

TECHSAGE TECH TALK

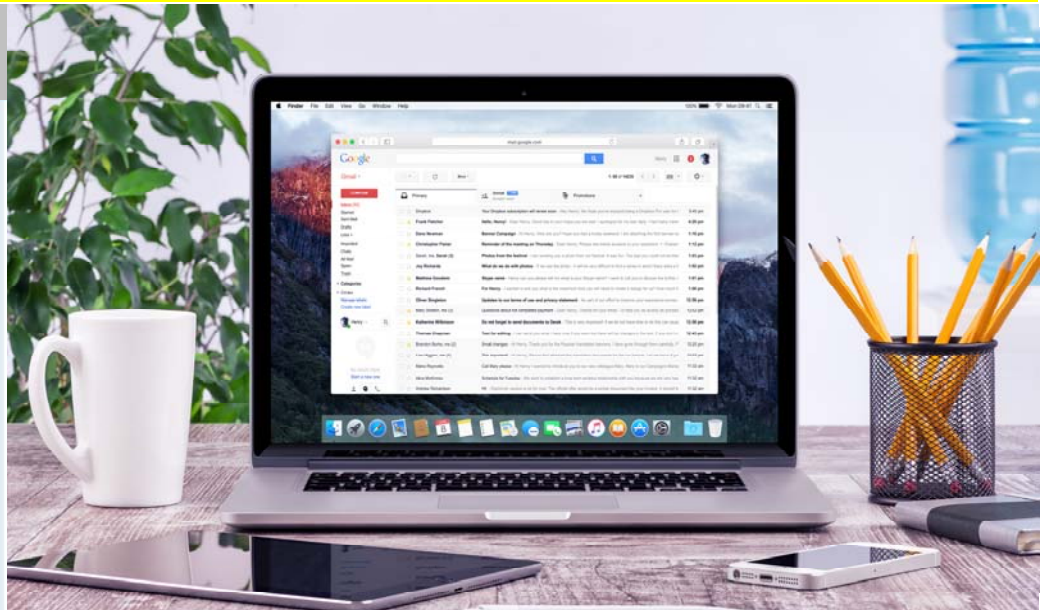
"Insider Tips To Make Your Business Run Faster, Easier, and More Profitably"

What's New

Maximizing New Media

Strengthen Your LinkedIn Profile to Win New Business

If your LinkedIn profile isn't engaging, you're missing out on opportunities to be seen and heard. LinkedIn Groups are an opportunity to connect with people in your industry, share and receive content, and build relationships that grow your business. To find communities, select "Groups" from the LinkedIn search categories and enter a relevant keyword or phrase, and then join groups that are most relevant to you and your customers.



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. >

August 2017



This Monthly Publication provided courtesy of John Hill, President of TechSage Solutions.

We are Business Consultants with a

Technology Focus and have Leveraged Technology to Propel Our Clients Toward Competitive Success in the San Antonio area for sixteen years. Our goal is to Simplify the use of Information Technology for our Clients so that they can focus on managing and growing their businesses.

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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



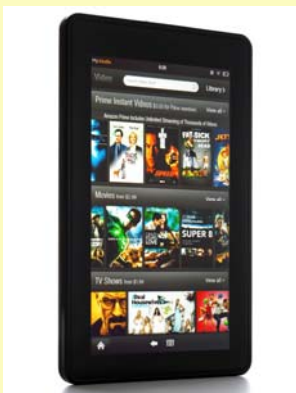
have over-communicators in your ranks, ask them to tone back the digital flood.

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 A Brand-New Kindle Fire 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 hold a special “refer a friend” event during the month of September. Yes, this counts toward our ongoing referral contest as well.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$397 value). Once we’ve completed our initial appointment with your referral, we’ll rush YOU a free Kindle Fire of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!). Simply call us at (210) 582-5814 or email info@techsagesolutions.com with your referral’s name and contact information today!

Please join TechSage Solutions to explore how your business is under ATTACK and ways to protect yourself from the growing number of ATTACKS.



During This Must-Attend Seminar You'll Discover:

- ... The scary risks of mobile and cloud computing – and critical policies, procedures and protections EVERY business must have in place NOW to protect themselves; overlook even one and you're exposing yourself to security breaches, damaging and expensive litigation, employment lawsuits and having confidential company information exposed to competitors, hackers and cyber-criminals.
- ... The #1 security threat to your business that antivirus, firewalls and other security protocols are defenseless against.
- ... Why firewalls and antivirus software give you a false sense of security – and what it REALLY takes to protect your organization against new threats and today's sophisticated cybercrime rings.

Who Should Attend?

C-Level executives and managers who are concerned about: lost or stolen devices, privacy of confidential information, employment litigation introduced when employees use personal devices to access company data and State and Federal laws that carry heavy fines for lost or stolen data. This is of particular importance for those organizations that handle ANY sensitive data such as credit card and financial information, medical records (or serve clients who have medical records) or who simply want to avoid having their bank account wiped out due to a cyber-attack.

Event Details

When: Wednesday, September 20, 2017
Session Time: 11:30 am – 1:00 pm
Where: San Antonio Technology Center Web Room
 3463 Magic Drive
 San Antonio, Texas 78229

Event Catered by: **Blanco BBQ**



Register Event Link: www.techsagesolutions.com/cybersec2017/

Thank you to our sponsors:



Is that text really from “someone you know”?

Always, when you get a text, remember to "Think Before You Tap", because more and more, texts are used for identity theft, bank account take-overs and to pressure you into giving out personal or company confidential information. Here is a short video made by USA Today that shows how this works: <https://www.youtube.com/watch?v=ffck9C4vqEM>

Obviously, an end-user who was trained to spot social engineering red flags would think twice before falling for these scams. The link goes to a complimentary job aid that you can print out and pin to your wall. Feel free to distribute this PDF to as many people as you can.

TechSage believes in education and security awareness. To request the “Social Engineering Red Flag” PDF, email info@techsagesolutions.com and we will send you a copy. If you are a current client, this document is located in **TechSage Desk/Self Learning/Educational Documents/Security**.

Sign up for our weekly security tips:

www.techsagesolutions.com/cybersecuritytips/

Social Engineering Red Flags

- FROM**
 - I don't recognize the sender's email address as someone I ordinarily communicate with.
 - This email is from someone outside my organization and it's not related to my job responsibilities.
 - This email was sent from someone inside the organization or from a customer, vendor, or partner and is very unusual or out of character.
 - Is the sender's email address from a suspicious domain (like microsoft.support.com)?
 - I don't know the sender personally and they were not vouched for by someone I trust.
 - I don't have a business relationship nor any past communications with the sender.
- TO**
 - I was cc'd on an email sent to one or more people, but I don't personally know the other people it was sent to.
 - I received an email that was also sent to an unusual mix of people. For instance, it might be sent to a random group of people at my organization whose last names start with the same letter, or a whole list of unrelated addresses.
- HYPERLINKS**
 - I hover my mouse over a hyperlink that's displayed in the email message, but the link-to address is for a different website. (This is a big red flag.)
 - I received an email that only has long hyperlinks with no further information, and the rest of the email is completely blank.
 - I received an email with a hyperlink that is a misspelling of a known website. For instance, www.bankofamerica.com — the "m" is really two characters — "n" and "l".
- DATE**
 - Do I receive an email that I normally would get during regular business hours, but it was sent at an unusual time like 3 a.m.?
- SUBJECT**
 - Do I get an email with a subject line that is irrelevant or does not match the message content?
 - Is the email message a reply to something I never sent or requested?
- ATTACHMENTS**
 - The sender included an email attachment that I was not expecting or that makes no sense in relation to the email message. (The sender doesn't ordinarily send me this type of attachment.)
 - I see an attachment with a possibly dangerous file type. The only file type that is always safe to click on is a .JPG file.
- CONTENT**
 - Is the sender asking me to click on a link or open an attachment to avoid a negative consequence or to gain something of value?
 - Is the email out of the ordinary, or does it have bad grammar or spelling errors?
 - Is the sender asking me to click a link or open an attachment that seems odd or illogical?
 - Do I have an uncomfortable gut feeling about the sender's request to open an attachment or click a link?
 - Is the email asking me to look at a compromising or embarrassing picture of myself or someone I know?

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KnowBe4
Human error. Conquered.

Referral Contest!!

Refer a friend to TechSage Solutions between July 1, 2017 - October 31, 2017 for a YETI Roadie 20 Cooler. A qualified lead places your name in the drawing.

How the Contest Works:

- 1) Call or email us with your referral information.
- 2) We will call to schedule an appointment.
- 3) We will pay you or donate \$25 to your favorite charity for anyone that you refer to us, who we get an appointment with.
- 4) When your referral becomes a client (and spends \$1,000 or more), we will pay you \$75 more or donate \$75 more to your favorite charity. Plus, we will give your referral \$100 off the purchase.
- 5) What makes a good referral for TechSage Solutions? A business owner who has 10 or more PC's and needs help with their network, data backups, email server or is just interested in having a second opinion on how they are doing things now. We provide service to the San Antonio area and surrounding cities.

Send an email to info@techsagesolutions.com or call (210) 582-5814



Shiny New Gadget Of The Month:



The Feeder of the Future

Petnet is looking to upgrade pet care with their new automated SmartFeeder, targeted toward pet owners who frequently travel or those with packed, variable schedules.

After you install the SmartFeeder app on your phone, it'll ask a few questions to get to know your animal, including their age, weight, activity level, and food type. This last feature is particularly interesting, as the feeder will recommend feeding amounts for dozens and dozens of common cat and dog foods, though users report it can be a little finicky.

After it gathers the information, you can set up regular, automatic feeding schedules for your furry friend. After that, it's an almost entirely hands-free process, until you need to reload the feeder with your animal's preferred food.

Its \$150 price tag may be a little steep for most pet owners, but for the busiest and laziest of us, it could be the perfect addition to your already-automated home.

Geoff Smart: The 3 Hardest Questions About Your Career

I love helping people strategize about their career. A recently retired governor just contacted me to schedule a career strategy chat. I'm guessing he has a sense of what he wants to do next, but needs a sounding board in order to come up with a plan.

I hope that my approach (described below) will not only be useful for him, but also for you. It starts with answering these three hard questions:

1. What is my skill-will bull's-eye? Your skills (what you can do) and your will (what you want to do) line up in what Randy Street and I call the "skill-will bull's-eye." I recently helped a Fortune 500 VP find hers when she struggled to put her finger on her core talents and interests. Was it head hunting? "No." What about coaching? "I don't think so?" What about designing the process that businesses use to recruit? "YES! That is what I get to do only part of the time in my current job. That is what I want to do with more of my time." Presto — a skill-will bull's-eye!

2. What are three career paths? Force yourself outside the box by outlining three different career options. Following from the previous example, that VP had only previously focused

on a corporate path. That was Path 1, so I asked what were two other paths she could consider. "Well, I guess Path 2 would be to try to join an existing consulting firm ... and Path 3 could be that I hang out my own shingle and do that kind of work solo." We discussed the pros and cons of each path, and she eventually chose Path 2.

3. Who are 10 people who can help me get my dream job?

Do you know "hundreds of people?" Great, but let's prioritize the 10 most likely to get you your dream job. Start by listing past bosses who know your work and are well-connected. Now list clients or customers who respect you. Next, add a college friend or two with connections. Then a good recruiter, followed by any powerful family friends you may have. Once you have your 10, write out a half-page message summarizing the career path you're looking for and the reasons you'd be a good fit for that path. End by asking for a few minutes of their time to pick their brain — minutes that will hopefully end in referrals to your dream job.

If you think these tactics are useful, please download our other free career strategy tools at:

geoffsmart.com/smarttools.



Dr. Geoff Smart is the No. 1 thought leader on the No. 1 topic in business: hiring and leading talented teams. Dr. Smart founded the leadership consulting firm ghSmart in 1995, a firm he still chairs today. He is also a nonprofit founder, government advisor, and Wall Street Journal best-selling author.

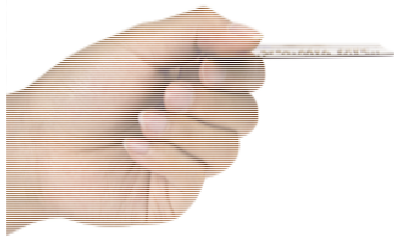
Quote of the Month

"If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work for you. Whatever good things we build end up building us."—The Treasury of Quotes by Jim Rohn

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

Uh-oh...these AI machines just created their own secret language. And they're probably talking about us right now...

Well, sort of. And the last part is certainly not true. As far as we know... Google's AI team recently ran across something curious. Back in September, Google announced its Neural Machine Translation system had gone live. Using deep learning, it improves translation from one language to another. But the AI guys decided to take it a step further. Until then, they had to teach the machine how to translate. But having learned the process, could the machines then translate unfamiliar languages on their own? Turns out they can. So can they now talk among themselves? We don't know... Don't panic (yet), but do stay tuned.

-TechCrunch.com

IT Security Tip #25:

Do you do online banking? Have you ever thought that your device's security could put your account at risk?

If you do online banking on the go, NEVER access your online account with a PC or device that you also use to log in to your social media, free e-mail accounts such as Hotmail or Yahoo, or surf the web with.

Since these are all highly hackable services, keeping one PC dedicated to online banking reduces your chances of getting a bank-account-hacking virus. Of course, that PC should have antivirus installed and be behind a well-maintained and well-monitored firewall. The PC should also have strong passwords and constantly be monitored for any suspicious activity.

Sign up for our weekly Security Tips :

www.techsagesolutions.com/cybersecuritytips/