

TALKING TECH

HELPING YOUR BUSINESS



FEBRUARY 2022



FROM DAMIEN'S DESK:

Summer holidays are done. Here is February, and the kids are heading back to school. I hope you got a chance to take a break, rest up and enjoy time with your family.

I recently wrote a post on LinkedIn about one of our four core values: super responsive. What does that mean? Most **IT Solutions** providers are not great at getting back to their customers. They ask you to put your request in via a ticket or email, and then you sit and wait in the queue along with the myriads of other support requests. Eventually, someone will get back to you when your request bubbles to the top.

At **DSP**, being super responsive means being available for the customer when the customer needs us. Whether you want to place a support request by phone or email, we will get onto it promptly and keep you informed along the way.

I see that communication is fundamental to being responsive. In many cases, customers do not know what you have done unless you tell them. Some would say this is blowing your own trumpet, but unless you take time to explain what you have done, there is no understanding of the effort taken to resolve an issue or provide a solution.

Never assume someone understands or even knows what you have done for them. Tell the story!

Remember, people love a good story. What is your story?

Damien Pepper - Managing Director
DSP Electronics P/L

DID YOU KNOW?



The computer "bug" was named after a literal bug found in a computer.

An actual moth trapped in a computer relay of the Mark II is the reason "debugging" is used to describe a fixing code.

WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your business colleagues/friends. Referrals help us keep costs down so we can pass the savings to our clients.

Simply introduce me via email to damien@dspelectronics.com.au or (03) 9001 0817 and I'll take it from there.

I personally promise we'll look after your friend's business with a high level of care and attention (just like we do with all our clients).

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We hear stories on the news when a big organisation is hacked, because these companies pay millions of dollars to regain control of their data. When a small or mid-size business gets attacked, they can't pay millions of dollars to recover stolen information. When a hacker attacks a smaller business, it often ends in the business closing their doors for good.

The year 2021 set a record for cyber attacks, and 2022 is shaping out to be no different. If you're a business owner, you need to wake up to the reality of cyberthreats and cyber security before it's too late.

Here are a couple of the best cyber security practices you should put into place immediately:

HIRE A MANAGED SERVICES PROVIDER FOR YOUR IT NEEDS

Cyber security awareness has grown over the past five years, but there are still plenty of business owners who think there is no need for cyber security measures or that they're too expensive. The simple truth is that every business can be a victim of cyber-attacks. If you think it's too expensive to have your own IT team watching over your cyber needs, think again. Hiring an MSP is one of the best and most cost-effective ways to ensure that your network and information are protected.

MSPs can be incredibly beneficial to any business. They're designed to recognise and fix weak points in your IT infrastructure. MSPs work proactively to ensure that your business is fully protected in the cyberworld. They offer around-the-clock monitoring,

data backup and recovery, firewall and network protection, real-time threat prevention and so much more. MSPs provide you with a dedicated team of IT professionals who are available to assist with any IT needs. If you have not looked into hiring an MSP for your business, you need to consider it.

If you're interested in hiring an MSP or want more information about the benefits, reach out to us and we will assist with any concerns or questions you may have.

CREATE A CYBER-SECURE CULTURE

Many cyber-attacks stem from employee error or misunderstanding. You need to make sure that all of your employees are aware of the risks associated with cyber-attacks. When you first hire an employee, train them on cyber security. In addition to this, your current employees should go through a reminder course at least once a year.

You'll need to inform your employees about the dangers of phishing e-mails and texts, downloading malware, social media scams and password protection. If you have employees working remotely, you should ensure that their devices have security measures built into them. If your employees are informed about the risks, they will be more observant so they can spot any potential threats. Your entire team needs to buy into the cyber-secure culture if you want your training to be effective.

In today's day and age, you can never be too careful when it comes to your cyber security. You need to be proactive and put into effect all of the security measures you possibly can. The year 2021 saw cyber attacks reach new heights, and it's likely that these numbers will continue to rise even higher this year. Take preventive action and don't let your business add to the cyber-attack statistics.

If you're unsure of where to begin when it comes to buffing up your cyber security practices, give us a call, and we will be glad to help.

Are you looking for a solution to increase the proficiency and abilities of your team? Read on to learn how you can help improve the skills and abilities of your employees. You can better lead your team by teaching them to efficiently manage their tasks. If you understand the abilities and weaknesses of each employee, you can provide them with the appropriate support. These tools and techniques will help your team improve their proficiency:



ASSIST YOUR TEAM

When you manage a team, you need to evaluate each employee's tasks and performance. Your goal should be to understand and accommodate the team's expectations. You should give responsibilities to your employees based on their abilities and trust them. When you empower your team, they will make an effort to not disappoint you.

MATCH SKILLS AND TASKS

Knowing your team's individual behaviour and skills is key. You need to understand the individual capabilities of each employee and the type of tasks they can handle. You need to ask yourself, 'who's the best person on the team to perform this task?' You can use a project management tool, such as Asana or Workzone, to manage the projects and assess each of your employees' performance.

COMMUNICATE WITH THEM

Communication is key to a proficient workforce. Instead of depending on emails, bring your employees together using collaboration and communication tools such as Microsoft Teams. Also, encourage your employees and praise them in front of others when they perform better. This is important to motivate them and improve their performance.

CLARIFY THE GOALS

Your team will never perform well if they have no idea about where the company is going. So, keep your business goals clear and let them know what the big picture is. When the team knows what the goals are, they can prioritise better based on what needs to get done and when. If something changes, let them know so that they can adjust their focus as needed.

OFFER BENEFITS AND INCENTIVES

Remember, motivation can only take a team so far. When an employee does a good job, recognise their efforts. Appreciating your employees will boost morale, encouraging them to work harder. Incentives and benefits are the best way to do this.

GIVE PROPER TRAINING

Focus on training your team in new ways to perform their tasks. Narrow down problem areas and look for tendencies. Involving them in figuring out solutions to long term problems will make training more likely to stick with them for a long time.

The best way to ensure that your goals are clear is through the SMART technique. SMART stands for SPECIFIC, MEASURABLE, ATTAINABLE, REALISTIC & TIMELY.

NEED A LAUGH?

Four fonts walk into a bar. The barman says, "Oi – get out! We don't want your type in here!"



The Keys to Quality Content Marketing

If you're interested in starting a marketing campaign, you're probably wondering how to make the best possible content. A strong marketing campaign does not rely solely on flashy images and strong keywords. There are a few things you need to do to ensure that your marketing content is quality.



Start by deciding on a few potential topics and performing extensive research. Use Google Trends or similar sites to find related keywords that will expand your search. You also need to brainstorm ideas related to your keywords and research. It's also very important to focus your research on areas that relate to your clientele. A marketing campaign will never be strong if your customer base can't connect with it. In addition to this, your title should be clear and thought-provoking while using strong keywords that drive search engine optimisation. Put your content together and design it before finding the perfect place to publish. Take advantage of social media to also help expand your audience.

By following a proven system, anyone can create widespread and meaningful content for their campaign.

WORK SMARTER, NOT HARDER

In many cases, entrepreneurs try to do as much work as possible in order to meet their standards and succeed in their industries. Sometimes, these entrepreneurs do way more work than is necessary. Unfortunately, this may involve more busy work, on a daily basis, which will put any entrepreneur on the fast track to burnout and may even reduce profits.

If you feel like your days are bogged down with busywork, you should look into business automation tools. These will help get your business back on a profitable track while also alleviating stress.



Automation tools are available to boost nearly any aspect of a business. Google Workspace and Office 365 can help with various tasks, Mailchimp and Constant Contact can make emailing a breeze and FreshBooks can help automate billing.

If you're not using any automation tools in your business, you should start now. Do your research and find the programs that will benefit your business the most.

DO YOU WANT TO WIN A VILLAGE CINEMA GIFT CARD?

The winner of last's month's Trivia Challenge Quiz is Pauline from Grace Professional Services! The answer was c) ImagePro.

You can be the winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer the question below and receive a \$30 Village Cinema Gift Card. Ready?

These famous tech personalities are all college dropouts, except . . .

- a) Michael Dell
- b) Elon Musk
- c) Steve Jobs
- d) Mark Zuckerberg

Contact us now with your answer! (03) 9001 0817