



Creative Resources Technology Group

"Insider Tech Tips and Strategies at Your Fingertips"

Cheers to the New Year

As we begin 2019, we'd like to take some time to say THANK YOU. We hope that 2018 has been a very successful year for you and your business. Thank you for taking the time to interact with us. You are some of the most business-savvy individuals in the county. We want our newsletter to be full of helpful information we pass along to you - to help you be a better boss, manager, and business professional. And because of that goal, you (unknowingly) push us to excellence every month. From our family to yours, best wishes and a Happy New Year!

January 2019



This monthly publication provided courtesy of Russell Poucher, President of Creative Resources Technology Group.

Our Mission: To make technology work seamlessly with your business and to work for you, not against you. As the leading Apple Consultant in Orange, Riverside, and San Diego County, we pledge to always provide innovative solutions that meets your specific business needs, superior customer service, and expert strategies on how to leverage IT to build your business. *Don't worry, we got IT.*



The Top 3 Lessons I Learned From Shark Tank's Robert Herjavec For Growing A Multimillion-Dollar Business From Rags To Riches

Today, Robert Herjavec is known as the beloved "nice judge" on ABC's *Shark Tank*, but if you ask him, he thinks the descriptor "fair" is more appropriate. Whatever you call him, make no mistake: he's one of the most shrewd and successful businesspeople of our time. Despite humble beginnings while growing up in former Yugoslavia, Herjavec managed to leverage his endless drive and acumen into a long list of multimillion-dollar business ventures, including Herjavec Group, now a global leader in IT security services.

When someone gets officially dubbed a Shark and becomes one of the most visible faces in the business world, you might expect them to lose touch a little bit. But that's just not the case with Robert Herjavec. At a recent conference, I had the pleasure of seeing

him speak. It was clear that he wasn't just there for a paycheck. He genuinely wanted to share his wealth of knowledge with all the attendees. Here are a few key lessons Herjavec schooled us on and how they can help your business.

1. YOU'VE GOT TO SHOW UP.

Right as he took the stage, Herjavec delivered a simple but vital piece of encouragement to everyone in attendance. "I congratulate everyone for being here," he said with a smile. "Because the key to success is you gotta show up." Whether you're making time for an event or just struggling to survive, "if you don't show up, you can't win."

The fact is that it's easy to get caught up in the minute-to-minute chaos of running a business. It's just as easy to get tired out, start slipping or begin

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questioning why we're trying at all. But, as Herjavec was so eager to point out, we need to bring ourselves fully to the task at hand if we hope to carve out our chunk of success. Sure, we'll have bad days, but the more we can be present, prepared and hungry to implement our vision, the better off we'll be.

2. NOTHING HAPPENS WITHOUT SALES.

Herjavec will be the first to tell you that, starting out, he knew absolutely nothing about the sales world. By his account, he was a "geeky, technical guy" who thought that as long as he offered a great service, customers would show up. Luckily, when he was 23, his friend Ross Marsden – then a Global VP of Sales– gave him a piece of advice that would change his life. "You're a great guy, and you really know your stuff," he told Herjavec. "[But] unless you learn sales, you will never be successful."

In response, Herjavec began to learn more about sales and marketing, until he realized, "You can have the best accounting system, the best CRM [and] the best tools, but nothing happens until you sell something." The difference

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between those Fortune 500 companies dominating the market and the little guys who barely eke out a living? Sales.

"Sales is not a foreign object that controls what you do," he said. "Sales is an extension of what you do."

3. "EVERY DAY, SOMEBODY WAKES UP WITH THE SOLE INTENTION OF KICKING YOUR @SS."

After hearing fellow Shark Mark Cuban say this during the first season of filming *Shark Tank* Herjavec got it chiseled in granite above his desk. "One of the hardest things about becoming more successful is success," he said. Because when you're no longer that "hungry, young person looking to take on the world," you get to a point where you're content enough to let your life (and business) stagnate. Herjavec said, "The minute you want it to be like it is, don't forget there's somebody out there—like you were many years ago – who wants to take it away from you."

The antidote to this attitude, according to Herjavec, is to keep selling, keep growing and keep pushing. "If one of your top three tasks every day isn't 'Sell something,' you're going to fail," he said.

"It's like a mantra in my mind: constant forward momentum." If your company isn't growing *at least* at the rate of the market, you're losing ground. Customer service and excellent products are vital, but if you lose sight of the importance of sales, you're bound to the path of mediocrity.

Of all the wisdom Robert Herjavec imparted to us, that was the most inspiring. It doesn't matter how big or small your business is. Sell what you have, and stay hungry.

Free Report: Should You Outsource Your IT?

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Download your FREE copy today at

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What Our Clients Have to Say:



“Responsive, Knowledgeable, Touch of Personal Care”

I'm so grateful for the Apple Consultants Network leading us to CRTG. I no longer worry if an IT issue arises because I have complete confidence that CRTG will solve any and all issues promptly and effectively so we won't have to continually have the same issues. I love that we have an IT strategist to interact with to make sure our business needs are met. Our needs have not only been met since day one, but CRTG's professionalism and service has far exceeded our expectations. They are friendly, responsive, knowledgeable, accessible and most importantly, they add a touch of personal care which is typically not associated with most IT firms that offers a wide range of services like they do. I highly recommend this company.

Jeff Elghanayan
President
Bicoastal Properties
Laguna Beach, CA

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Good Morale Means Profitability

Employee morale is a fickle thing, going up and down seemingly without reason, a rollercoaster ride of emotions and profitability. Of course, you can't control people's emotions, but with the right approach, you can steer company morale consistently in the right direction. Here are a few tips to do just that.

1. INITIATE A DAILY HUDDLE.

The stories we tell ourselves have more impact on our emotions than perhaps anything else. But by holding standing mini-meetings of no more than 10 minutes every day, you can spark a new, authentic story in your work community. Let people share their challenges, the actions they're taking to overcome them, and their victories.

One thing, though: if you do start doing a daily huddle, make sure you keep it consistent for the entire life of your company. Leaving huddles hanging is a surefire way to plummet morale.

2. CHANGE UP THE WORK SCHEDULE.

When people fall into an emotional rut, they're often in an action rut as well. Let your employees switch up their daily work schedules, and it will help jar them out of sluggishness. Letting someone start late on Monday to allow them to clear up some personal baggage can go a long way.

3. REMIND THEM OF THE "WHY".

People tend to get fixated on the "what" of your business, and the day-to-day grind begins to cause fatigue. To stir up passion and purpose among your team, direct everyone's attention to the deeper meaning behind the work they do. The more compelling and fleshed out your company mission is, the easier it'll be to stick to it and stay happy.

4. LISTEN.

The first thing many customer service reps learn is that angry people need to vent before they are open



to change. Meet with disgruntled team members individually or in small groups to learn about the problems they're facing. However, avoid big groups — these tend to spawn soapboxers who will bring more problems forward than you can fix.

5. LET THEM TAKE NAPS.

Seriously! Ever had a critical conversation with your significant other when you were both exhausted? I'm guessing it didn't go too well. Well, it's the same thing with your employees. Giving your team a "dark room" to take a 20-minute power nap shows that you genuinely care about them, not to mention boosting their productivity when they return to work.

6. TAKE ONE FOR THE TEAM.

When your people are facing a particularly nasty obstacle and morale is sinking, be the ultimate leader and shoulder the burden for them. Take on the dirty work, handle the confrontation, and show the team you're there to serve them.

Once you've taken action and morale is lifting, it's your job to keep the momentum going. With regular communication and authentic leadership, you can keep mood dips brief and keep everyone working together for a common goal. Don't blame your team — it's your responsibility to maintain positivity, trust, and cooperation in the office.



Tech Tip of the Month

Here's a sneaky trick used by many hackers: they purchase and set up fraudulent websites that is a close misspelling of a legitimate one. Example: www.facebook.com or www.dropbox.net (instead of .com). These websites are full of keylogger malware and viruses just waiting for you to enter your data.

Pro tip: Bookmark key sites you frequently visit or even better, have us install a web gateway security product that BLOCKS sites that are suspicious or fraudulent.

Want to stay on top of the latest IT updates? Sign up for our Security Tip of the Day and we'll give you short, relevant IT security tips, reminders, and strategies.

www.creativeresources.net/tech-tip-sign-up

■ 5 Ways To Build A Stronger Small Business In 20 Minutes Or Less

1. Go to a networking event. It's all about who you know, as they say, and with sites like Eventbrite or Meetup.org, it's easy to find communities where you can connect and learn.

2. Take a break and learn something. Listen to a podcast or put on a quick TED Talk on a subject you're interested in. Over time, these little nuggets of information add up and can transform the way you work.

3. Work on your social media. Schedule some posts that will get traction.

4. Take an online class. Whether it's through Google's free online academy, Udemy, LinkedIn Learning, Skillshare or Coursera, it's easier than ever to pick a subject and learn everything you can.

5. Find money you're owed. Track down an overdue invoice and send a friendly reminder. *Inc.com, 10/10/2018*

■ 5 Ways To Protect Your Company From Cybercriminals

A recent survey by Vistage revealed that a full 62% of CEOs do not have an active cyber security strategy in place, while 27% have no plan at all. Frankly, this is

insane. Follow these five quick steps to bolster your security right now. There's no time like the present.

1. Use a tool like the Cybersecurity Framework from the National Institute of Standards and Technology to perform a thorough assessment. You can't fix something until you know what's broken.

2. Train your employees on cyber security risks. Forewarned is forearmed, and most data breaches occur as the result of employee neglect.

3. Implement cyber security policies. Put procedures in writing, and make sure they're followed to the letter.

4. Get tools that work. It needs to go far beyond a simple antivirus, encompassing everything from endpoint security systems to firewalls and backup solutions and everything in between.

5. When in doubt, consult an expert. *Inc.com, 9/25/2018*

Are You A Sitting Duck?



The National Cyber Security Alliance reports that 1 in 5 small businesses have been victims of cybercrime in the last year - and that number is growing rapidly as more businesses utilize cloud computing and mobile devices, and store more information online. Quite simply, most small businesses are easy targets for hackers due to their lack of adequate security systems.

As a local IT support company, we work day and night to protect our clients from these attacks - and unfortunately, we see on a regular basis, hardworking entrepreneurs being financially devastated by these lawless scumbags.

It is our company's mission to stop cybercrime, so we have put together a **FREE Network Security Audit**. We'll send our Senior System Engineer to conduct an audit of your network's security and overall health. When done, we'll give you an Executive Report of Findings & Recommendations that will not only reveal if your data and computer network really is properly backed up and secured, but also if there is anything you need to do now to prevent a major network outage, data loss, hacker attack or other expensive, data-erasing disaster.

Start the New Year right and schedule a consultation at (714) 551-6772. You have nothing to lose by learning more about how to make your business safer, more secure, and ultimately more productive and efficient.