



# COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help Your Business Run Faster, Easier and More Profitably

Computer Depot Inc. Business Solutions Newsletter

June 2022



Thomas Hill, President & Founder

*"New client acquisition is great but turning happy customers into raving fans is the stuff we live for!"*



## How To Prepare For Gen Z In The Workforce

### Be Proactive And Update Your Cyber Security Practices

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smartphones and social media, will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they've always had the Internet and other advanced technologies at the tips of their fingers, but reports are starting to show that this is not the case. Many business owners fear that Generation Z's desire to share content online will lead them to accidentally reveal sensitive information that can cause financial, legal and branding damage to their business.

Online scammers have surely taken note of the power that social media influencers have over their fans and followers. Steve Durbin, CEO of the Information Security Forum, believes that organized criminal groups will begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive

information related to their employer. He's not the only business leader who's concerned either.

According to a study from the UK's advisory, conciliation and arbitration service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the main concerns. Additionally, *Entrepreneur* magazine has stated that many Gen Zers struggle to differentiate between friends they've made online and those in the real world. The National Cybersecurity Alliance's Annual Cybersecurity Attitudes And Behaviors Report stated that millennials and Gen Zers are more likely to experience a cyberthreat. That report also stated that Gen Zers and millennials have had their identities stolen more often than baby boomers. There's good reason for business leaders to be concerned about the next generation entering the workforce.

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## TRIVIA

### CONGRATULATIONS

**Jarrold Hess**

Executive Pastor

Who knew the founders of YouTube worked for PayPal before starting up YouTube.



TURN TO PAGE 3 FOR  
THIS MONTHS TRIVIA



If you're a business leader who's worried about cyber security and bringing the digital generation into your workplace, don't fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be proactive if you want your company to keep up-to-date with the best cyber security practices.

One of the first things you'll want to do is implement or update a cybersecurity training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way there will be no questions, and cyber security practices won't change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.

Additionally, you want to ensure that all

**"When new employees start, have a cyber-secure culture established, so it will be easier to train them on your processes."**

of your software is receiving its necessary updates. Failing to update software can leave your company vulnerable to cyber-attacks

since those updates usually fill any holes that hackers can exploit. When a new software update is released, try not to wait. If your employees use smartphones for work, make sure they have the proper security software installed – and that it stays updated.

Another great option to take care of all of your cyber security and IT needs is to hire a managed services provider. With an MSP, your business will have its data backed up, the reliability and quality of your computer systems will be improved and you'll save time that you can reallocate elsewhere in the business. There's no better or more affordable way to improve your company's cyber security than by hiring an MSP to take care of all of your technological needs.

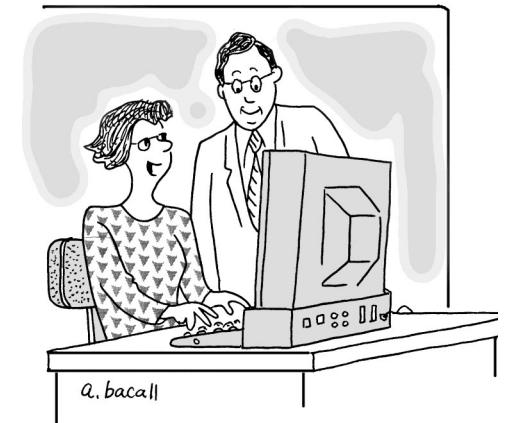
While the new generation will certainly come with their own set of challenges and obstacles, you don't have to worry about their cyber security practices if you're proactive. Use password managers, hire an MSP and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We've introduced new generations to the workforce many times before, and Gen Z shouldn't be more challenging than any of the others. There will just be slightly different challenges.

To schedule a call to talk, Go to <http://www.ComputerDepotBusiness.com/DiscoveryCall>.

*"Computer Depot Business saves us money and saves us headaches! We no longer need to pay a full time IT salary. Anytime we have a problem, the team takes care of it quickly and without hassle. The very capable technicians are professional and are extremely pleasant to deal with. Response time is fabulous."*

*Vicki Helms*

CHEROKEE PORCELAIN ENAMEL



*"My password is 'again'. Whenever I forget my password, the computer message says 'Try again'."*

## Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

### PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at  
<https://www.ComputerDepotBusiness.com/7security>  
 or call our office at (865) 909-7606.

Get your FREE "Cyber Security Tip of the Week" at [www.ComputerDepotBusiness.com/drip-tips/](http://www.ComputerDepotBusiness.com/drip-tips/)  
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10 minute discovery call

**Ask About These:**

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- HIPPA Secure Now
- Seagate Certified
- Xerox Business
- Business Phones

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This Month's

TRIVIA

How much did Steve Job's first computer go for at auction?

Email your answer to  
RHill@ComputerDepotOnline.com

A winner is randomly selected from all correct responses.

**A Couple of Dad Jokes in Honor of Dads Who Make Us Laugh**

Q: What did the buffalo say when his son left?

A: Bison!

Q: What did the spider say to his dad?

A: You spend too much time on the web!

**Developing Technology Professionals Into Leaders**

The pandemic brought forward plenty of change in the worlds of technology and business. Even as the pandemic slows down, the use of technology will not. This has brought new importance to the role of chief technology officer. In fact, data suggests that 30% of current CTOs expect their next role to be as a CEO. Twenty years ago, we saw the rise of brilliant engineers who took on roles in the business field but lacked necessary leadership skills. They're attempting to avoid this with the brilliant minds in the technology industry. Many industries have partnered CTOs with CIOs in an effort to improve the CTO's relationship skills. As things become even more digital, technology will be at the root of most businesses. Developing your brightest technological minds will surely bring positive results to your business in the future.

**Four Must-Listen Podcasts for Small Business Owners**

Starting and managing a small business takes a lot of work. Many business owners work long hours and assume high risks. Still, for many entrepreneurs, starting a business ranks among their key life accomplishments. Running a company is a continual learning experience. That said, small business owners can always up their game by listening to the right podcasts.



First up, failure is a fact of life for many entrepreneurs. Many famous business leaders today suffered setbacks and failures at one point or another. You can tune into Entrepreneurs on Fire to hear not just success stories, but also failures and what key business leaders learned from those setbacks.

Managing your personal family finances can be difficult. Managing your company's finances can be especially. Tune into Stacking Benjamins, a chatty, humorous podcast covering business and personal finance.

A great view-from-the-trenches podcast is The Startup Chat. This podcast offers actionable insights and covers many of the most pressing challenges that threaten to derail startups. Each 22-minute episode is packed end-to-end with useful advice and examples.

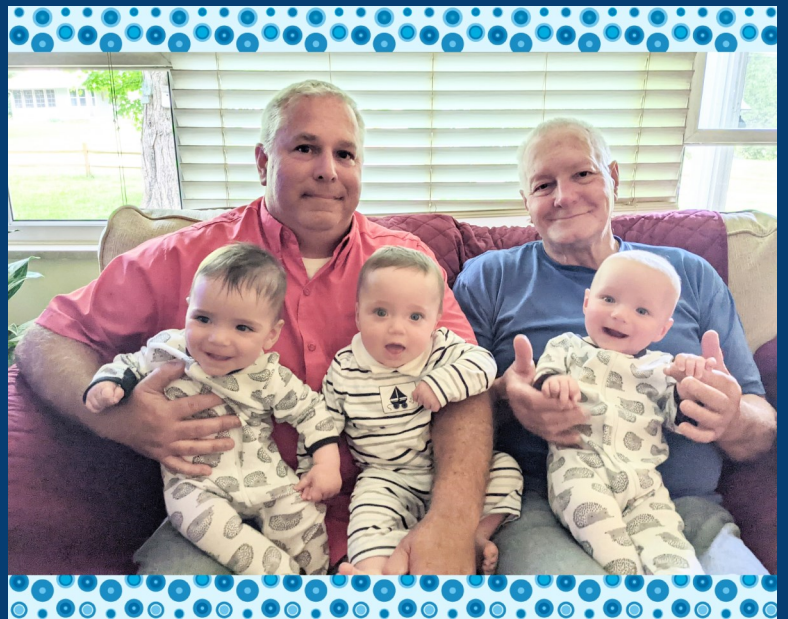
Last but not least, Business Wars takes a deep dive into some of the biggest business battles of all time. We're talking Pepsi versus Coca-Cola, Nintendo versus Sony and Blockbuster versus Netflix (we all know how that one turned out). Studying these epic clashes is entertaining, and if you pay attention, you may glean many insights.

Whether on your commute or over a morning cup of coffee, the above business podcasts offer plenty of insights.

*Happy  
Father's Day*

*to all the special men  
in our lives who are  
out there living their  
best dad life!*

Thomas Hill Jr. and  
father Thomas Hill Sr.  
Grandboys: Francis,  
Remington, Ian






June 2022



## Look What's Inside...

- **Gen Z In The Workforce: Are you ready?**
- **Small Businesses Need To Develop Technology Professionals Into Leaders**
- **Hurry-You could WIN this month's Trivia and this** 
- **Dads Got Dad Jokes**
- **Four Must-Listen Podcasts for Small Business Owners**
- **Meet our Pet of the Month — and then go enter your best furry (or not) friend to win!**



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

## Meet Frishes: MAY Pet of the Month

Frishes is a rescue. According to his person, Janet Spencer of Heartland Services, Frishes (rhymes with Delicious) and is the name he came with. She thinks maybe it's a combination of Frisky and Precious, which she says matches him perfectly!

His breed is part Chihuahua and part "unknown." The vet thinks the other part is Papillon, due to the long hair on his ears and curly tail. Frishes is believed to be around 16 years old, but he acts like a puppy other than the fact that, sadly, he's losing his eyesight. Frishes was rescued in Dec. 2014 from an awful condition of neglect His left hind leg had a string from an old blanket wrapped around it so tightly that it had cut to the bone. The vet didn't know if they could save his leg but the surgery went well and with daily suture care, he recovered. "I took care of him every morning and night, changed his bandage, put a little clean sock over it, and medication for several weeks, said Janet." "Needless to say, we bonded, and finally he was a normal dog again! Now he goes for walks outside, gets regular vet care and his long, thick fur (which gets matty) gets cut

every spring, which is why some photos show long hair and some show short hair."

We love that beautiful hair Frishes!

Janet says, "Even though he growls and barks at all strangers, Frishes is my little wonder dog!" Congratulations you two.



For information on entering your pet go to [www.ComputerDepotBusiness.com](http://www.ComputerDepotBusiness.com), enter keywords "Pet of the Month"

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