

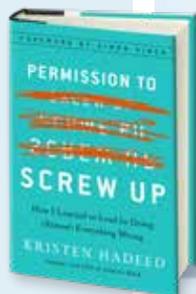
# Technology Times

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

## ***Permission To Screw Up***

**By Kristen Hadeed**

Many business books only focus on the positives of what worked for the author, but they often don't mention their failures and mistakes. Every entrepreneur and business owner has made a mistake at some point while running a business – and it's through those mistakes that they learn some valuable lessons. *Permission To Screw Up* by Kristen Hadeed looks at Hadeed's own experiences as she built her cleaning company, Student Maid. Hadeed combines stories with impactful lessons to prove to her readers that nobody is perfect, and failure is often necessary for growth and success. If you feel like you're continually coming across obstacles as you run your business, this book is for you.



## **Do I Need To Upgrade My Network?**

***4 Amazing Benefits You'll Experience***

## **November 2022**



This monthly publication is provided courtesy of Paul Marchese, President of Marchese Computer Products, Inc.

We Specialize in Security and Technology solutions for Small and Medium Businesses in our area.

We Look forward to helping you achieve all of your business goals in 2022 and beyond!

A business owner has many responsibilities within their business. They can be so busy that sometimes things are overlooked for an extended period of time. For example, many business owners may forget to upgrade their network infrastructure. In actuality, upgrading your network is extremely important – and it is one of the smartest things you can do as a business owner.

Technology has rapidly advanced over the past few years, and network traffic continues to grow. If you're still using the same network from even five years ago, you've probably noticed your network speed has decreased dramatically. In fact, old networks struggle

to keep up with all of the advancements and traffic growth. They can even open your business up to a cyber-attack.

Your network infrastructure should be upgraded every few years for many reasons. If your business has grown consistently over the last few years and your current network can't keep up with your business needs, it may be time to upgrade. If you're continually running into issues with your current network, an upgrade will help. Some industries may even be legally obligated to upgrade their network in order to keep their customer or client information secure.

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# “Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world.”

Upgrading your network comes with an abundance of benefits. Here are four of the best for any business.

## Better Network Security

Cybercriminals are much more cunning than we often give them credit for. They continue to develop new cyberthreats and ways to attack various networks. If you haven't upgraded in some time, you are opening your business up to a cyberbreach. New networks come with a plethora of added security benefits that aren't possible with the old and outdated ones. You want to make it as difficult as possible for a cybercriminal to hack into your system and steal valuable information – and one of the best ways to stop a cybercriminal in their tracks is by upgrading your network. One cyberbreach

can be incredibly detrimental to your business, so don't take that risk.

## Faster Internet Speeds

Think about how much more productive your business would be if you had faster Internet speeds. Your employees can get more done without having to deal with lag from poor Internet services. Older networks can't keep up with the demands of modern technology. With an older network, you will see slower Internet speeds that won't allow your employees to utilize cloud storage systems and business applications at high speeds. Even your customers will notice improvements in the speed of your network if you use client-facing applications in your business. Everyone wins when you have faster Internet speeds.

## New And Better Hardware

One of the best parts of upgrading your network is that you'll receive new, more reliable hardware than what you've had in the past. You'll gain access to more computing power and larger storage space. More than anything else, your new hardware will be dependable, and you won't have to worry about it failing on you.

## Improved Compatibility

Remember how we said earlier that technology has advanced rapidly? It's true – and there are



new advancements made every day. Without an upgraded and updated network, you may be unable to use many applications and technologies that could improve your business. An upgraded network will allow you to connect with any apps you think will benefit your business. You can explore new tools without worrying about crashing your network. You'll also gain more freedom in choosing your new tech investments as you would be more limited when using outdated technology.

Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world. If you haven't upgraded your network in a while, now is the best time to do so. Plenty of benefits come with it, so don't wait until you have to make a change. Be proactive!

## 'I DIDN'T KNOW'

**Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.**



It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

**You Must Constantly Educate Yourself On How To Protect What's Yours!**

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your **FREE** "Cyber Security Tip of the Week" at [www.mcpinc.com](http://www.mcpinc.com)

## Cartoon Of The Month



"Next time you get a strange e-mail with a paperclip, don't click on it!"

SHINY NEW EVENT OF THE MONTH

**SAVE THE DATE**

— SMALL BUSINESS —

**TECH DAY**  
WESTERN NEW YORK

Thursday, December 15, 2022

**First Annual Small Business Tech Day**

If there's one business event to attend this year, then make it Small Business Tech Day 2022!

More information and ability to register will be coming in the next few weeks at <https://smallbusinesstechday.com>

**Did we mention this event is totally Free?**

### Train Your Leaders To Manage Remote Teams With These 3 Tips

If your business has transitioned to a remote or hybrid work model, your management team will need some special training to effectively manage their team in this new environment. Here are three tips that will help you train your managers to lead remote or hybrid teams.

1. Teach your leaders how to proactively communicate. This will help them get ahead of issues before they become too large.
2. Train leaders to set clear expectations. Your employees need to know what is expected so they can do their job to the best of their ability.
3. Encourage leaders to recognize their employees. Individual and team recognitions go a long way toward showing employee appreciation.



# They Will Love Your Reflection



Would you love to be 20% better at persuasion, improve your chances of landing your dream job or maybe even become more well-liked socially? There is a very simple conversational tactic you can use, and it will help you accomplish these goals. You know what it is, but chances are that you aren't using it enough. It's called "reflective listening."

Reflective listening is the process of reflecting back what the person you are talking with is saying, feeling, aspiring to or worrying about. For example, let's say you're talking with someone at lunch and they say, "The energy stocks got hammered again today; my firm insists on staying long in this sector, but I feel it's time to go in another direction." You could reflect by saying, "It sounds like you had a hard day, and you feel trapped on a boat that's going in the wrong direction." They'll respond with, "**Exactly!**" and will appreciate that you cared enough and were confident enough to reflect their emotions.

Too often, people will try to offer a premature solution off the cuff, say something competitive or completely ignore their concerns and try to change the subject. When you reflect what you hear someone say, it makes the other person feel like you are not only respectful and attentive but that you are also empathetic and willing to put yourself in their shoes.

People who feel you understand them are much more likely to listen to your persuasive ideas, hire you for the job of your dreams or want to spend time with you socially. When you reflect, you aren't asking more probing questions; instead, you're meeting that person where they are. You're advancing a conversation on a topic that's important to them. Reflecting is easier to do, way more powerful and more about building trust and mutual understanding than it is about collecting details.

I didn't learn this valuable listening tactic from a book, seminar or class. I learned how to fully utilize this while working as a suicide-hotline volunteer during grad school. We weren't psychologists in this role. The best strategy for helping people decide to not commit suicide was to effectively reflect what they were saying – to genuinely empathize and understand while helping them sort out their goals, concerns and any reasonable next steps.

I encourage all of you to dial up the reflective listening in your professional and personal conversations. You'll quickly notice improvements in your persuasion skills. It might even seem as if people like you more or gravitate to you more often. They will love your reflection! Dr. Geoff Smart

**Marchese Computer's First Annual Small Business Tech Day 12-15-2022**, We are also proud to announce **M and T Bank** as a local sponsor of the event. I've been asked what is the **event going to include** and how much will it be? The event will include **Shark Tank's Kevin O'Leary, Cyber Security Expert Eric O'Neill, Author of "Business Owner's Guide to Cyber Security" Paul Marchese and Entrepreneur/Small Business Expert Mike Michalowicz**. The best thing is this **virtual event is Totally Free of charge so sign up today at <https://smallbusinesstechday.com> or call us at 585-343-2713 for more information.**



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# Overcome Stress And Doubt About Your Business

Entrepreneurs face many challenges when trying to build their business, but possibly the greatest obstacle comes from within. It's their doubt and stress about their business. They worry they're not doing enough or the right things to build a successful company, and soon they start wondering "what if" as they think about their decisions. To overcome that self-doubt and stress, you should continue to be productive, but there are also three other tools you can use to ease your mind.

**Expectations:** Starting a business is complicated, and you can't expect your company to see extreme success from the first minute. Reset your expectations to be realistic.

**Tools:** Find tools that will help your business succeed – and make use of them. These tools can be anything from vision boards to having counseling sessions with a mentor.

**Motives:** Why did you start this business? Understanding why you started your business and figuring out why you want to assist people who have a specific problem will help you refresh your mindset.

### TAKING ACTION AFTER RECEIVING A BAD REVIEW

You've built up your business, trained your team and are assisting customers on a regular basis, but every now and then, a bad review might come in. Although negative

reviews can be disheartening, there's a lot you can learn from them. Here are two things you can take away from getting a negative review.

### Identifying And Fixing Communication Breakdowns

A customer may have been misinformed about something or could have been spoken to in a way they didn't like. You can take their concerns and fix the issue so future clients don't have a similar experience.

### Using Negative Reviews To Train Your Team

A negative review is a sign something did not work out for your customer. Use their feedback to create training resources that will help your team better assist and understand your clientele. When your team is well-trained, your customers will be much happier and more likely to leave positive reviews in the future.

