other animals. Everything starts eating them. Birds, cats, dogs, fish and rodents will stop what they are doing and eat cicadas.

The males will make a lot of noise during the day with their loud buzzing mating calls. The females lay fertilized

eggs in a tree branch by cutting a slit with their sharp wings. In a two or three weeks, they either die or go back into the earth. Meanwhile their young hatch in the tree limb in six to ten weeks, drop to the ground, and tunnel in to the tree roots.

We will notice empty cicada exoskeletons attached to trees, fences or wires. These are from the juvenile cicadas, who have spent 17 years as nymphs drinking tree sap. When the juveniles emerge, they are white nymphs. Their exoskeletons become darker and harden over four to six days. Once hardened, they leave their juvenile exoskeletons, having grown new, clear but colorful noise-making wings. It is all very fascinating, or annoying. Either way, we get to watch it first hand this year.



Contact Us

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