



T. Daniels Consulting

THE T. DANIELS TIMES



Microsoft Partner
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What's New

Nearly every week, you hear a news story about a cyber-attack or a rogue virus sweeping through the country or the world. And maybe you're a little bit skeptical. Are these viruses really a problem for you? Are these cyber-attacks really aimed at a business like yours?

We thought it might be fun to share a statistic. In the last 24 hours prior to the publication of this article 72.3% of e-mails directed at our clients were problematic messages containing either an attached virus, a hidden link to a malicious website or were unwanted spam messages that we blocked on our client's behalf.

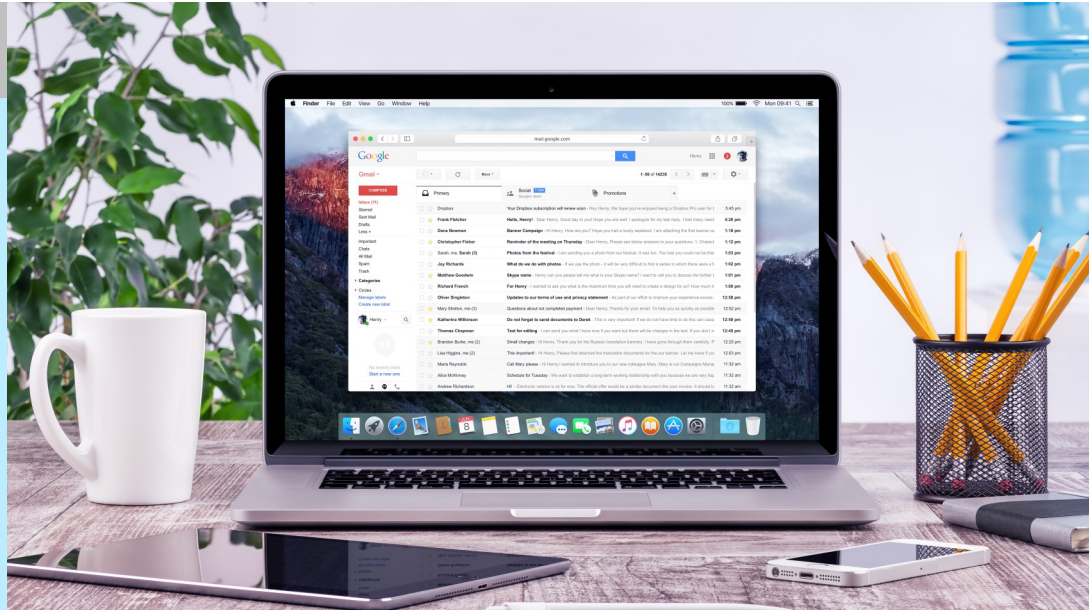
If even one of your employees unwittingly opens a legitimate looking e-mail with an attachment containing a virus or clicks a link to a malicious website your entire network could be compromised. Call us at (810) 629-0131 or visit our website at www.tdaniels.com to find out more today.

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This monthly publication provided courtesy of Timothy D. Ricketts, President of T. Daniels Consulting.

"We appreciate that you have given us your trust to help you protect your most valuable asset; your data, while helping your organization evolve in the computer age. Thank you!"



Amazon CEO Jeff Bezos' Secret To Avoiding Email Overwhelm

Do you look at your inbox and want to cry? If so, you're not alone. According to widely cited Radicati Group research, the average person gets 120 business emails every day. If you don't manage your emails, you could end up in another statistical majority. People spend at least 14 percent of their workday on email alone. Is it any wonder that a recent Harris Poll found that only 45 percent of our workdays are spent on actual work? If you're looking for the solution to your email woes, start with some of Silicon Valley greats.

BEZOS DELEGATES

If you want to watch a corporate team start to sweat, see what happens when they get a "?" email

from Jeff Bezos. Business Insider reports that the notoriously easy-to-contact Amazon CEO will forward customer complaints to his people and add only a question mark to the original query. Getting that dreaded mark is a little like getting the black spot from Blind Pew the pirate. You know that a day of reckoning is at hand. Follow Bezos' lead. Instead of answering all emails yourself, ask, "Can this be better handled by someone else?" Forward it to your team and save yourself the time.

USE AUTO REPLIES

You can also use auto-reply tools to manage the flood. Tommy John CEO Tom Patterson did just that after his emails skyrocketed >

from 150 to 400 a day. He tells Inc.com that “there weren’t enough minutes in a day to answer all of them.” So he didn’t; he set up an auto-reply to tell people that he only checked email before 9 and after 5 – and to please call or text if it was urgent. The result? “It forced me to delegate and empower others to respond,” he says. Suddenly the flow slowed to a trickle.

DO YOU GET MORE EMAILS THAN BILL GATES?

And it really should only be a trickle; Bill Gates reports that he only gets 40-50 emails a day. Ask yourself, “Should I really be getting more emails than Bill Gates?” One possible cause for email inundation, according to LinkedIn CEO Jeff Weiner, is other employees sending too much email of their own. He writes, “Two of the people I worked most closely with ended up leaving the organization within the span of several weeks after they left I realized my inbox traffic had been reduced by roughly 20-30 percent.” If you



have over-communicators in your ranks, ask them to tone back the digital flood.

SET BOUNDARIES

Creating a hard buffer between your email and your life is another CEO tactic.

Arianna Huffington doesn’t check her email for a half hour after waking or before going to bed, and she never touches it around her kids. That space to breathe is essential to maintaining a work-life balance. And if it gets bad enough? Etsy’s Chad Dickerson has a solution: email bankruptcy! He tells Fast Company that every few years, he just deletes everything and starts fresh!

Not all Silicon Valley gurus have it figured out, however.

Apple CEO Tim Cook doesn’t get 120 business emails a day. No, according to an ABC interview, he gets closer to 700. He just gets up at the crack of dawn every morning and starts reading. Hint Water CEO Kara Goldin does the same thing, preparing for a 12-hour workday with a marathon email session. But as you can tell from the other people we’ve discussed, this is an exception, not the rule. Emulate Jeff Bezos or Arianna Huffington instead and watch your email stress melt away.

Help Us Out And We’ll Give You \$200 Bucks For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we’ve decided to extend this special “refer a friend” event into the month of August.

Simply refer any company with 10 or more computers to our office to receive a FREE Computer Network Assessment. Once we’ve completed our initial appointment with your referral, we’ll rush YOU a \$200 as a thank-you (or donate \$200 to your favorite charity ... your choice!). Simply call us at 810-629-0131, visit our website at tdaniels.com/companyreferral, or e-mail us at info@tdaniels.com with your referral’s name and contact information today!

Shiny New Gadget Of The Month:



Alexa, Who's Winning the Virtual Assistant War?

There are multiple companies trying to break into the “smart home hub” market, but Amazon’s Echo (and its sultry Alexa) are holding on to 70 percent of the market share, and it doesn’t look like that’s changing any time soon. That’s a clear sign of victory for Amazon - and a wake-up call for its competitors.

The voice-activated home assistant market is growing, with almost a third of millennials likely to use a home assistant this year. While it might take a decade or more for the devices to find their way into the homes of older demographics (a situation Saturday Night Live has already mined for comedy), it seems that smart hubs will only increase in popularity from here on out, and that Alexa is poised to rule them all.

Do You Have a Business or a Job? How to Succeed as an Entrepreneur

Turning Your Job Into a Business By Andy Bailey

To put it simply, if you can’t take a month off to travel to Italy (or to write the great American novel or do some other time-intensive activity), you’ve got a job.

When I started my first company, I thought I was out of the grind of a job. Sure, my company was successful, but after nine years, I realized that I still had a job, not a business. My stress level was still high, and I hadn’t made myself any happier than if I had a regular job. So, I made some changes.

Do you want to make the shift from job to business and realize your dreams of independence? Here are five steps to help get you there:

1 MAKE A PLAN. It’s best if you can define your priorities by breaking them down into daily, weekly, monthly, and quarterly activities. Figure out where you are as a company right now, where you want to go, and how you want to get there.

2 SURROUND YOURSELF WITH THE BEST. If you think you can do it alone and not end up having a job, you’re mistaken. You’ve got to be intentional about surrounding yourself with great people.

3 ONCE YOU HAVE THE BEST, LEAVE THEM ALONE. Relax. Resist the temptation to micromanage your team. Warren Buffet said it best: “Hire well. Manage little.” If you’ve succeeded with steps one and two, you’ve already set your team up for success. So, let them do what they do best without hovering.

4 MAKE YOUR BUSINESS INDEPENDENT OF YOU. As I said earlier, if you can’t take a month long vacation, you’ve still got a job. Develop processes that allow your business to run without you. Instead of holding onto knowledge, share what you’ve got and teach your employees to be problem solvers, rather than come to you for answers.

5 WALK YOUR TALK. Be fair and reasonable with your employees and your clients. Make sure to show up on time and do what you say you’re going to do. You’ll reap the rewards through inspired loyalty and customer referrals.

Odds are, you’re going to have to start with a job to turn your company into a business. It won’t happen overnight. But, little by little — if you do it right — things will come together. In musical terms, think of yourself as a conductor. You’re not sitting first chair in the orchestra, and you’re not playing an instrument. Your job is to get the best players, decide who’s going to play what and how, and then let them perform the symphony. Pretty soon, you can put down the baton, listen to the music, and take that much-needed long vacation.



As the founder of Petra Coach, Andy Bailey can cut through organizational BS, showing organizations the logjams thwarting their success, and coaching them past the excuses we all use to avoid doing what needs to be done. Andy learned how to build great organizations by building a great business, which he started in college. It then grew into an Inc. 500 multimillion-dollar national company that he successfully sold and exited.

Cyber Security Spotlight: Disaster Recovery in the Cloud

What would happen if your company experienced complete **computer failure**? What if you couldn’t get it resolved for hours, days, or weeks? Why do you need a business continuity and disaster recovery strategy?

- **Protect** from fire, theft, cyber attacks, etc.
- **Safe and secure** with the latest encryption
- **Automatically** backup without worry of forgetting
- Go live in **minutes** with current data at **unbelievably low rates**



For more detail on this and the full security suite please contact us by phone at **810-629-0131** or email at info@tdaniels.com. Ask about the security suite. Mention you read about it in the newsletter and receive a free security audit (\$597 value). Offer expires 8/31/2017

■ **This Genius Debit Card Lets Parents Control Their Teenagers' Spending** If you feel like your teen views you as a walking ATM machine, startup company Current might be able to help. Their new app – also called Current – allows you to track and control your teen's spending through the company's debit card. Current offers a series of

robust services designed to teach your child financial responsibility while still letting them have some say over how and when they spend their money. You can set up daily spending and withdrawal limits, but you can also set up contingencies – money that's freed up, say, when chores or tasks are completed.

Techcrunch.com 5/9/2017

■ **You Won't BELIEVE Where Hackers Are Hiding Malware Now.**

If you use Popcorn Time or VLC, listen up: Hackers are targeting your subtitles. Yes, that's right – from bad kung fu movie dubs to the latest and greatest

European cinema, this technique hides malware in the downloaded subtitle information for a movie. Once it's in your computer it takes root and communicates with the attacker. By the intermission, your machine belongs to them! If you're a Popcorn Time user, you can download the patch online. VLC and other media players should have the problem patched by the time of printing. Or, you know, you could just not download movies from the internet ... but we all know how likely that is.

Techcrunch.com 5/24/2017

■ **How a University Campus Is Using This New Technology to Keep Its Students Safe.**

Remember when you got locked out of your dorm building back in college and had to wait for someone to go in or out? Those days may be gone, if new technology out of China has anything to say about it. Dorms at Beijing Normal University are being fitted with face recognition software, which will let residents in – and keep intruders and other unwanted people out.

Mashable.com – May 23, 2017

