

The Tech chronicle

What's New

Canon Capital Technologies has paired with a new marketing group to more effectively get information to you! Part of this new initiative means that you may start receiving emails from us which come from a non-Canon email address. We absolutely do not want you to click on links from senders you don't recognize, so we wanted to let you know that this one is safe! The email address is 'cmap@mmemxx.com'. When you receive an email from this address the 'xx' will instead be two random numbers. This sender is safe and is provided by the marketing group on our behalf.

As always, if you have questions or aren't sure if a sender is safe or is coming from us directly, please feel free to reach out and we're happy to review the email for you.

January 2020



This monthly publication provided courtesy of Craig Covington co-owner Canon Capital Technologies

Our Mission

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



3 Places You Should Never Cut Corners With IT

We all know how easy it is to cut corners in business – but we also know we shouldn't. If you do, you'll eventually have to face the consequences. The same applies to IT. When you cut corners, the consequences to your business can be major. Here are three places where you never want to cut costs.

EQUIPMENT

You want to set up a wireless network at the office, but you don't want to spend more than \$50. So, you spend that \$50 and call it good. While this new router may deliver a wireless signal that reaches every employee, you could be making a huge mistake that may cost you dearly.

Routers are a good example of technology you want to put extra thought and money into. You want equipment that not only makes

sense for your business's network needs but will also perform reliably and securely. Cheap routers aren't known for their security features. You want something that will complement the firewalls or security software you have in place (and you should have them).

This same idea applies to all other equipment, as well as software. When you cut corners, there's a good chance you'll be opening your wallet again to fix the problem in the near future. On top of that, it puts your data at risk if you're buying cheap, potentially faulty equipment. Do research, ask questions and work with an experienced IT company to make sure your equipment is up to snuff.

GROWTH OF YOUR BUSINESS

Whether you're just getting started or you've been in the business for a

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while now, you always want to invest in hardware and software that will scale *with* your business. It's safe to say that most businesses want to grow, which means adding more customers and more employees. When that's the plan, scalability becomes a big deal.

Part of it comes back to the first point: cheap equipment isn't typically designed with scalability in mind. It's a quick-fix investment. It's not made for the long haul. Where do you plan on being in five years? What are your growth goals? You have to ask these kinds of questions to determine what kind of investment you need to make, whether it's in billing software, customer service

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software, workstations or your network infrastructure.

If you don't think about scalability, as soon as you start really growing, you'll be hit by growing pains. You'll have to reinvest in technology, and you'll be spending far more than you needed to, once for the first investment (on non-scalable tech) and once for the second investment (to catch up with your growth). But because your business has grown since that initial investment, you'll be left with a hefty bill - for much more than you paid the first time. Don't make this

mistake!

DATA SECURITY

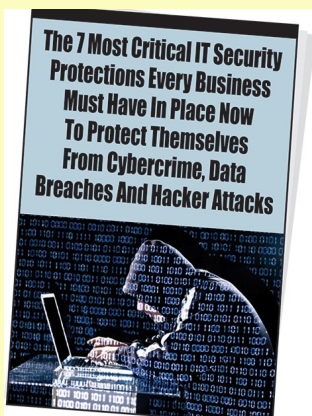
Just because your data is locked away in the back room doesn't mean it's safe. For one, small businesses are the biggest targets for cybercriminals because most small businesses skimp on data security, making it easy for cybercriminals to steal data and cause a lot of problems.

To make matters worse, if you get hit with a cyber-attack or data breach, it can be incredibly difficult to recover, and many small businesses *don't* ever recover. They struggle for a few months before finally closing their doors.

You need to invest in firewalls, malware protection, data encryption, data backups, password managers and, as mentioned above, good equipment that is designed with reliability and security in mind. And no, you don't have to figure it out by yourself. It can be a lot, and as you dive into the topic of data security, you'll have questions.

This is exactly why you want to pair up with an experienced IT company that specializes in security. It is very hard to run a business and try to be a data security expert at the same time. Thankfully, you don't have to do that. You can get the most out of your equipment, you can be prepared for future growth and you can be ready for the threats to your data! You just have to make that first investment.

FREE Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks



Three hundred sixty thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you **MUST** read this report and act on the information we're providing.

Download your FREE copy today at
www.ccmgtech.com/cybercrime
 or call our office at (267) 381-2025.

4 Tips to Successfully Lead Your Team to New Heights

As we begin a new year we often look for new strategies and growth tools for our businesses. While planning out new leadership techniques this January, here are some tips that may be effective for you and your team.

1. Keep communication open (and honest).

Whether you talk face-to-face, hold regular meetings or rely on chat software, always have a communication option open between everyone at the company in some capacity.

2. Be willing to delegate.

You can't do it all yourself. You hire people with experience to help your business succeed, so let them shine!

3. Anticipate conflict.

Conflict can't be avoided, but it can be addressed before it becomes an issue. Train your team on ways to deal with conflict among themselves, with customers and beyond.

4. Embrace mentoring.

The best leaders are also mentors to people around them. If someone leans on you for guidance, embrace it!

Business Insider, 10/18/2019

5 Keys For Building Effective Multilocation Teams

Technology has made it easier than ever to set up multiple locations, but it also presents new challenges for business leaders: how to build and sustain a positive and productive company culture while managing geographically dispersed teams. When managing offices in multiple locations, the difference between success and failure often can be traced to the commitment that leaders have in fostering a company culture that embraces open, honest communication, accountability and alignment. Here's how you do it.



1. HIRE RIGHT.

When hiring (or promoting from within) to manage remote office locations, make sure candidates have what it takes to work independently and in a less traditionally structured environment. The nature of working remotely requires team members to be self-starters. They also need to have the knowledge and confidence to solve challenges on their own because they won't be able to walk into your office for guidance.

2. LOOSEN THE REINS.

As a leader, you're ultimately responsible for the success of your team. But once you've hired your team, you have to release control and let team members do their jobs. Establish key performance indicators (KPIs) to set goals, and identify steps required to accomplish those goals, but resist the temptation to micromanage. Warren Buffett said it best: "Hire well. Manage little." This will afford you time to focus on other projects and the trust you show will breed loyalty in your team.

3. CONDUCT FREQUENT MEETINGS.

Daily huddles provide team members with the opportunity to quickly share their schedules and news that the whole team should hear. Each person can also report on progress toward goals and note the top priority for the day. Just because you have an office in another state

doesn't mean those team members shouldn't participate. Morning meetings, even via video, can build team spirit, foster accountability and provide quick solutions.

4. DON'T NEGLECT INDIVIDUAL MEETINGS.

No matter the size of your organization or the number of remote locations, it's essential for each team member to have one-on-one time with a manager or leader. Absence does not make the heart grow fonder, so hold these meetings at least monthly and preferably biweekly. Implement a system that allows supervisors to track the progress of team members' work, provide a listening ear for any concerns and help them set goals.

5. PUBLICLY RECOGNIZE ACHIEVEMENTS.

As leaders, we must encourage team members to be the best they can be and to recognize excellent work. Research has shown a direct correlation between workplace appreciation and productivity and engagement. A Salesforce study found that team members who feel their voices are heard are 4.6 times more likely to feel empowered to perform their best work. Create an online kudos board with an app like TINY pulse where you and fellow team members recognize peers for their accomplishments.



Andy Bailey is the founder and CEO at Petra, an organization dedicated to helping business owners achieve levels of success they never thought possible. With personal experience founding an Inc. 500 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.