



# Ribb"IT" Review

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

Issue 4 Volume 6 April 2013



"As a business owner, 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!"  
- Alex Bleam,  
Frogworks

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*"It's been a long winter and Milton has been waiting for spring. I beg you to look the other way."*

## BYOD or COPE? Do You Allow Employees To Use Their Own Devices For Work?

The evolution of personal mobile devices and the rise of how necessary they are to business success these days are forcing many small business owners to make a choice. BYOD or COPE? Or "Bring Your Own Device" vs. "Corporate Owned, Personally Enabled".



**The Typical Solution - BYOD.** According to the CDW 2012 Small Business Mobility Report, 89% of small-business employees use their personal mobile devices for work. But the headache involved here is: how do you support and secure all of these devices? The scary thing is that most small businesses don't even try! The CDW survey found that only 1 in 5 small businesses have deployed (or plan to deploy) any systems for managing and securing employees' personal devices.

**The Alternative - Is COPE Any Better?** A minority of small businesses have implemented a Corporate Owned, Personally Enabled ("COPE") policy instead. They buy their employees' mobile devices, secure them, and then let employees load additional personal applications that they want or need. The employers control what types of apps can be added. The "personally enabled" aspect of COPE allows employees to choose the company-approved device they prefer while permitting them to use it both personally and professionally. COPE is certainly more controlled and secure, but for a business with a limited budget, buying devices for every employee can add up pretty quickly. If you go the COPE route and are large enough to buy in volume, you can likely negotiate substantial discounts.

**Security Concerns With BYOD.** If you have client information that must be kept secure or other industry specific regulations regarding the security of client data, then COPE is likely your best approach. It takes out any gray area of whose data is whose. Plus there is a certain comfort level in being able to recover or confiscate any device for any reason at any time to protect your company without any worries of device ownership.

**Advice For BYOD Companies.** Despite the numerous advantages of COPE, most small businesses will still choose BYOD because it can save them money. Here are 2 of Lawrence Reusing's (GM of mobile security at Imation) important rules for BYOD. Consider these when creating your mobile device policy.

1. Assume employees will use personal devices on the corporate network even if they are told not to. 50% of employees use personal devices to take confidential data out of companies every day.
2. Assume employees value convenience more than security. If your policies are inconvenient, employees will work around them.

To find out how you can secure devices in your business, call today to schedule a FREE 20-minute phone consultation: 240-880-1944

## Share a “Mini” Thing with us...Get a FREE “Mini” For You!

(See Below For Details...)



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special “refer-a-friend” contest for the Spring.

Even if your referral doesn't hire us, they'll benefit from having a third-party conduct an audit of their systems. Normally we charge for this service, but we'll give it to them free since you referred them.

All you have to do now is go online to [www.GetFrogworks.com/Referral](http://www.GetFrogworks.com/Referral) and give us the name of one fellow business owner you know who might benefit from our services. There's no obligation for them to buy anything. We'll award a brand new iPad Mini to the customer who refers us the most quality contacts!

If you have any questions about our contest, you can also call me at 240-880-1944 or simply e-mail me at [alex@getfrogworks.com](mailto:alex@getfrogworks.com) with the name and contact information of one of your business colleagues who might benefit from hearing from us.

## Steve Jobs: Insanely Great

If you spend any time in front of an audience, make sure you read [The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience](#), by Carmine Gallo.

The author points out that every single one of Steve Jobs' speeches follows the same pattern, almost like a cookie cutter. Then she goes on to dissect that pattern and teach us how to copy it.

The book starts out with the question in your audience's mind: Why should I care about what you're talking about? As you begin to plan your presentation, you must remember this. Steve Jobs would frequently say, “What this means to you is...” The best way to engage your audience is to sell the benefit(s) of what you're talking about.

Another feature that you'll hear in every one of Jobs speeches is the equivalent of a topic sentence. Now, before you break out into a cold sweat remembering high school grammar class, relax. Just create a Tweet for your topic! Jobs created a specific and memorable “headline” for every speech — and he made sure they could fit on Twitter. (And you thought I was kidding!) Then, he reused that exact headline, in his verbal presentation, on a slide, in interviews (several times,) in taglines on the home page, in press releases, and in his quote on the press release. So as you're planning your next presentation, craft a Twitter-worthy headline or that takes the guesswork out your new product. And maybe, like Jobs, your headline will work so well that the media will pick it up and repeat it for you!

Here are some other key points the author shares:

- The Rule of Three. Give your audience 3 points, which are essentially “mile markers” to listen for.
- If you must share numbers, make them relevant to something they already understand, preferably something concrete.
- Speak in simple, clear, and direct language. Don't use jargon. You might even have the guts to describe your product as “amazingly zippy,” like Steve Jobs did. But if not, at least make your choice of words uncommon, and maybe even fun!
- Don't be afraid to do a demo of your product or service, if you're able. If you choose to do a demo, make it short and simple. It should demonstrate the solution to a real-world problem your audience is experiencing.
- Create visual slides. Forget slides with a bunch of bullet points. Pictures are powerful.

What shouldn't come as a surprise is how much Steve Jobs practiced for his speeches. Jobs was able to maintain important eye contact because of how much he practiced his speeches. And the more he rehearsed, the more he was able to connect with his audience. Jobs rehearsed for HOURS before a single speech. Can you say the same?

The bottom line is that there are no “natural speakers.” To become a master at something, you have to spend ten thousand hours doing it! If you do the math, that equates to 20 hours each week over a period of ten years. You can achieve the same level of proficiency as expert speakers, but you must continue to practice.

**Jennifer Bleam** is a veteran business owner who enjoys solving business challenges by shaping unique solutions. Her colleagues and clients recognize her unique ability to translate techno-babble into everyday English that any business owner can understand. In her spare time, she enjoys working on jigsaw puzzles, and applies the same analytical skills when thinking through clients' challenges. She loves to create operational systems that simply make things function better. Jennifer also has the uncanny ability to walk into a business and quickly spot some aspect that, if improved, would transform customer satisfaction.

## Who Else Wants To Win A \$25 Gift Card?

No one got the answer last month so the Carrabba's gift card is still available! Here's the answer to last month's trivia question

### Which of the following inventions was patented March 7, 1876?

- a) Motor Vehicle
- b) Telephone
- c) iPod
- d) Computer

The answer was b) Telephone



**Now, here's this month's trivia question. The winner will receive a \$25 gift card to Carrabba's.**

**April is named after the Greek Goddess Aphrodite. She is the Goddess of :**

- a) Fire
- b) Light
- c) Love
- d) Spring

Email our marketing manager: Jennifer@GetFrogworks.com with the word "Trivia" in the subject. Or call us right now with your answer! 240-880-1944

All correct answers will go into a drawing which will take place on the 15th of the month. Good Luck!



## Prepared, Equipped and Armed with the Right Habits

At the peak of their expansion, Starbucks was opening 7 new stores every day and adding 15,000 employees every week. How did a small coffee shop in Seattle end up with over 17,000 stores and revenues of more than \$10 billion, selling \$4 coffee in a fancy cup? How did Starbucks build such an incredible organization that has over 135,000 employees? How do they get their new employees to show up on time and excel at delivering exceptional customer service, especially when many of them are young, unskilled, and lacking little, if any, experience in business? If you knew the answers to those questions, do you think it might help you expand your business or on a personal level ... help you to become more successful? Let me give you just a little insight to their formula for success.

Howard Behar, the former president of Starbucks once said, "We're not in the coffee business serving people. We're in the people business serving coffee." When your entire business model is built around delivering exceptional customer service, you have got to figure out a way to instill the necessary SELF-DISCIPLINE in your people so they can correctly handle almost any situation. Long lines, complicated orders ... and dealing with sometimes angry, mean, and in-a-hurry customers can be a daily routine for an employee at Starbucks. But, the customer and situation I just described can be the norm in a lot of businesses, so why are employees at Starbucks so good at dealing with it?

It all starts with training. Each first year employee will spend over 50 hours in the classroom and more time at home studying workbooks or conversing with mentors. Starbucks spends hours upon hours developing powerful habits to prepare their people for the onslaught of customers. They have found that following disciplined habits will enable their people to DEAL with almost any challenge they may face. They focus on life skills and helping them to handle their emotions and show them how to deliver a BURST of energy, pep, and enthusiasm when dealing with every customer. They role play with them, interact with them, help, guide, nurture and SHOW them how to handle many different SITUATIONS.

Starbucks has spent millions of dollars creating courses that TRAIN their people on not just the steps of the process, but more importantly, on how to maintain the self-discipline to "do it" every time. One acronym Starbucks uses to help their people is LATTE. It stands for Listen to the customer, Acknowledge their complaint, Take Action by solving the problem, Thank them, and then Explain why the problem occurred. Starbucks has developed numerous routines for their employees to follow to help them during stressful situations. By developing these routines, they are helping their people create the RIGHT HABITS to serve their customers. When an employee is PREPARED, EQUIPPED, and ARMED with the RIGHT HABITS to address almost any situation, delivering exceptional customer service becomes easy.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success." Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey.  
[www.robertstevenson.org/](http://www.robertstevenson.org/)

## The Lighter Side: April Showers Bring... Laughter!



**Q. What season is it when you are on a trampoline?**

A. Spring-time!

**Q. When do monkeys fall from the sky?**

A. During Ape-ril showers!

**Q. Can February March?**

A. No, but April May!

**Q. What flowers grow on faces?**

A. Tulips (Two-lips)!

**Q. Why is the letter A like a flower?**

A. A bee (B) comes after it!!

**Q. What's the best day for monkey business?**

A. The first of Ape-ril!

**Q. Do you know all about April 1st?**

A. Yes, I'm fooly aware of it!

**Q. Why is everyone so tired on April 1?**

A. Because they've just finished a long, 31 day March!

Knock, knock!

Who's there?

Noah.

Noah who?

Noah body . . . April Fool's!

## Is Microsoft's New Cloud Based Office Licensing Model Going To Affect Your Business?

Microsoft announced earlier this year that they are going to place all of their Microsoft Office desktop and cloud-based Office 365 software applications under one umbrella in a renewed effort to push their cloud-based subscription model.

Microsoft will still sell their existing desktop versions, but these will not be as “fully featured” as the upcoming cloud-based versions (note that any Microsoft software that ends in 365 is their cloud based software). It's becoming very apparent that whether you're a home user or a large company, Microsoft wants you to buy the cloud version of their products going forward. If you don't want the cloud version on a monthly subscription, you'll have to settle for a dumbed down version of the product instead.

### Here's what this potentially means for you:

- The new “Office” family covers all different editions of Microsoft Office, from Student and Home Editions to the most powerful tools that Microsoft offers.
- You will never have to worry about buying CALs for Office 365.
- You will now be able to shift your budget dollars from one time or annual license purchases to an ongoing monthly operating expense, thus evening out cash flow.
- Things should be getting easier for you to manage. Whether you are starting from scratch or updating software licenses for your office, you'll be able to get everyone running on Office, Exchange, Sharepoint, Lync, Word, Excel and even Skype under one single license.
- Microsoft is also preparing a half-dozen bundles for Office and Office 365, many aimed at small business.

### Shiny New Gadget Of The Month:

#### Ultra-Small Bluetooth Location Stickers

With Stick-N-Find, never lose your keys again, find your remote control, track your luggage or keep a virtual leash on your pet Fluffy so that you get notified when they go too far away.

About the size of a quarter and 0.16 inches thin, you can stick these just about anywhere! Stick them to any device, person or animal and find them with your smartphone.

With an Apple iOS or Android app, you can view your misplaced items on a radar screen and decide if you would like to have it buzz, flash or do both. Or create a “virtual leash” with the sticker – if that sticker moves away more than a selected distance, your phone will alarm you. Lastly, “Find It” alerts allow you to be alerted when your lost item comes in range of your phone.

Stick-N-Find Stickers have a Range of about 100 feet with a battery that lasts for over a year.

Find out more at [www.sticknfind.com](http://www.sticknfind.com).

