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THE 5 LANGUAGES OF
APPRECIATION IN THE WORKPLACE

If you loved Gary Chapman’s New York Times #1 bestseller, *The 5 Love Languages*®, you’ll love its sister book written for the workplace, *The 5 Languages Of Appreciation In The Workplace: Empowering Organizations By Encouraging People*, co-authored with Paul White.

By teaching the art of authentic appreciation, the book tackles the core issue: Do employees feel valued? When you learn your team members’ languages of appreciation, you can work to improve workplace relationships. Plus, the book includes a valuable MBA Inventory assessment to tailor your approach. Though some readers note that it repeats concepts from *The 5 Love Languages*, this new take is an excellent read for leaders aiming to improve relationships and elevate team performance.

DISCOVER THE SECRET TO
OVERCOMING DIFFICULT TASKS

Throughout our lives, we all encounter obstacles that appear too daunting to overcome. During these situations, most turn to the Internet or business books for advice, but there’s another source everyone should turn to for support and help: someone you trust. When you partner up with someone, regardless of whether you’re starting a business, tackling a project or working toward a goal, it can make the experience less stressful. Working alongside someone allows you to brainstorm ideas and find solutions you may



not have been able to come up with on your own. As the saying goes, “Two heads are better than one,” so find someone to help you reach your goals and start working together.

THE DATA BREACH EPIDEMIC

How Cybercriminals Are Exploiting Human Weaknesses

Every year, thousands of businesses fall victim to data breaches. In 2022, over 1,800 data compromises affected more than 422 million people, according to the Identity Theft Resource Center’s 2022 Data Breach Report. As cybercriminals continue to refine their tactics, it’s clear that cyber-attacks and data breaches will not stop anytime soon. That’s why it’s so crucial for businesses to develop strong cyber security strategies.



Ignorance: Do you give cyber security training to new hires during onboarding? Do you host annual cyber security training to give your employees a refresher on what they need to know? If not, your employees might be completely unaware of what cyber-attacks can look like and how to protect the company.

Stress: If your employees are stressed out, overwhelmed and overworked, they may overlook potential cyber security concerns. Evaluate your employees’ workloads and, if necessary, make adjustments to ensure nobody becomes overwhelmed.

DON’T MAKE THESE MISTAKES
WHEN HIRING ONLINE

Many businesses have turned to the Internet for all of their hiring needs. They’ll post open positions on job-board websites like Indeed or ZipRecruiter, create questionnaires to prescreen potential candidates and use artificial intelligence to remove candidates with subpar résumés. Here are three online hiring mistakes you should avoid.

Not Being Descriptive Enough With Job Postings: Your candidates won’t be able to clarify any questions they may have about the position before applying, so your posting needs to be as detailed as possible.



Relying Entirely On Automation: Automated screening processes can be a great tool during hiring, but you still need a human to ensure everything works as intended.

Failing To Inspect Résumés And Applications. Too many hiring managers avoid looking at résumés and applications until they interview candidates. Carefully review every application to craft relevant interview questions and find the best fit.



THE DEALER CYBER SOLUTIONS TIMES

Microsoft
Partner

Silver Cloud Platform
Silver Cloud Productivity
Silver Small and Midmarket Cloud Solutions

DID YOU KNOW

Our Blog is filled with helpful technology tips and insights for your dealership. We post new articles that provide valuable information for your business almost every day. You can sign-up to be notified of new topics when they are posted or you can visit <https://www.dealerCybersolutions.com/blog/>

Here are a few examples of the kind of information that is available:

- Innovation Through Technology Adoption:
<https://www.dealerCybersolutions.com/technology-adoption/>
- Artificial Intelligence in Customer Relationship Management
<https://www.dealerCybersolutions.com/artificial-intelligence/>



A “CULTURE OF APPRECIATION”
IMPROVES WORK AND
CUSTOMER LOYALTY:

Here’s How To Make It Your Own

The desire to feel valued, recognized and appreciated is universal in Western culture, not only in our personal lives but also in the workplace. According to Great Place to Work’s 2023 discretionary effort study, 37% of respondents said that more recognition at work “would encourage them to produce better work more often.” Additionally, employees who feel consistently recognized are 2.2X more likely to innovate and bring up new ideas and 2X more likely to say people at work go above and beyond. Working harder, smarter and happier – that’s a significant ROI.

Similarly, customer appreciation drives loyalty, engagement and company growth. A Forrester survey of 85,000 consumers found that the top three emotions that “inspire or discourage loyalty” among people are to feel valued, appreciated and respected. Appreciation isn’t a one-and-done event.

We can all agree that appreciation is important, but how you show it matters. (Sorry, but your annual Christmas party or Facebook customer appreciation post doesn’t cover it.) To reap the benefits of appreciation in your organization, you must weave it into company culture.

Tips To Create a Culture
Of Appreciation

A culture of appreciation is about being consistent. While significant events like anniversaries, birthdays and holidays are great opportunities to recognize and appreciate employees and customers, you need to do it in small ways throughout the year.

Here are a few important tips to help you create your own meaningful culture of appreciation...

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Tips for meaningful employee appreciation and recognition:

It's important to note that there is a difference between appreciation and recognition. Appreciating an employee is to acknowledge their value as a person to your organization. Recognition is related to performance and effort. Consider both when you are planning your acts of thanks:

- **Find out what's meaningful to them.** Everyone has preferences for how they want to be appreciated. So, ask! Food, a note, a personalized gift – there are many simple ways to show appreciation.
- **Create more opportunities for recognition.** You can't see everything, so ask for submissions from your entire team and post the shout-outs on an office bulletin board or internal team e-mail.
- **Be specific.** Did they put in extra effort for the presentation? Are they always on time for team calls? Specific comments are more genuine.
- **Don't wait.** Don't recognize an employee for their work on a presentation a month.

after the conference. The sooner you say it, the more impact it will have.

- **Align with the bigger vision.** Recognize how employees contribute to your organization's mission during team meetings. You could even offer to pay for a training course or industry conference to invest in their professional growth.

Appreciating Customers:

In a study by the Rockefeller Corporation, 82% of customers will stop doing business with you if they feel they're undervalued. Here are tips for creating a culture of customer appreciation in your organization:

- **Personalize their experience.** A handwritten thank-you note is meaningful to customers, but personalizing the customer experience can go even further. Figure out how they like to be reached (via e-mail or phone, for example) or set up marketing campaigns relevant to their unique preferences.
- **Follow up.** After a service or purchase, check in with your customer to ensure they're happy. Proactively showing up and addressing questions or problems before

customers get frustrated helps them feel valued and respected.

- **Create loyalty programs.** Programs (like Starbucks' Rewards or REI's co-op membership) where customers earn points for purchases or get discounts for loyalty milestones help express how important their business is to you, ensuring you keep getting it!
- **Offer perks or gifts (especially when something goes wrong).** Customers love getting perks on their birthdays, on holidays, as a surprise or to celebrate a significant purchase from you. But gifts like a free product, gift card or discounts are essential if there's a problem. Once solved, gifts provide a way to recognize and rectify the inconvenience.

Infusing appreciation and recognition into your organization isn't just a pleasant gesture – it's a strategic move that yields tangible results like improved employee effort and innovation, stronger relationships and loyalty.

Whether acknowledging an employee's hard work or sending a personalized note to a customer, let's make every interaction a testament to our appreciation and respect for them – not just this month, but all year-round.

FREE REPORT DOWNLOAD:

Free Safeguards Rule Checklist Download: Know Exactly What Needs To Be Done

This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download Your FREE Copy Today At <https://www.dealercybersolutions.com/safeguards-rule-checklist/>



CARTOON OF THE MONTH



START JANUARY WITH A CHAMPION'S VISION:

Emmitt Smith's Humble Advice For Success

When former NFL running back Emmitt Smith was six years old, he told his dad that one day he wanted to play for the Dallas Cowboys. "He said, 'Son, life is going to do some things, and you're going to have to learn how to overcome,'" Smith recalls. He did overcome challenges, setbacks and mistakes in his career, lessons he took to heart. By embracing humility, accountability and passion for the process, he didn't simply succeed – he became legendary.

After 15 seasons in the NFL, and holding the record for leading rusher, Smith won season three of the hit show Dancing With The Stars and is today a successful real-estate entrepreneur. Though his accomplishments may feel like the stuff of dreams to us, his advice remains remarkably grounded.

January is often when we contemplate our goals and visions, whether in business or personal endeavors. By embracing Smith's advice, we can realize our own meaningful aspirations.

Hold Yourself Accountable

Smith has had many coaches, teammates and other entrepreneurs challenge him in his career, and they've played a critical role in holding him accountable both as an individual and as part of a team. "Who made the most mistakes and who did not? What marketing plan is working, which one is not, who's not communicating upstream or downstream? All these things are important to the level of success you're trying to get to," Smith explains.

Accountability helps you improve, especially if you surround yourself with people who are more experienced. "It's a beautiful thing to have wisdom... Some of your accountability partners have a little bit more experience than you do, so never be afraid to ask and seek guidance and help."

You Do Not Become Successful by Yourself

"I could not have become the all-time leading rusher without the Great Wall of Dallas in front of me," Smith says. It takes everybody to succeed in every organization; nobody can shoulder all the weight by themselves. The people who are not the most recognizable in the organization are often the ones who are doing a lot of the grunt work behind the scenes to make you look good. "Success is there to be shared. Not reserved for just you. It's enjoyable when you have others to share it with," Smith says.

Be In It for The Process

People often ask Smith how he became an all-time leading rusher. "Well, you got to be consistent. So, you can't be missing work. There aren't any shortcuts in life," he says. Fulfilling a vision is about taking small steps consistently so actions become habits and habits become sustainable routines.

"At the end of the day, when you get done, you will look up and you will look back on your journey. And you will see the process. And the things you put in to become successful work out for your good."

SHINY NEW GADGET OF THE MONTH

Theralite Aura Bright Light Therapy Lamp



Proven by science to help boost your mood in the winter months or decrease the side effects of jet lag, light therapy lamps – also called SAD lamps – use LED lights to mimic natural sunlight to help regulate your mood and sleep-wake cycle.

Featured in the Strategist's "9 Very Best SAD Lamps," the Theralite Aura Bright Light Therapy Lamp is a standout choice. With 10,000 lux LED lights, it delivers the ideal light intensity for therapy. Plus, it's compact and versatile, fitting perfectly on your desktop, table or nightstand. It's affordable too – only \$52 on Amazon. Brighten any winter day with the Theralite Aura Bright Light Therapy Lamp.