COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Thomas Hill, President & Founder

"We really do become what we think.. Be sure you are <u>thinking and talking about</u> opportunities and what you want-not what you don't want.. Be positive!

2023

HAPPY NEW YEAR

Make 2023 A Great Year For Business With 3 Tech Resolutions

The new year is upon us, and many business owners will use this opportunity to create plans to ensure that 2023 is as profitable as possible. You can devise all kinds of business resolutions you want to focus on during the year, but most of the time, business owners think about key performance indicators like sales opportunities, customer loyalty or referrals. Still, while these are vital, it's just as important to include resolutions relating to new technological advancements.

You can see growth in many different areas when you improve the technology within your business. Some improvements will help you make each experience better for your customers, while others will allow you to save time and money. If you're unsure of what tech resolutions to make, don't panic; we're here to help!

Here are three tech resolutions to think about in 2023 – they will help you both improve and protect your business.

Improve Your Cybersecurity Practices

It's no secret that technology is constantly evolving, but many people fail to realize that cybercriminals are also evolving. Every business, regardless of size, needs to be aware of the risks and take the necessary precautions to avoid having a cyber-attack. If you don't have cyber security practices in place – or it's been some time since you last considered this – you should review your current needs and make any necessary updates.

One of the best ways to improve your cybersecurity practices is to run your team through annual or semiannual cyber security training. According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element. If your team is well-trained in cyber security and has bought into a cyber secure culture, your business will be less at risk. Make sure they know the importance of password security, the different types of cyber-attacks and how

to protect sensitive business and customer information.

Utilize A Managed Services Provider (MSP)

There was once a time when businesses used in-house IT teams to take care of all of their technology needs, but this is no longer the most efficient or affordable way to do things. Now businesses use MSPs to handle most of their technological affairs. MSPs are well-known for their ability to help with any technological needs since their teams are usually full of well-informed experts. They can take care of everything on the technology side of your business so you can focus more on boosting sales and pleasing customers.

If your business experiences power outages or natural disasters, MSPs will work around the clock to get you back up and running. They even ensure your data is backed up in case disaster does strike. If you're worried about cyber-attacks, there's no better way to protect your business and its data than by hiring an MSP. They monitor your

> **"According to Verizon's 2022 Data Breaches Investigations Report, 82% of data breaches involved a human element."**

network security and keep patches up-to-date to prevent hackers from accessing your information.

Hiring an MSP may be the best thing you can do to protect your business.

Implement Artificial Intelligence Into Your Business

Prepare yourself for the AI boom in 2023. Throughout the past few years, many businesses have utilized AI to boost their profits and customer satisfaction scores, but the uses and benefits of AI will grow significantly this year. In fact, you'll soon notice AI being used in new and beneficial ways in the health care and automotive industries.

If you aren't using any form of AI in your business, you should immediately look into it. You can implement an AI chatbot on your website to provide personalized conversation and help your customer with their questions or needs. Some AI software will even track customers as they peruse your website and offer them product suggestions, which can help improve your sales scores.
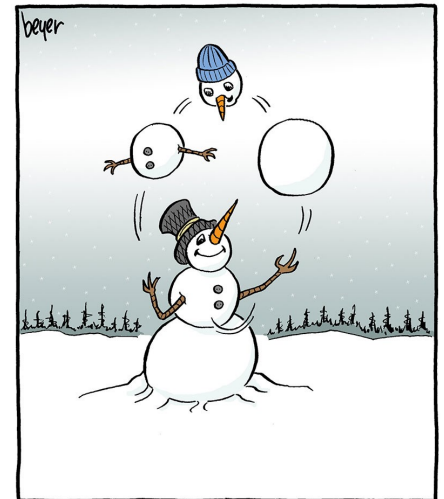
The New Year is the perfect time to reset, reevaluate and plan to ensure 2023 is a successful year for you and your business. If you are unsure about where to start, try implementing some of the tech resolutions listed here. They'll quickly help you grow your business and keep it protected from cybersecurity risks.

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"Wheeeeeee!"

HIPAA FACTS

Protect Your Practice from HIPAA Violations

Top 3 Causes of Data Breach

Employee Action

Third-Party Error

Lost or Stolen Devises

The average cost **per lost record**:

$401

HIPAA Fines Can Range From

$100-$50,000

67% of healthcare organizations plan to spend money on HIPAA audit services.

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TRUTH

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Cybersecurity Hero

Tammy Keith

Congratulations and Thank You!

Tammy is Office/Personnel Manager at ExpoQuip, Knoxville. She assist owner and CEO, Jorge Sanabria with the day to day operations, ensuring the office is running smoothly and that everyone has what they need to work efficiently. "I try to step in wherever needed to make sure our employees are able to do their job and serve our customers with the highest efficiency." Fun Fact: Tammy loves to sing and line dance! We are pleased to recognize Tammy for demonstrating good cybersecurity behavior, especially with email!

Do you want to be a Cybersecurity Hero? You can get started by reading the weekly cybersecurity tips. If you are currently not getting them, you may email Melissa at MCollins@computerdepotonline.com to be added and secure your chance for the next quarterly recognition.

2 Ways To Refine Work Relationships With Younger Employees

The workforce gets younger every day, which can make things more challenging for business owners. Many are concerned with how they should adapt and build meaningful relationships with these new employees. Here are a few ways to consider:

Setting Standards Early

One of the most significant concerns for business owners, especially in regard to young employees, revolves around values. It can be hard if values don't align. To avoid this situation, dive deep into this topic during the hiring process so you are well aware ahead of time.

Giving Young Employees Responsibility

Young employees want their work to matter and their voices to be heard. Once you get them through onboarding and you're comfortable with their skills, give them a chance to prove themselves.

John C. Maxwell   Thomas Hill

Leading With Trust and Value Added

John C Maxwell is THE number one leadership guru. No one, including Google, would say otherwise. Maxwell is internationally recognized as a leadership speaker, trainer and author who has written over 70 books and sold more than 19 million copies. He has been the consistent number one Leadership Guru on the Global Gurus sites for 6 years now. I had the privilege of meeting him at an IT Leadership and Sales conference recently and so much of what he said was quotable. He gave us plenty to think about as leaders of our businesses but here are a couple of takeaways I thought worthy of sharing.

Maxwell urged us to consider how a great leader is great, not because of his or her own power, but because of his or her ability to empower others. He spent some time talking about how true leaders add value to the people they come in contact with everyday. "Leaders add value to other people everyday. They actively think about how they can add value to people. They look for opportunities to add value to others and then they do things that add value to people."

Maxell also spoke about trust. "To build trust, a leader must exhibit competence, connection, and character." In The 21 Irrefutable Laws of Leadership, Maxwell says trust is the most crucial aspect of leadership. It is the foundation which all relationships are built upon.

This Month's

TRIVIA

"You can't hurt babies or old people", was the first advertising slogan for this product. Which product?

Email your answer to RHill@ComputerDepotOnline.com

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BUSINESS SOLUTIONS

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January 2023

Look What's Inside...

- **3 Great IT Resolutions You Need to Make For The New Year**
- **Great Leaders Do These Two Things**
- Hurry-You could WIN this month's Trivia and this ➡
- Is Your Staff Getting Younger and Younger Every Year? Don't Worry About It.
- **Meet A Real Life Cybersecurity Superstar**
- **Why You Can't Afford and Won't Want To Miss This FREE Executive Seminar !**

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

FREE Executive Seminar In Seymour This Month

FBI Special Agent Jason Jarnagin, Supervisory Special Agent in charge of the Knoxville Cyber Crime Task Force will be explaining **How and Why your Small Business is a Big Target** for cyber criminals at a very important seminar you won't want to miss. There are some SIMPLE protections and precautions you can put in place to drastically reduce your chances of being a victim – which is what we're going to show you at this event. Here is more of what we will cover during this seminar:

- The #1 security threat to your business that antivirus, firewalls and other security protocols are defenseless against.
- A SHOCKING truth about bank fraud that most businesses don't know about that could (literally) wipe out your bank account.
- 2 Things you need to know about Cyber Liability Insurance in 2023

Wednesday morning, January 18th is going to be awesome, with a Chick fil A breakfast, door prizes, and valuable information that you can immediately put to use.
There is absolutely NO cost to you to attend but you must reserve your spot today.

Here are 3 ways to get the full details and to register:

1. **Go online to:**

   https://www.ComputerDepotBusiness.com

   /free-executive-seminar/

2. **Call us at 865-909-7606**

3. **Scan this QR Code**

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