



TECHNOLOGY TIMES

Insider Tips to Help Your Business Run Faster, Easier and More Profitably



Thomas Hill, President & Founder

"Fear breeds excuses and excuses hold you back. You will find a way to grow, or you'll find an excuse not to."



TRIVIA

CONGRATULATIONS

Tammy Keith
with



Who knew that Presidents George H.W. Bush and George W. Bush were the 2nd father and son pair to become presidents of the USA and the 1st was John Adams and John Quincy Adams.

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THIS MONTHS TRIVIA**



5 ANNOYING TASKS YOU CAN AUTOMATE RIGHT NOW

Odds are that right now you're doing a handful of tasks manually that you don't need to, like sorting through an endless email inbox. According to Microsoft, employees spend just under two hours daily on e-mail – that's more than eight hours a week spent in your inbox instead of on more creative or strategic projects.

But many businesses and employees have found a way off the relentless merry-go-round of to-dos: automation. By using software to manage repetitive tasks (without human intervention), you can complete your to-do list faster, spending less time on menial tasks and more time doing the projects you enjoy.

Task #1: Get Your Inbox To Zero (Without Wasting A Day Of Your Life)

E-mail is essential to our work today, but managing an overflowing inbox is an endless job. Automation tools, however, can quickly organize and prioritize emails, schedule responses and even convert e-mails to actionable tasks.

Here are a few ways to automate your email tasks:

1. **Automating inbox organization.** In every mainstream e-mail platform, you can create filters and rules. Start by setting up filters in your e-mail to automatically sort incoming e-mails based on criteria like sender, subject or specific keywords. For instance, e-mails containing the word "invoice" can be directed straight to a designated folder.
2. **Use labels and categorization.** Most e-mail platforms have an automatic label feature that helps you categorize e-mails more dynamically than folders will allow. You can apply multiple labels to a single e-mail, making it easier to retrieve e-mails that may fall into several categories.
3. **Scheduling and automating e-mail responses.** Delayed send or scheduling tools automatically send your e-mails at predetermined times, which can be particularly useful for reaching recipients in different time zones. Write now, send later.

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4. Automate task creation from e-mails.

Automation services can integrate your e-mail with project management tools and automatically convert incoming e-mails into actionable tasks, so you never miss an important action item!

5. Utilizing AI and advanced automation.

If you want to level up your e-mail automation, some automation tools let you use AI to label new e-mails based on their content, which can streamline how you prioritize and handle incoming messages.

Task #2: Hands-Off Appointment Scheduling

We're all busy people, but booking a meeting shouldn't require 10 back-and-forth e-mails. Calendar automation tools remove this annoying exchange by enabling people to book directly on your calendar and sending automatic event invitations and reminders.

With calendar automation tools, you can:

1. **Allow clients to book directly into your calendar.** With automated calendar tools, customers or team members can view your available time slots and book directly.
2. **Sync schedules across devices and team members.** These tools can also sync with most e-mail platforms, ensuring all team members are updated in real time when a time or location changes.



3. **Send automated appointment reminders.** Calendar tools also support sending automated appointment reminders. These can be customized to go before the appointment, reducing no-shows and making sure everyone is on time and prepared.

Task #3: Streamline Bookkeeping

Tracking the ins and outs of finances manually is tedious and can also be subject to more human error. Here are three ways automation improves bookkeeping:

1. **Automatically import and categorize transactions.** Automation software can automatically pull in and categorize transactions from your bank accounts and credit cards, dramatically reducing the need for manual entry and helping maintain cleaner, more organized financial records.
2. **Generate custom financial reports with one click.** Automated reporting tools also have robust capabilities for generating detailed financial reports instantly. These platforms allow for real-

"CD Technology built all the computers that we are using. They delivered them timely and made sure that they were set up on our network. They take care of any problems which are very few."

Axson Minihinnett,

Pemberton
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time insights into financial performance, enabling leaders to make informed business decisions quickly.

3. **Integrate with your bank and payment processors:** There are tools that also provide comprehensive integration with banking systems and payment processors that track cash-flow management and ensure that all transactions are automatically recorded and reconciled in your accounting software.

Focus On The Work You Enjoy

E-mail, appointments and bookkeeping are critical to running your work and business, but they don't need to be a mind-numbing time suck. Use simple automation tools to take manual tasks off your plate so you can focus on the creative and strategic parts of your business you enjoy most.

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DR. JORDAN PETERSON

ON WHY CHALLENGE IS THE KEY TO A FULFILLING LIFE



Although it can be difficult, we don't protect our children from every challenge they face. We let them fail, learn and grow. Otherwise, they'd never really know what they are capable of. As adults, however, we tend to shy away from challenges, seeing them as obstacles to a better life. But clinical psychologist and University of Toronto professor Dr. Jordan Peterson warns, "All the avoidance in the world isn't going to save you from your fate... There are endless pathways to tragedy, and that's the basic condition of life in some ways."

It sounds hopeless, but Peterson explains that it's the opposite: people bold enough to face challenges head-on hold the key to unlocking life's most tremendous potential. Peterson has made significant contributions to psychology, religion, ethics and growth with his renowned books, including 12 Rules For Life: An Antidote To Chaos and Beyond Order: 12 More Rules For Life. He recently spoke at an industry conference that some of the CD Technology team were privileged to attend and explained how, by embracing difficult circumstances with an "upward aim," we have the opportunity to find true satisfaction and meaning while having the adventure of our lives.

How To Face Challenges With An Upward Aim

A bad boss, a fight with a loved one or even being let go from a job – it feels like something is always standing between us and happiness. But Peterson encourages us not to avoid challenges. By opening our eyes to them and mustering the courage to overcome them, we transform into better versions of ourselves and move closer to a more fulfilling life.

"That's how you find the pearl of greatness," Peterson explains. "You face up to the

genuine catastrophes of existence, and what happens is you find out that you can do it... No matter how hard or how bad it gets, there's more to you than to whatever it is you have to face."

However, Peterson explains that when we face challenges, it's important to approach them with an "upward aim" or vision. This prevents us from becoming bitter or resentful during the process and lets us see the path through the challenge more clearly.

"You see the things that will help you, the things that will get in your way and the opportunities for transformation," he explains. "The aim specifies the landscape, and that's something remarkable to know."

If you're not clear on your aim or vision, Peterson suggests spending time thinking about these questions:

- If you could have what you need and want in work, life and your relationships – within reason – what would it be?
- What do you need to keep you going another day, another year?

We embark on a transformative journey by confronting our fears and flaws and taking responsibility for our actions. This practice of self-improvement benefits us and ripples out to our families and communities.

"Remember, everything you do is an up-aim ... The way you talk to people, the way you look at your wife, the way you greet your customers, the orientation for the money you make, your attitude toward yourself – every single bit of that, all devoted to that upward aim," Peterson says. "Then life reveals itself as an upward adventure – and that's the truth."

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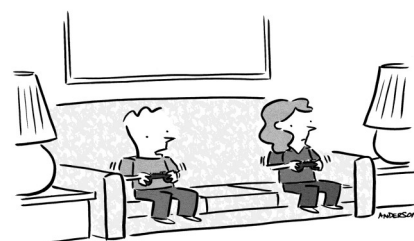
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July 2024

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CD TECHNOLOGY - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

MOST E-MAIL PLATFORMS STINK AT KEEPING OUT DANGEROUS E-MAIL ATTACHMENTS

In 2024, computer and network security company SquareX ran a study testing the effectiveness of popular e-mail platforms in keeping out e-mails with dangerous attachments. One hundred malicious documents were sent through a thirdparty e-mail provider to platforms including Gmail, Outlook, Yahoo!, AOL and Apple iCloud Mail. What they found was that the majority of the harmful documents successfully evaded e-mail provider antivirus and malware scans. "It truly scared us that it was this easy," the company wrote. Remember, you are the last line of defense in your inbox. Never click on an attachment you weren't expecting, verify the sender before opening and ensure your device is protected with the most up-to-date security software.

4th of July By The Numbers

In July 2023, In American:

- We spent about \$13.5 billion on food and beverages.
- An estimated \$73.12 million was spent on 150 million hot dogs.
- A cookout for 10 cost about \$6.77 per person (minus drinks).
- We spent \$2.3 billion on fireworks. Half of that was in Seymour. JK
- Shopping for the holiday was influenced by inflation. Up to 83 percent of celebrants changed their shopping habits because of increased prices. Obviously, not with the fireworks.
- About 37 percent made purchases of disposable plates and cutlery.

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Knoxville, TN 37921
Phone: (865) 692-4247

or
10721 Chapman Hwy
Seymour, TN 37865

Phone: (865) 577-4775

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