

# The Tech chronicle

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### Our Mission

**To enhance our customers quality of life and the health of their business**



## Top 3 Strategies I Learned From Peyton Manning To Improve Leadership & Grow My Business

Peyton Manning knows a thing or two about success. As one of the greatest quarterbacks in the history of football, he's reached heights that few of us can ever hope to match — regardless of our field. When reviewing a career as storied as Manning's it's tempting to attribute his dominance to innate talent and maybe some kind of preternatural work ethic. Certainly, if you ask him he'll tell you that these two are essential ingredients to any kind of outsized success. But there's a third factor that we tend to overlook and it's one that has tremendous implications for our roles as business leaders: the influence of those who have coached us along the way.

Speaking at a recent conference I attended, Manning said something that really stuck with me. "I think you *always* need to be coached. Whatever

level of success anyone in this room has reached, someone's gonna hit a plateau. We need a coach to unlock our full potential."

No matter where we're at in our work and lives, it's vital that we seek out people to keep us accountable and moving forward. I found Manning himself to be an invaluable resource in that regard. While he's not about to sit down with me one-on-one, he definitely left us with a few key lessons that we can all benefit from.

### **1. RECOGNIZE THAT YOU DON'T KNOW EVERYTHING**

It's easy to balk when you hear a quarterback with two Super Bowl wins and five MVP awards under his belt tell you to remain humble in your self-perception, but it's also telling. "I believe in mentoring and paying it

*Continued on pg.2*

forward,” he said, “but I also believe that we shouldn’t think we have it all figured out and that we don’t need to be mentored.”

Years back, Peyton and his brother Eli had a shared coach: David Cutcliffe, now the head coach at Duke University. Even after they entered the NFL, both he and his brother would return to Coach Cutcliffe and seek his insight and guidance to refresh and strengthen their fundamentals. It was “like we were 18-year-old college freshmen again, working on how to take a snap,” Manning says. Even as a 14-year all-pro quarterback, he continued to seek the counsel of his mentors on the most basic aspects of the game. “The point is that the little things do matter. Keep being coached, and keep being evaluated.”

## 2. BE ADAPTIVE

As CEOs and managers we’re the “coaches” of our business teams. And the best coaches, according to Manning, are the ones who know the members of their team and consistently play to their strengths. For example, the best offensive coordinators that Manning played for “were adaptive in designing the offensive system around the players on the team that year.” This mean, since Manning is not particularly fast, coaches wouldn’t structure their offense around a lot of quarterback running plays. Rather than try to magically turn him into a faster runner overnight, successful leaders tapped into the things he *was* good at.

**“Instead of complaining about your employees’ faults, hone in on their talents.”**

“Design plays that your team can do. Don’t put them in situations where they’re not going to be really comfortable and not going to be successful. Being flexible based on who’s in the room is a good way to coach.”

Instead of complaining about your employees’ faults, hone in on their talents. This will not only motivate and inspire those who work for you, but it’ll also optimize outcomes in your business over the long term.

## 3. PRACTICE SERIOUSLY.

When asked how he was able to consistently thrive under such incredible pressure, Manning cited a piece of advice he received early on in his football career: “Treat practice like a game.”

“Create those intense situations during practice, during the course of the week,” he said, “so that when Sunday afternoon or whenever that big moment comes around, you’re not overwhelmed by the moment.” At Manning’s practices, the team would always strive to maintain the same level of intensity they’d bring to a big game, from their own attitudes to the deafening crowd noise.

“The biggest mistake people make in that mecca moment,” he said, speaking about the Super Bowl, “is to try to do something *different* from what they’ve been doing all season to get them to that point.” Find what works and cultivate it relentlessly, to the point that you and your team can do it in your sleep. “The competition’s going to be tough. It won’t be easy. But there’s a reason you’re there in that moment ... because you’ve had great success.” Continue executing those successes while keeping a mind on your team and further advances will surely follow.

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## This is the Biggest Threat to Your Business Today

In 2019, there is no greater threat to the safety of your business than ransomware. According to a 2018 survey conducted by Datto for 2,400 managed services providers specializing in data security for small to midsize businesses, over 55% of clients had been targeted by a ransomware attack within the first six months of last year.

### Critical Takeaways:

- The top ransomware delivery methods were found to be: phishing emails, malicious websites, malicious ads and clickbait.
- The top vulnerabilities were: poor end-user cyber security training, risky user practices and weak passwords.

However, the biggest issue of all may simply have been ignorance. "The #1 threat for SMB CEOs is thinking they are immune for some reason," said Michael Drake, CEO of masterIT. "They think they don't have anything the hackers want, so it's not worth the price to protect themselves."

The numbers don't lie: Hackers are zeroing in on the low-hanging fruit of small businesses in droves – it's time to wake up and invest in the protection your business needs to survive.

*SmallBusinessComputing.com,*  
11/19/2018

## Volunteering Teaches Entrepreneurship

If I offered you a chance at an internship that would rock your business and your business potential more than any class you could take at any university, would you sign up?

Okay, then. *Get out there and volunteer somewhere.*

We all know that volunteering is valuable. It helps our communities, our country, and it certainly helps us. We deliver meals to shut-ins, swing hammers and paint houses with Habitat for Humanity or fill boxes at food banks. In fact, according to the Bureau of Labor Statistics, last year around 63.4 million people in the US volunteered. That's 26% of the population.

People volunteer because they get more out of the experience than what they put into it. The feeling of doing good is one thing, but you also get to meet new people, learn new skills, and rub elbows with community leaders you might not meet otherwise. But there's one another reason to volunteer: you can learn to be a kick-ass entrepreneur along the way, especially if you go into it seeing it as both a chance to give back and an opportunity to learn and hone your people and job skills. I experienced all this firsthand by spending a few days planning, and then working at, the food bank in my community. Man, oh man, did I experience some hardcore business lessons. And you could too!

Going into volunteering, you may think you are the ultimate nice guy donating your time and skills. You're going to walk in, do some work, help a few folks and earn some brownie points. But if you really want to see what being an



entrepreneur is all about, volunteering in a leadership position will give you important insights into what it is like to run a business and to rely upon others to have your mission carried out. Consider it a trade in a lot of ways: your time for life lessons. Getting others to do the things you need them to do is hard enough when you're paying them but when they are volunteering their time it becomes a whole new ballgame – one that requires inspiration and clarity in the common vision in order to effectively lead and meet all the objectives.

Certainly you learn a lot about keeping people on track and listening to the ideas of your team, but the biggest lesson I came away with from my own volunteering experience was humility. The lesson here is that as an entrepreneur you need to set the course, get people fired up and then, for God's sake, get out of the way and let them do amazing things.

Volunteering to organize something for your community may not put money in your pocket, but by homing in on the important lessons that you learn you can apply these experiences with your own employees. In the end, these lessons may just take your business to the next level – and that's priceless.



MIKE MICHALOWICZ started his first business at the age of 24, moving his family to the only safe place he could afford – a retirement building. With no experience, contacts or savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!" For more information, visit [www.mikemichalowicz.com](http://www.mikemichalowicz.com).