The Tech Chronicle

November Happenings

November is officially the start of the holiday season. There are so many wonderful things to do that we had to shorten our list to fit it all in. These local events are sure to make everyone in the family jump into the spirit of the season!

Brighton's Holiday Glow - Nov 19th. Each year this event launches the holiday season filling downtown Brighton with beautiful lights and warm holiday spirit. Guests will enjoy the always-popular Jollie Choo-Choo train, Pictures with Reindeer, a nativity petting farm, Reindeer games, arts and crafts, and tasty holiday treats! Every child will get a chance to visit with Santa and Mrs. Claus.

Meadow Brook Hall's Holiday Walk– Nov 25th - Dec 23rd. 350 Estate Drive, Rochester. It's the most wonderful time of year! Holiday Walk is a self-guided indoor tour featuring incomparable holiday sights and decorations inside Meadow Brook Hall, the historic mansion and National Historic Landmark located in Rochester on the campus of Oakland University. See more than 50 magnificent trees, flickering fireplaces, and lights galore! Holiday Walk invites you to explore the 110 room estate from the Grand Ballroom to Candy Cane Cottage and visit Santa and his reindeer!

The Oldest, Longest Running Dickens Festival in the US– Nov 26th & 27th. Step back in time this holiday season to the days of Charles Dickens', and become part of "A Christmas Carol". Stroll the streets, visit the unique shops, and dine the eateries. Your senses will be filled with smells of roasting chestnuts and hot chocolate, and maybe even a lit gruel! The festival runs three weekends, with a LIGHTED PARADE at the end of the first day, followed immediately with the arrival of Santa Claus and the lighting ceremony. You may also bump into Mr. Ebenezer Scrooge- you never know what kind of mood he will be in, so it is best to ask before offering

November 2022

This monthly publication provided courtesy of Dennis Jock of DenBe Computer Consulting.

Did you Know?

Although Michigan is often called the "Wolverine State" there are no longer any wolverines in Michigan. Updated: A lone Michigan Wolverine was spotted in 2004 by wildlife bilologist Arnie Karr in Ubly Michigan.

Upgrade Your Network
And Quickly Experience These 4 Amazing Benefits

If you own or operate a business, you've probably adapted to a number of changes over the years. As you inch closer to year-end, it's time to figure out what still needs to be done. One of those potential changes might be an upgrade to your network infrastructure.

When you look at making updates or adjustments to your business, you're probably doing so in an effort to bring in a greater profit than the previous year. While updating your software or hardware might not provide an obvious benefit to your sales goals, it can help save your business quite a bit of money in the long run. It can even boost your sales and overall productivity when the right updates are put in place.

Here are four major benefits that come with updating your network infrastructure.

Faster Internet Connection
New technological advancements are made every day, and failing to keep up with them can hinder your business operations. This can be seen clearly with Internet connectivity. If your Internet speeds are slow, your employees will work at a slower pace. Client-facing applications will also lag and can be detrimental to your customers' satisfaction with your business. Investing in a new network will allow you to utilize faster Internet speeds so you and your employees can work quicker with fewer interruptions; this will improve productivity and help more clients in an efficient manner.

Better Network Security
We talk about the importance of cyber security a lot, and it's because one successful cyber-attack could bring irreparable harm to any business, regardless of reputation or size. Cyberthreats are more complicated than ever before, and cybercriminals can easily navigate old and outdated networks. Newer networks are built with more defenses to thwart would-be hackers. Even if you've recently upgraded your network, you need to continually update your software. New patches are continually released that help plug the holes cybercriminals are exploiting.

More Compatibility
An upgraded network provides business owners with more options than they could ever dream of. You'll have access to countless applications that will benefit your business and give you a step ahead of your competitors, but your network needs to be as strong as possible to get the most out of them.

Less Time Maintaining Your Network

> # "As your business grows, your network needs to grow with it."
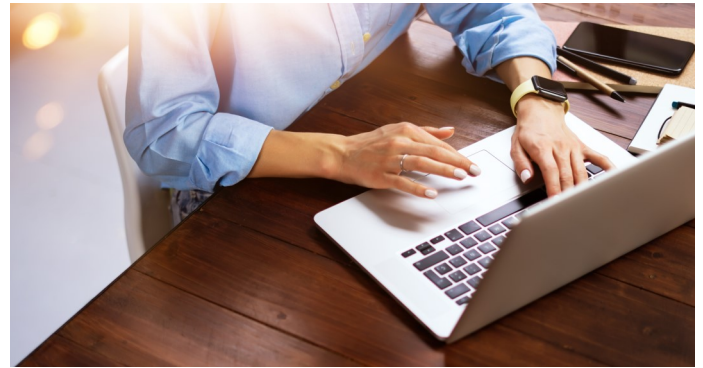
If you upgrade your network on old infrastructure, you will put more strain on your system, and your IT person or company will have to step in to help out. Investing in modern infrastructure will help fix many problems in your business and will give your employees more time to be productive, including your IT specialists.

Now that you're aware of the benefits of upgrading your network infrastructure, when should you do it? As your business grows, your network needs to grow with it. You will also need to upgrade if you're experiencing any issues with your current network. If you work in an industry that deals with sensitive client information, like a law firm, you may be legally required to keep your network up-to-date as much as possible.

Upgrading your network and keeping it up-to-date will come with many benefits and few drawbacks. If it's been some time since your last upgrade or update, it's time to reevaluate your

Backups vs a BCDR

Backup and disaster recovery (BDR) isn't the burdensome process it once was and with ransomware becoming an ever-growing threat, understanding this important concept and how to implement it can be the difference between a minor slowdown and a catastrophic business event. Today, there are many cloud-based backup software solutions available for businesses and thanks to automation backing up data can be turned into "set-and-forget" process. Data backups are also an important cybersecurity best practice as it helps businesses resist cyberattacks that target business data, like ransomware.

Backup software has undergone immense changes over the last few years that have brought new levels of ease of use, speed, and security to backups that it is now considered an essential part of a modern IT management strategy. With the barriers to adoption so low, businesses shouldn't wait to begin implementing the technology.

What is Backup and Disaster Recovery (BDR)? Backup and disaster recovery are two separate but connected concepts that organizations should always consider together. Backing up data is the process of storing a copy of a business's data either in a cloud or physical environment, such as an external hard drive. Backups are performed to protect the business in the event of accidental deletion, corruption, or any other issue with the original data or software.

Data backups are essential to IT management and have been used since the dawn of computing. For decades, backing up data was an on-premises responsibility as that was the standard model of business operations. With the growth of cloud computing and remote work, on-premises solutions have begun to be replaced by modern cloud backup software alternatives that can protect the devices of employees in the office and at home.

Disaster recovery refers to the policies, procedures, and methods laid out in an organization's cybersecurity framework for maintaining business continuity in the event of a security incident. Part of a disaster recovery plan may include having redundant servers ready in the event of a data center power outage. While many may lump backup and disaster recovery together, the reality is that simply having backups won't guarantee business continuity and a recovery plan without backups is futile.

What is a backup and disaster recovery plan? A backup and disaster recovery plan are the set of policies and software solutions that work together to maintain business continuity in the event of a security incident. These plans typically include guidance on how to properly restore data with the backup software used by the organization. Disaster recovery plans will also outline other immediate actions to take, such as who within the organization to inform first, how to evaluate the scope of potential damage, and at what stage of an incident to inform customers. Getting started with a backup and disaster recovery plan can seem like an overwhelming process, but there is a myriad of resources to easily get started. Cybersecurity frameworks like those outlined by the National Institute of Standards and Technology (NIST) provide step-by-step instructions on how to start implementing cybersecurity best practices and developing a disaster recovery plan that meets the business's needs.

Why do I need backup and disaster recovery services? Ransomware is a serious threat that businesses must be on guard for and backup and disaster recovery services is an important part of overcoming an attack. In a recent report from Sophos, 75% of businesses were the victim of a ransomware attack in 2020 and of the organizations that recovered their data, twice as many did so through backup software. As cybercriminals change tactics and target data backups as well, disaster recovery plans or services should also include additional redundancies to secure the most critical business data. Data backups shouldn't be thought of as a silver bullet solution to ransomware, but rather as an important tool that when implemented correctly can help businesses recover faster

Get Hired For Your Dream Job
By Closing With These 3 Things

Over 20 years ago, I taught as a volunteer business finance teacher at a low-income/high-crime high school. A junior at that school approached me for mentorship, so my firm bought this aspirational leader a *Wall Street Journal* subscription and requested that he read it every day. We also invited him to check back with us every six months if he wanted more career advice to become a successful business leader.

This student continued to work hard and earned a scholarship to a highly respected college. After graduating, he worked long hours for two different investment banks and even served a successful stint as a COO of a public company. Recently, he reached out to me and asked, "Geoff, a headhunter says I'm 1 of 2 [finalists for my first CEO job], with a decision to be made shortly. Any thoughts on how to close the deal, or should I let it close itself?"

I was excited for my mentee as this was a great opportunity. I didn't have to ponder his question long to come up with an answer. I told him, "You close it! Here's how. You reflect your understanding of their goals and wishes, tell them you are fully excited, tell them you look forward to working closely with them, seek their counsel and keep them fully apprised of what's happening in the business and your intentions."

Hiring managers and boards want to know their potential candidate is crystal clear about their expectations and long-term goals. By stating your understanding of their specific goals, you're showing you're on the same page as them. Boards don't feel comfortable when they feel that CEOs want to take the company in a direction that does not match their wishes.

You tell the board you are fully excited because sharing enthusiasm and unbridled excitement for the mission is not something your competitors will do. They'll view it as a sign of vulnerability when, in reality, it's a sign of confidence. Sharing your love for the opportunity is never a bad idea.

And you tell the board you're looking forward to working closely with them because one of their greatest fears is that a new CEO will leave them in the dark. Boards want to know what is happening in the business and what the CEO plans to do to reach their goals. When you inform your new bosses you plan to be communicative, you're reassuring them you will keep them in the know.

Never leave the close to chance. Following this advice will lead to a better chance of landing the dream job

■ 3 Ways To Stay Resilient During These Uncertain Times

Over the last few years, we have seen plenty of uncertainty. The pandemic, politics, wars overseas, inflation and a looming recession have done nothing but make these uncertain feelings grow.

It's left many business owners wondering how they can stay resilient. Here are three ways to stay resilient during these uncertain times.

Embracing Change
In order for your business to see success, you must embrace change and work with it. It doesn't matter if the changes are coming from inside or outside of your business – if you're well-prepared to embrace them and adapt, you will continue to see success.

Empowering Your Team
Your team should be able to make changes without waiting for approval. As the business owner, you must clearly communicate goals so your team can make decisions the same way you would.

Finding A Mentor
You will not face a situation in your business that is completely new. Someone somewhere has already faced the same obstacles and found a way to overcome them. Find a mentor with vast experience who can offer advice and guidance when you're unsure about what to do next.

■ Learning Any Skill Faster With The 85% Rule

Everyone wants to learn new skills as quickly as possible, but each individual has different learning strategies. Some people try to push themselves out of their comfort zone, which a Yale study confirmed does work – but pushing yourself too far can have adverse consequences. Instead, we should try to find our sweet spot.

A recent study conducted by the University of Arizona found that we maximize our learning efficiency when we fail 15% of the time. This means that we learn at our best when we're succeeding at a given task 85% of the time. It's okay to fail sometimes, and failing 15% of the time may even be the best way to learn.

"My computer crashed...to the ground when I got frustrated and threw it out the window."