



# Ribb"IT" Review

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

Issue 7 Volume 07 July 2012



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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## If At First You Don't Succeed What Edison Can Teach Us About Success By Jennifer Bleam

If you're a regular reader of this newsletter, you know that in May, I had the privilege of meeting Mike Wolfe, star of American Picker. In case you aren't familiar with the top-rated History Channel show, it stars Mike who drives all around the country unearthing antique treasures that he can sell through his network of antique collectors.

He uses the show as a way to get people into his retail store, Antique Archaeology, in Nashville. One of the unusual things about his store is that almost every light fixture is lit with an antique Edison light bulb. Since these bulbs give off a different color light than we're used to, his store makes you feel like you've stepped back in time.

While I was there, I actually bought myself one of these antique light bulbs. One of my colleagues looked at me like I was weird, and asked me why in the world I wanted an old light bulb. So I thought I'd share my thoughts with you.

Thomas Edison worked for years before he finally invented a light bulb that could be considered successful. Yet, he chose not to look at the thousands of unsuccessful designs as a failure. Indeed, he's credited with saying, "I haven't failed. I've found 10,000 ways that don't work." It bears repeating: he **CHOSE** not to look at the unsuccessful designs as a failure.

I'm pretty sure that after 20 unsuccessful designs (and perhaps with the "encouragement" of some well-meaning friends) that I would have thrown in the towel. How long would you have stuck it out? Have you ever walked out of a planning session, chosen a business challenge to overcome, and then given up a month down the road because you couldn't get any traction? Have you ever tabled a growth initiative or a marketing project because it didn't go exactly according to plan? Mr. Edison said, "Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

Notice that I'm not talking about doing exactly the same thing and hoping that it will somehow work this time. I'm talking about changing just one small piece at a time. And if that piece doesn't fix the problem, then say with an Edison-like air of confidence, "I've found one more way that won't work."



"In return for an increase in my allowance, I can offer you free unlimited in-home computer tech support."

## Shiny New Gadget Of The Month

### iRig MIC Cast Portable Microphone



If you need to make voice recordings on the go for a Podcast, an in-person interview or even recording a presentation, your iPhone, iPod Touch or iPad isn't the best option because their built-in microphones are not designed to record high-quality audio.

For those occasions where quality matters, we recommend using the iRig MIC Cast with your iOS device. This small microphone plugs into your iPhone, iPod or iPad and turns it into a mini recording studio with the ability to capture high-quality audio. Best of all, it's tiny and light so it's easy to carry around for those impromptu opportunities that arise.

The iRig also comes with a mini stand for your device so you can conveniently prop it up on a table. It provides real-time monitoring of what's being recorded and works with all regular phone calls and voice-over IP app.

## Bring Your Own Device To Work: Excellent Money-Saving Idea Or Security Disaster Waiting To Happen?

Maybe you've heard the term "BYOB" (bring your own bottle) when you were invited to a party with some friends. Now a similar trend is happening in business called "BYOD" (bring your own device) where employees are bringing their smartphones, tablets and other devices to work.



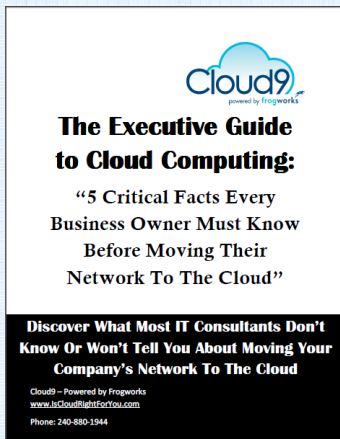
Considering the cost of new hardware, this trend seems pretty attractive for small business owners. Employees show up already equipped with the devices they need to work; you just give them a username and password and you're off to the races without as many out-of-pocket expenses as before. Plus, the employees are more than happy because they get to continue to use their device of choice. Cool? Maybe...

Based on surveys and chatter online from IT managers and executives, how to effectively monitor and manage employee-owned devices is murky at best. In many cases, this "wild west" device strategy is causing IT departments to work overtime to keep their network secure and data out of the wrong hands. For example, IBM started allowing employees to BYOD back in 2010. Approximately 80,000 of their 400,000 employees started using non-company owned smartphones and tablets to access internal networks. But instead of IBM saving money, this situation actually increased costs in certain areas, namely in the management and security of those devices. Because of this, IBM has established guidelines on which apps the employees can or can't use. In addition, employee-owned devices are configured so that they can be wiped remotely in case devices are stolen or misplaced prior to being granted access to internal networks. Cloud-based file-transfer programs such as iCloud, Dropbox and even Siri, the voice-activated personal assistant, are not allowed. Employees with greater access to internal applications and files will also have their smartphones equipped with additional software that performs the appropriate data encryption.

**The bottom line is this:** If you are going to allow employees to use their own personal devices to connect to your network, you need to make sure they aren't a conduit for viruses, hackers and thieves; after all, we ARE talking about your clients' and company's data here! That means written policies need to be in place along with 24/7 monitoring of the device to ensure that security updates are in place to watch for criminal activity. We also urge you to establish a policy for all employees who bring mobile devices into the workplace about what they can and cannot do with their devices. They might already be using their smartphone or tablet to access e-mail or company files without you even knowing it, leaving you exposed.

For more information on how we can monitor and manage ALL the devices connected to your network, give us a call: 240-880-1944

## 5 Critical Facts Every Business Owner Must Know Before Moving To The Cloud



If you need to upgrade your current computer network and are considering cloud computing to save money and simplify IT, the insights in this report will arm you with the right information and questions to ask to avoid getting “sold” a solution that doesn’t work for you.

You’ll discover:

- What cloud computing is and why it matters to small and medium sized businesses.
- The various types of cloud solutions you need to know about and how to determine which is right for you.
- What you should expect to save on IT costs initially and over time.
- 15 critical questions you must know the answer to about the cloud.
- The most important thing you need to know about security and where your data is hosted.
- Little known facts about moving to the cloud most IT consultants don’t know or won’t tell you that could end up costing you big.

Request this free report today at [www.IsCloudRightForYou.com](http://www.IsCloudRightForYou.com) or give us a call at 240-880-1944

## What Should You Do If YOUR Network Is Compromised?

Back in June, 6.3 million passwords were reported stolen when a hacker was able to access LinkedIn’s servers. The news made headlines instantly and everyone in the office (and online) was talking about it. Clearly this is a public-relations nightmare for the company and one that will, for sure, have a ripple effect for months, possibly years, as they deal with the fallout from their clients and potential lawsuits.

# LinkedIn HACKED!

What’s scary about this type of attack—or any major security breach to a big company—is that if it can happen to them, it can certainly happen to YOU. Although I’m not privy to LinkedIn’s security procedures, I’m sure they don’t take it lightly and have most likely invested a BIG chunk of change to keep their data secure, money that the “average” small business owner could never afford to logically spend. So IF this happened to your company, what should you do? How do you avoid a massive PR mess, the loss of both sales and the trust of your clients, and even potential lawsuits?

The first step would be to identify what type of attack it is and what machine(s) were affected so you can quickly contain the damage done (or being done) as best as possible and protect your assets. Naturally, you should consult with a professional security expert (like us) to make this containment happen as quickly as possible to “stop the bleeding.”

Next, you’ll want to notify any and all parties affected as fast as possible. In the LinkedIn attack, they immediately notified the subscribers affected by forcing a password reset. The faster you can react to this, the better your chances are of limiting the damage done. We’re not legal experts here but we *would* encourage you to talk to an attorney about the breach and about what you need to do in terms of making a public announcement as quickly as possible—particularly if a security breach exposed your employees, subscribers or clients to a cyber-criminal. In some cases where medical or financial information is involved, you may be required by law to report the incident not only to your clients, but also to authorities.

Of course, you can’t saw sawdust, which simply means there’s nothing you can do to un-do a security attack. Beefing up security AFTER the fact is good, but a better strategy is to avoid being complacent to the point of being negligent. After all, if a security attack happens and it’s due to a simple security measure you could easily have put in place, it looks really bad.

If you’re a “**Relax. We’ve Got It Covered**” customer, you can rest easy knowing we’re monitoring your network against such attacks to limit your risks and prevent you from being low-hanging fruit for hackers. If you’re not a “**Relax. We’ve Got It Covered**” customer, call us for a FREE Network Security Audit to see just how secure your network REALLY is, and to find out how you can hire us to take care of this for you.

## The Struggling Butterfly



A man found a cocoon of a butterfly. One day a small opening appeared. He sat and watched the butterfly for several hours as it struggled to squeeze its body through the tiny hole. Then it stopped, as if it couldn't go further.

So the man decided to help the butterfly. He took a pair of scissors and snipped off the remaining bits of cocoon.

The butterfly emerged easily but it had a swollen body and shriveled wings.

The man continued to watch it, expecting that any minute the wings would enlarge and expand enough to support the body. Neither happened! In fact the butterfly spent the rest of its life crawling around. It was never able to fly.

What the man in his kindness and haste did not understand: The restricting cocoon and the struggle required by the butterfly to get through the opening was a way of forcing the fluid from the body into the wings so that it would be ready for flight once that was achieved.

Sometimes struggles are exactly what we need in our lives. Going through life with no obstacles would cripple us. We will not be as strong as we could have been and we would never fly.

## 3 Ways To Use Questions As A Negotiating Tool

In any kind of negotiation, your ability to ask the right questions—and ask them in the right way—determines the vision created that drives the decision your adversary will make. Who asks the questions determines who's in control of the dialogue, how your adversary feels about you, and what kind of critical vision you can create to land the deal-making advantage. Here are three questioning principles that will serve you well.

### #1 - Always create vision with questions by starting questions with an interrogative—who, what, when, where, why, how, and which.

Interrogative-led questions are the key means of discovery. Never ask a question that can be answered with "yes," "no," or "maybe." When this happens, you lose control; advantage goes to your opponent. Here are some examples:

- Wrong: Is this the biggest issue we face? Right: What is the biggest issue we face?
- Wrong: Do you think we should bring Mary into the loop? Right: Where does Mary fit into this?
- Wrong: Does it fit into your needs? Right: How does it fit?

### #2 - Take every opportunity to nurture your adversary—with your delivery and your phrasing—as you ask questions.

*Nurturing* must not be confused with being easy and soft. Rather, it's a human effort at communicating through behavior that brings down barriers. It allows open exchange of information that gives you access to their vision and concerns.

- Not nurturing: Adversary: *What will this option do for me?* You: *Well, what's your biggest challenge at the moment?* (too aggressive)
- Nurturing: Adversary: *What will this option do for me?* You: *That's a good question, Sam. Before we get into that, what is the biggest challenge you face?* (more respectful; puts Sam at ease)

### #3 - Answer questions with a question, even if you think you already know the answer.

This is called a "reverse." A reverse assures that you're dealing with the real question *for you*, thereby allowing you to gather more insight and information for your side, giving the other side a chance to provide you with clarification.

- Reverse: Adversary: *How much does it cost?* You: *Well, that depends on a number of different facets of control. What areas require control?*

Jim Camp is the leading global expert on negotiations. Over the last 25 years, he has trained and coached over 100,000 people to negotiate better, more profitable agreements in more than 500 multinational organizations. He is the best-selling author of both, **Start with No** and **No: the Only System of Negotiation You Need for Work and Home**. Learn more at: [www.campnegotiationinstitute.com](http://www.campnegotiationinstitute.com)

