



DTS

DanTech Services

Computers under control!™

Technology Times December 2018 Issue



Dan Foote
Owner/President

“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

What’s Inside:

Page 2

Businesses Will Find Bigger Audiences on YouTube and Instagram in 2018 Than in 2017
DTS shared Stories
By Antony Maina

Business Briefing

- 61 Percent of Small Businesses Didn’t Create a Budget in 2018

Page 3

-“How Emotionally Intelligent Leaders Source New Ideas From Their Team”

Traveling: Holiday & Otherwise

Page 4

Shiny New Gadget Of The Month: The Garmin ‘Speak Plus’ with Built-In Dash Cam

-“How Emotionally Intelligent Leaders Source New Ideas From Their Team”

- Continued from page 3

Do you need another reminder or was that enough?!

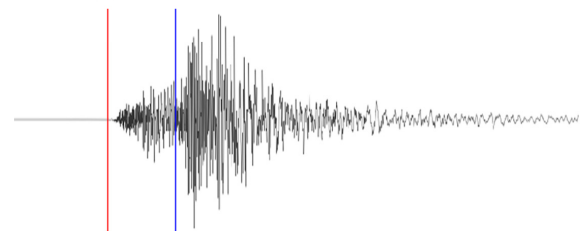
After the Friday, November 30th earthquake, we worked hard to restore all the services to DTS customers. Everybody was up and running by the next business day, despite blocked or damaged roads and lost power.

We know how important it is to keep your network live and your data safe no matter what happens. Your business depends on it.

Imagine walking into your office one morning to discover your network is down or your data is lost. Now remember how it was on December 3rd where your systems were up, computers were accessible and we were all merely inconvenienced. That’s what our customers experienced: inconvenience.

We are all so very fortunate to live in a community and state where we know how important it is to be prepared for events such as these.

7.0!



▪ Internet failure?

- Recover quickly with LTE Cellular Failover protection

▪ Server Down?

- Recover Quickly with Business Data Continuity Service

Call DanTech Services NOW about protecting your business from extended outages

We’re here for more than earthquakes. Agile. Responsive.

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Business Briefing

61 Percent of Small Businesses Didn't Create a Budget in 2018

A new survey from Clutch just revealed close to two thirds or 61% of small businesses didn't have an official documented budget for 2018. This problem is more prevalent with businesses that have 1 to 10 employees as 74% in this group did not create an official budget. The number goes down to 21% for businesses with more than 10 employees, a difference of more than 50 percentage points.

The data from the Clutch survey shows growing companies have come to understand the importance of creating a budget, while many small businesses still don't have a full appreciation of the benefits of having an official budget.

The author of the report, Riley Panko said businesses of all sizes should create a budget if they don't want to risk the financial health of their organization.

She goes on to say, *"Businesses may create more challenges for themselves by skipping a budget. This is because budgeting helps small businesses focus."*

In the press release, Donna Conte, service area leader for accounting services at Warren Averett, emphasized the point even more. Conte said, "Without a budget, you have no measuring stick to evaluate your goals and performance. A budget is part of developing a business and its growth goals."

The Clutch survey was conducted with the participation of 302 small business owners or managers. The goal was to find out what type of small businesses create and need budgets, as well as what they expect to accomplish when they develop a budget, and whether they can stick to it when they do.

The respondents are involved or very involved in the financial decision-making process of their organization. The group was made up of 58% women and 42% men with a range of experiences in small business management or ownership.

The majority or 60% said they owned or managed a small business for five or more years. The remainder were as follows, 17% for 3-4 years; 13% for 1-2 years; 10% for less than 1 year.

Want to find out more? —[click here](#)

Businesses Will Find Bigger Audiences on YouTube and Instagram in 2018 Than in 2017

DTS shared Stories

By [Antony Maina](#)

A new [survey](#) from The Manifest, a business news and how-to website, reveals that most people are using YouTube and Instagram more in 2018 than in 2017, outperforming other channels such as Facebook.



The Manifest surveyed 627 social media users to learn about their social media habits, including the channels they prefer, how frequently they use social media, and the mediums they use to access it.

Latest 2018 Social Media Statistics

The survey revealed that people are using [YouTube](#) (63%) and [Instagram](#) (61%) more this year compared to last year. And if this makes you wonder if you should continue using Facebook for your marketing, the answer is yes. According to the survey, Facebook still remains the most-used social media channel, with 82% of the survey respondents admitting to using the channel at least once per week. This is quite significant compared to 75% who use YouTube and 53% who use Instagram.

Social media remains part and parcel of most people's everyday lives with 85% of those surveyed saying they use it at least once a day and 72% admitting to using it multiple times a day.

Why should this matter? "Social media is a large part of everybody's life," said the digital marketing director of The Status Bureau in an interview with The Manifest. "It's how people communicate, look for events, notice stores and brands, and find the weather. It's how people are aided in their daily life."

It is important for you to understand your customers social media preferences as this will help you determine the best way to reach them. If you have been solely focusing your energies on Facebook marketing, it is time you also considered using YouTube and Instagram for your marketing as well.

As Kristen Herhold, The Manifest's senior writer, explains, "Most consumers don't go a single day without social media; businesses should be on it."

Traveling: Holiday & Otherwise

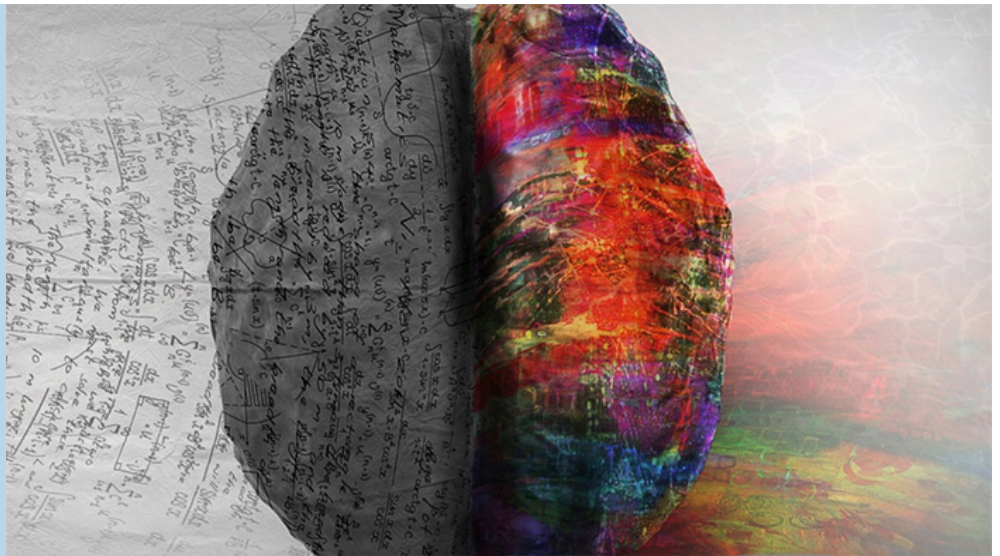
Winter's in Alaska can become a call to travel. That call to escape the cold & dark by heading south to warmer climes can, at times, be almost deafening! And with that travel, quite often at least some of our technology travels with us. Laptops, tablets, & smart phones allow us to stay in touch with our families, friends, co-workers and business. Whether to keep up with emails, or to collaborate long distance with a project, or to simply stay connected, we must connect into networks to get to that information. Some networks can put us at serious risk.

Computer security isn't something that should stay at the office. It should follow us wherever we go. There are too many horror stories about travelers that connect into a coffee shop network only to find out too late that they've been compromised. Or maybe you're traveling to a foreign country where you're almost assured of being a target.

It takes very little to build a "WiFi Pineapple". This is a WiFi network that appears to be legitimate except that it's actually a man-in-the-middle attack that grabs all of your information being transmitted and can also be a leverage point to inject malware into your device.

Here are a couple things that you can do to protect yourself while traveling. I even use some of these methods when I'm working away from my office!

- **Get a Hotspot.** AT&T, GCI, and Verizon all sell them. These are small wireless access points that talk to the cellular networks and provide you a small, private network. If this seems like overkill, at a minimum add or enable Tethering to your cell phone account and use it.
- **Get a personal VPN,** like ExpressVPN, NordVPN, CyberGhost or similar. By using a VPN (Virtual Private Network), your traffic is encrypted to the gateway or beyond. This prevents man-in-the-middle attacks as they cannot decrypt the encrypted data being transmitted.
- **Purchase a travel laptop.** Google Chrome Books are relatively inexpensive and your data is kept in the cloud. If there's a possibility of theft, seizure, or confiscation, at worse it becomes a loss but not a devastating loss.
- **Add a premium, protected DNS service to your system.** Cisco Umbrella, Webroot DNS, and other companies provide these services. Treat your data like gold, whether on a device or in transit. Allow yourself to enjoy your travels, whether for work or pleasure, by removing some of the stress of worrying about your personal data.



How Emotionally Intelligent Leaders Source New Ideas From Their Team

Working with people who challenge you, and from whom you can learn, will make you a better leader.

By James Kerr

What is one thing you can do to become a great leader? Find people who will challenge you. If you surround yourself with the best and brightest, and create a safe environment for them to test your thinking, void of career limiting repercussions, you will become a better leader.

It takes an emotionally intelligent leader to forge a work environment where diversity of thought is promoted. These kinds of leaders implicitly understand that their title does not mean they have all the answers, all the time. Rather, they recognize that having a team around them that feels comfortable challenging them will enable better thinking and vastly improve business outcomes.

Whether you're high in emotional intelligence or less so, here are three ideas that you can use to shape your team to challenge you and make you a better leader:

Be deliberate in building a team that provides a variety of perspectives and is rich in diversity of thought. Don't just hire or promote people who seem like carbon copies of you. Instead, look for people who think and operate differently.

It is here that backgrounds and life stories can play a big role. One of the things I counsel my clients to do is to ask job candidates about their life stories. A candidate's responses to questions about how they got to where they are can be telling. Seek to add people to your team who have different life narratives and experiences.

Call on people who are not from your inner circle to offer an opinion, and don't be afraid to skip level when seeking fresh perspectives.

I've seen this technique work well at a recent client site. The manager whom I was coaching wanted to breathe some fresh ideas into her product development team. She had heard of an up-and-comer from logistics and asked him to participate in a product development brainstorming session she had scheduled with her team.

Continued on page 4

Shiny New Gadget Of The Month:



The Garmin 'Speak Plus' with Built-In Dash Cam

This one is so cool because not only will it provide you directions via their turn-by-turn navigation, it's also a built-in dash cam that records your drive and will even help you out by alerting you of lane departure warnings, forward collisions and more!

Alexa is intertwined with this one (and pretty much every aspect of our lives) so you can use your voice to check traffic, weather, and more!

Plus, it's super small and sleek that you'll barely notice it's even there!

[Buy it at Amazon](#)



User Knowledge Training with DTS EVA is now available.

Current DanTech Services managed services clients are eligible to sign up their staff at no additional charge. Take advantage of this offering now!

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- Dark Web Search for your business domain
- Reduce your business threat footprint

Contact Dan for more information
at 907-885-0500 or [click here](#)

-“How Emotionally Intelligent Leaders Source New Ideas From Their Team”
- Continued from page 3

He wasn't there 10 minutes before he introduced a design concept that, once implemented, would significantly lower the cost of packaging and shipping. Because he had no formal product design experience but understood package and shipping processes, he could think differently about the product than its designers. Consequently, he could suggest a product design change that saved the company money and one the team would have never identified on its own.

Don't be the leader that inadvertently tells the team that they're tone deaf.

We've all seen those kinds of leaders in action. They're the ones who seldom concede a point of debate and often dismiss new ideas by suggesting that they'll never work in practice.

Instead, create a collaborative work environment so that the best ideas can be shared and leveraged. You can do this by acknowledging new ideas when offered by your team and encouraging colleagues to challenge your thinking whenever they believe that a better idea can be had.

There is no doubt that people who can bring fresh ideas and perspectives to your team are very valuable. They can help you see where some of the biggest issues and greatest opportunities exist. Yes, you must seek to hire people who are experts in needed specialties. However, be sure they think differently from you. Once the team is in place, empower them to speak their minds. In this way, you will be building a team that can offer unique insights to problem solving and help you become the best leader you can be.

Happy
Holidays

From the DanTech Services Team!