

TECHNOLOGY TIMES

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

What's New

Cyber Attacks

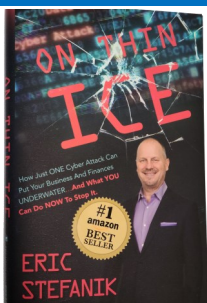
- Microsoft
- MedStar Mobile Healthcare
- CSI Laboratories
- CommonSpirit Health
- VisionWeb Holdings, LLC
- City of Dunedin, FL
- Boulder County, CO
- Indianapolis Housing Agency
- The Church of Jesus Christ of Latter Day Saints
- NJVC
- Fast Company
- Reiter Affiliated Companies

Are your Credentials safe???

November's Cyber Security Events:

November 19th, 2022
"Treading on Thin Ice"
by Eric Stefanik
Book Launch

November 2022



This monthly publication provided courtesy of Eric Stefanik, President of Elliptic Systems Corporation.

Our Mission: Building IT Security Awareness in Seattle with protective services like Cybersecurity, Business Continuity, Backup Disaster Recovery, VOIP, Cloud Computing, Virtualization and Managed Services.



Do I Need To Upgrade My Network? 4 Amazing Benefits You'll Experience

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.

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

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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

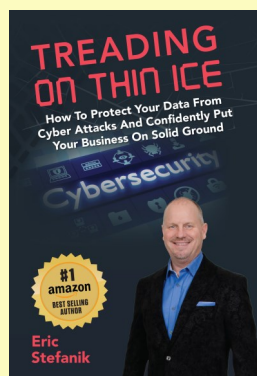
Remember how we said earlier that technology has advanced rapidly? It's true – and there are new advancements made every day. Without an upgraded and updated network, you may be unable to use many applications and technologies that could improve your business. An upgraded network will allow you to connect 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!

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

AMAZON'S #1 BEST SELLING AUTHOR BOOK LAUNCH

“Treading On Thin Ice” By: Eric Stefanik



Cybersecurity Expert and author of Amazon's #1 Bestselling Cybersecurity Book in 2019, Eric Stefanik, will be launching his second book on November 19th, 2022. After his success with “On Thin Ice”, the second edition “Treading on Thin ice” will now be launched bringing new insights on the effect of the Covid-19 Pandemic on Cybersecurity; the newest threats and risks; and what YOU need to do to confidently put your business on solid ground.

In this Book, Eric Stefanik gives insights in plain English on the latest data breaches of the 21st Century, and why today, YOU are a cyber-criminal's #1 target. Learn how to better protect your company, network, and personal data on the newest Cyber Security book that YOU MUST HAVE!

REQUEST YOUR COPY OF “TREADING ON THIN ICE” NOW:

<https://escoffer.com/csbook2>

Shiny New Gadget Of The Month:



Meeting Owl Pro

A common concern across hybrid workplaces in various industries revolves around the ability to host efficient meetings with all team members. Thankfully, Meeting Owl Pro is here to help. This device is an all-in-one, 360-degree camera, microphone and speaker designed for hybrid teams. It has a camera that can capture an entire conference room of people while giving remote workers individual views of each person in the meeting – just like what you would see on Zoom. It has eight smart microphones that can pick up sounds and attribute them to the person speaking and three speakers that also allow remote workers to be heard. It's easy to set up and is compatible with nearly every video-meeting platform, so don't wait. Give Meeting Owl Pro a try today.

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 is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.

Client Spotlight: Northwest Kidney Centers

Check out Northwest Kidney Centers Recipes! Many Free and easy to make meals. You can find them here: <https://www.nwkidney.org/living-with-kidney-disease/recipes/>

Support NKC and the amazing work they are doing here: <https://www.nwkidney.org/how-to-help/give/give-overview/>

■ 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.

What Happened in History!

- November 10, 1775 - The U.S. Marine Corps was established as part of the U.S. Navy.
- November 6, 1860 - Abraham Lincoln was elected as the 16th U.S. President .
- November 1, 1993 - The European Union came into existence.

Do you know another Business Owner who may be struggling with Cybersecurity or IT Issues?

Refer them to us and receive Dinner for two. Referrals should be Small business with 10+ computers. Yes, they most likely already have IT, but tell them about us.

Contact us or Send Referrals to us Here:

Email: sales@ellipticsystems.com

Or Call us: 425-441-9500