

The Tech Chronicle

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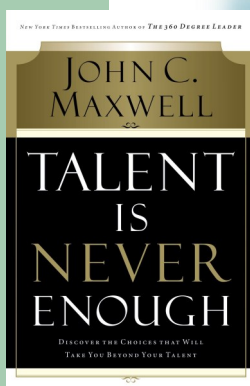
Insider Tips to make
Your Business Run
Faster, Easier and More
Profitably

Talent is Never Enough

By John C. Maxwell

Talent is certainly an important part of being successful in any work role, but it's only part of the picture. In his best-selling book, *Talent Is Never Enough*, Dr. John C. Maxwell explores why this is the case and which qualities are needed to supplement talent in the workplace and help workers reach their full potential.

Maxwell does not waste any words in this book. He lists 13 attributes that should accompany talent in order for someone to be successful as possible in their role, and readers would do well to take time to reflect on each one. Anyone who is looking to maximize their team's talents should have *Talent Is Never Enough* on their shelf.



This monthly publication provided courtesy of Eric Engebretson, Cyber Analyst and Partner – Action DataTel.



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Hackers Are Stepping Up Their Game This Holiday Season

The holiday season has almost arrived, and more Americans are expected to turn to online shopping this year than ever before. The ongoing pandemic, combined with convenience, makes online shopping an obvious choice for most consumers.

Unfortunately, online shopping has been muddled with hackers and cyberthieves since its debut. There are still safe places on the Internet where we should feel comfortable to shop, though. If you are careful about where you spend your money or share your personal information, online shopping can feel just as safe as entering a store. our five best tips to ensure that your online holiday shopping is safe and secure.

Stick To Secure Websites

When shopping online, you want to ensure that every site you visit is secure. Look at the browser bar when entering a new site. If there is a small padlock icon to the left of the web address, the site is secure and you should feel safe to continue. Google Chrome goes an extra step and will label unsecure sites as “not secure” so you know to stay away. Another quick way to tell if a site is secure is by looking at the web address. If it begins in “https,” you’re good to go. If the “s” is missing at the end and it starts with “http,” the site is not secure, and you should find somewhere else to shop.

Don't Be Afraid To Use Your Phone

You can shop on your phone just as

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easily as you do on your computer, and the portable aspect should not worry you. Major corporations like Amazon and Walmart have secure apps with seemingly unlimited items to purchase. Making purchases directly on apps avoids the hassle of going to the company's website, where your connection might not be as secure. It also helps to set up an Apple or Google Pay account, as businesses will not be able to get your bank account information from these sources.

If you do decide to shop on your mobile device, make sure that you are not on public WiFi. Public WiFi is rarely secure, and using it could make you an easy target for hackers. They could get any personal information you enter while on the WiFi. It's better to bookmark the products and purchase them when you are on a private connection.

Use A Password Manager

To keep your information secure, it's imperative to utilize strong and complex passwords that are difficult to crack. Avoid using personal information and using the same password across accounts. To make things easier for yourself, utilize a password manager to keep track of all of your different passwords. This way, you can create complex

passwords that even the best of hackers can't figure out. Make sure to use a mix of uppercase and lowercase letters, numbers and special punctuation to make the most secure password possible.

Take A Pass On Amazing Deals

If you come across a price that just seems too good to be true, chances are it probably is. If you search for an item on a search engine, you may see prices way lower than those of major retailers. These options could be on unsecured sites as a front to try to steal your information or it could be someone who doesn't actually have the item trying to make a quick dollar. While the deal might seem like something you can't pass up, it may cost you more in the long run, and you might not even get the product.

Pay Attention To Bank Statements

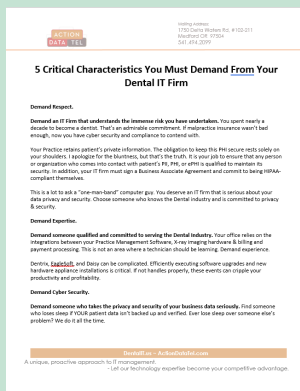
You won't always know when someone gets access to your personal information or bank accounts. By paying attention to your bank statements, you can catch overcharges or purchases that you did not make. Always use a credit card when shopping online because hackers will not be able to access any of your actual money. Most credit cards come with fraud protection that prevents you from being liable for charges you never actually made.

As long as you take the necessary precautions, shopping online is a safe and financially responsible practice. If you follow these tips, your holiday shopping will go as smoothly as possible.

5 Critical Characteristics to demand from your Dental IT support firm

Download a FREE copy of this informational publication today!

This short report details the critical characteristics any Dental business should look for when reviewing your IT company or shopping for a new one.



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Monthly Cartoon



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However, with smartphones, hackers have found that they don't need to be persistent because most of us never shut off our devices. Thus, hacking smartphones has become a much more

"How often do you power off your electronic device?"

attractive option for cybercriminals. By simply turning your phone off and back on again regularly, you give cybercriminals far fewer opportunities to hack your device, and they'll likely move on to try and hack a smartphone that stays on continually.

Considering how low-tech this solution is, there's no reason that anyone with a smartphone shouldn't be doing it.

Transform Your Business with Gratitude

Practicing gratitude is a way for employees to recognize that their achievements were possible in part because of the ways others had helped them.



In order to incorporate gratitude into your workplace, there are a few things you have to realize:

1. Gratitude is about appreciating a person's worth, not solely as it relates to their performance.
2. People experience gratitude in different ways. Employees and leaders should learn how to care for their co-workers.
3. Leaders must take charge on practicing gratitude as an example to the people who work for them.
4. It has to be a consistent part of a company's culture.

Do You Have The Tools To Manage Effectively In The WFH World?

Gone are the days of managers wandering their office spaces, chatting with coworkers and spending time at the water coolers to get valuable information about the state of their teams. With the work-from-home life here to stay for many workspaces, managers must grow beyond their old ways of managing a work team in the office and get used to managing one effectively on Slack, Zoom and whatever other business platforms their company uses.

I believe I have some insights I can offer any managers looking to meet their goals despite only ever communicating with their teams while sitting at home. These insights come in the form of five different questions that, if you answer them affirmatively, mean you're probably an effective online manager.

Do You Set Clear Goals For Your Team?

Unclear goals aren't good anywhere, but at least in a physical office space, team members can clarify the goals with one another in person. That becomes a lot more difficult online, where means of communication can be limited to text messages. As a manager, make sure everyone on your team understands their goals.

Are You Good At Hiring The Right People?

When you hire someone who ends up not being suited for the job, it's pretty easy to tell when you can monitor them at the office. However, if you hire someone for an online remote role, it can take significantly longer to find out if you've made a hiring

mistake, meaning you'll lose a lot more time and money.

Can You Delegate Your Work Well?

Delegating tasks in an office means that you can physically see if a team member is taking over those responsibilities. If they aren't, you can always step in and do the project yourself. When you're working from home, however, you'll need to give clear instructions and deadlines, while following up regularly, in delegating tasks to your team.

Does Your Compensation System Reward High Performance?

In a remote context, the forces that push your team to perform at their highest ability don't have as much of an impact. Since compensation and high performance are inextricably linked, a compensation system that directly rewards high performers is the only way that you'll ensure that your team works to the best of their ability.

Do You Follow Through On Doing The Things You Say You'll Do?

Building trust might not take a lot of work in the office, but in a remote setting, communication is key in building two-way trust with your team. When you say that you'll complete a task, complete it – and make sure your team is aware. That integrity, even though you're working from a place where no one can see you, will go a long way in building trust.

Management beyond the office space doesn't have to be a big mystery. If you want to improve your skills in managing remotely, many of our books, such as *Power Score*, *Who* and *The CEO Next Door*, can help you accomplish that.



Dr. Geoff Smart is the founder and chairman of ghSMART, which helps Fortune 500 companies, CEOs and successful entrepreneurs alike make smart decisions when it comes to curating talented teams. For three consecutive years, Forbes ranked ghSMART as the best management consulting firm in its industry, and it has produced three best-selling books outlining its principles.



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The Digital-First Economy Is Here

Whether your business is a massive multinational operation or you're a humble "solopreneur," you have now entered the era of the "digital-first" economy. Daunting though it may be to prioritize your business's online presence, there are five traits that will serve your customers well and lead to your success.



Flexibility: Be prepared to constantly advance your knowledge of new technologies and software and make changes to your systems when necessary.

Comfort With Outsourcing And Automating: Don't be afraid to delegate

tasks, such as fulfillment or marketing management, that keep you from the core work of your business.

Digital Communication Skills: This means not only having the right kinds of digital communication avenues (e-mail, website, social media, etc.) but also knowing how to optimize them to communicate clearly and consistently with your customers.

Understanding Customer Expectations: In a world where customers expect seamless interactions and quick results, make sure you each clearly understand one another's needs.

Cyber Security: Even solopreneurs are at a greater risk for cyber-attacks. Make

sure to protect sensitive data in a way that works best for your business model.

USE THIS SIMPLE TRICK TO MAKE YOUR PHONE MORE SECURE

If you want to protect your smartphone from being hacked, all you have to do is turn your phone off and back on again. Does that sound overly simplistic and cliché? Probably. Does it work? Absolutely.

The reason that simply turning your phone off and on again can thwart hackers is because, historically, hacking has been a game of persistence. Keep at it for long enough, and a person's security protocols will eventually give.

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