



Ribb"IT" Review

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably" Issue 9 Volume 04 September 2014



"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!"
- Jennifer L. Bleam, Frogworks

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"JUST THINK OF IT AS IF YOU'RE READING A LONG TEXT-MESSAGE."

Diana Nyad—Just Keep Swimming...

By Jennifer L. Bleam

A few months ago, I had the opportunity to hear Diana Nyad speak. Diana Nyad is a determined lady who swam from Cuba to Florida! It "only" took her five tries, but she did it! Her life philosophy is one that has served her well, and one that we all can learn from.



Alex Bleam, Diana Nyad, and Jennifer Bleam.

Near the beginning of her career, Diana was competing for the Olympic swim team; she was afraid she wouldn't make it. A friend counseled Diana to give it all of her effort. She said, "You swim so that you couldn't have given it a fingernail's more effort. Then it doesn't matter if you make the team or not." She took that advice to heart, and swam as hard as she could, putting into practice all the training she'd done to prepare for the race. She came in fifth place and didn't make the Olympics. Yet she wasn't sad, because she knew she'd given it her very best.

That day, her mantra became: "Not a fingernail's less effort will do." She carried that refrain through her whole life. She had always had this crazy idea of swimming from Cuba to Florida. Many well-meaning friends said it couldn't be done. Every time she failed, she found the courage to try again. On her fourth attempt, she was forced to admit that the outrageous currents and dangers from jellyfish and sharks made the journey impossible.

After a short break, she decided to try one more time and give it her traditional "not a fingernail's less effort." She successfully swam 110 miles in 53 hours of non-stop effort! The amount of training and dedication that was required was astounding!

How about you? Do you believe in your dream so much to plug your ears at the nay-sayers? Are you truly giving it your all? So when you're standing at the finish line, you can hold your head high and say with pride, "I gave it my all! I couldn't have given another fingernail's bit of effort!" Thanks, Diana, for sharing your inspirational story!

Are You Using Videos To Onboard New Employees?

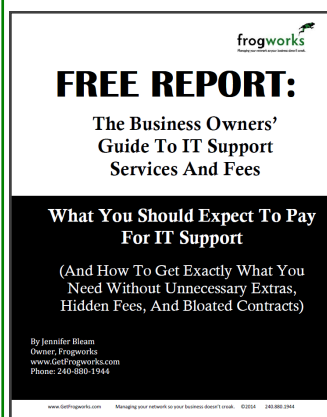
Most small businesses give new team members an Employee Handbook that outlines (in approximately 43 mind-numbing pages) everything anyone needs to know about the company. We expect our new hires to read this brick and be ready to pick an insurance plan, a 401K choice, know the company dress code, code of conduct and even what they can and cannot do online. We often include a boring video for safety or sensitivity training.

Many companies are now fast-tracking onboarding into a series of short videos that go through everything they need to know. It's revolutionizing the new-hire onboarding process, and here's why it's such a great idea:

- 1. Your employees are already watching videos:** Many spend 95% of their time at work in front of a computer, and even outside work, they're still staring at their smartphone or watching YouTube videos. People are used to getting information in this format, so why not use it?
- 2. It works for employees of all trades:** Even if your employees aren't at a computer all day, videos are still a viable solution. You can e-mail the video to them so they can watch it on their smartphones or at home. Companies like GuideSpark, who create training videos for employees, let you know that the videos were opened. You can't guarantee that your 43-page booklet has ever been cracked, much less read.
- 3. It makes participation easier:** Training videos should be short...3-5 minutes at the most. You probably have more than 5 minutes of content, so break it up into chunks. It's a lot easier for someone to read 2 pages and watch a 5-minute video than to read 43 pages, attend a class and watch a 30-minute 1970s training video.
- 4. It makes delivery of information easier:** Companies that are changing their insurance coverage, adding a rule, or changing their dress codes may want to think about sending out a video e-mail with the explanations. Recent studies suggest two-thirds of employees would prefer to watch a video rather than go to a live meeting explaining the change.
- 5. It cuts your orientation time:** By cutting the time of your orientation with short videos that they can watch on their phone or laptop, you could save yourself some money and have the new employees you just hired out and doing their jobs much faster.

Free Guide To IT Support Services And Fees

Do you know what to expect to pay for IT support for your business, and how to get exactly what you need? This special report contains **The Business Owners' Guide To IT Support Services And Fees**.



You will learn:

- ✓ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ✓ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ✓ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ✓ How to make sure you know exactly what you're getting to avoid disappointment, frustration, and added costs later on that you didn't anticipate.

To Get More Details And To Request Your FREE Copy Today,
Watch Our Video At: www.GetFrogworks.com

Shiny New Gadget Of The Month



Jawbone UP

UP is a system, wristband + mobile app that tracks how you sleep, move and eat so you can know yourself better, make smarter choices, and feel your best.

Jawbone UP (and UP24, for those who like Bluetooth capabilities and real-time syncing with the app) helps you understand how you sleep, move, and eat so you can make smarter choices; this little wristband keeps you in touch with your body and on top of your health.

The new app displays movement and sleep; details and delivers insights; and celebrates milestones and challenges you to make each day better. You can even team up with your friends in the UP app and share your accomplishments!

Because you can achieve anything when you take it one day at a time, the UP Insight Engine suggests daily goals based on your unique patterns.

Go further, stay hydrated, and sleep better for a sense of accomplishment each and every day.

Get your Jawbone UP at www.jawbone.com/up for \$129.99.

Dress For Success

Among the first things people notice about you is the way you dress and the way you groom yourself. Many highly creative people affect a casual indifference toward their personal appearance, but in reality, they are making a purposeful statement. They are saying, in effect, "I'm so good at what I do that I don't have to dress for success."

Henry David Thoreau was such a person. "Beware of all enterprises that require new clothes," he wrote.

If you plan to spend your life in the seclusion of a place like Walden Pond, follow Thoreau's advice. If you want to make it on Wall Street or Main Street, pay careful attention to the clothes you wear and the visual impact you have on others.

When dressing for the business world, follow the standard advice: dress for inclusion. Look at what the people one or two steps up the corporate ladder from you are wearing, and be guided by their tastes.

That's about the closest thing to universal advice that can be given in the realm of dress. Fads and fashions come and go, and what's in today may be passé tomorrow. And the fabric of American culture is quite varied. String ties and cowboy boots for men may be perfectly acceptable business attire in Fort Worth, but they would mark you as eccentric in Boston. Three-piece pinstripes may be the uniform of the day on Wall Street, but may be considered a bit stuffy on Hollywood Boulevard. And if that's true of America, it's even more true of other parts of the world. Wherever you are — in London or Sydney, in Singapore or Luxembourg — follow the fashion lead of the successful people in your business.

The perennial choice for the businessman in the industrialized nations is the gray or blue suit, with lighter shades in warm weather, darker ones in cool weather. Muted pinstripes seem never to go out of style. Brown suits are generally regarded as less authoritative than blue or gray ones.

Women have greater latitude for individuality in fashions, but the general rule still applies. In most businesses, it's best to avoid extremes. Seductive or coquettish outfits may draw admiring stares, but they won't enhance your reputation as a businesswoman.

Solid colors in women's clothing convey a message of seriousness and character. Plaids and prints are more whimsical. In the business office, successful women may be seen wearing suits, dresses, coordinates and skirts with blazers. Different colors flatter different women. Find your best colors and stick with them.

Shoes should always be shined and in good repair. Adlai Stevenson, the American statesman, may be remembered for the famous photograph showing the hole in the sole of his shoe. But he is also remembered as the loser of two presidential elections.

For men, beards are a matter of taste. Make up your mind whether you want one. Don't go around looking as if you've forgotten to shave for the past couple of days. It may work for a Hollywood actor or the leader of a stateless people, but not for a sales and marketing professional. If you choose to wear a beard, keep it neatly trimmed.

Both men and women should avoid extremes of hairstyle. Again, use the look cultivated by the most successful people in your field as a guide, and adapt it to your own physical features.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

The Lighter Side:
These Are Just Plain
Punny



- Two anglers were having a discussion and opened quite a can of worms.
- Confucius say: Many men bite, but Fu Man Chu.
- If we don't conserve water, we could go from one ex-treme to another.
- Confucius say: Man who want pretty nurse must be patient.
- War doesn't determine who is right, it determines who is left.
- Confucius say: Man who keep feet firmly on the ground have trouble putting on pants.
- Men who leap off cliffs often jump to conclusions.
- Confucius say: Man who run in front of car get tired.
- The general started bowling before his aide had entered his name on the score sheet. He had launched a preemptive strike.
- Confucius say: He who sneezes without a handkerchief takes matters into his own hands.
- A library should have several floors because it is a multi-story building.

How To Stop Cyberbullying

When I went to school, the biggest threat on the playground was getting roughed up by the class bully who was twice as big and twice as hairy as every other kid on the block. (What WERE his parents feeding him?) But cyberbullying is something very different.

Cyberbullying is when a child, preteen or teen is tormented, threatened, harassed, humiliated, embarrassed, or otherwise targeted by another child, preteen, or teen using the Internet, interactive and digital technologies, or mobile phones. It has to have a minor on both sides because once adults become involved, it is plain and simple cyber-harassment or cyber-stalking.

Turns out digital devices and the web make it much easier for a bully to harass someone; the anonymity and use of social-media sites often make them bolder than they would be in a face-to-face confrontation, and give them more opportunities to badger their target. As a parent, this is just another good reason why you should be monitoring your child's computer and cell phone use, as well as their Facebook, Twitter, SnapChat and other social-media site usage. Most social-media sites have a way for you to report this type of abuse and get violators removed and hateful commentary taken down from their sites.

If your child becomes the target, you can try to get your school involved, but many schools have been shot down, even sued, for trying to interfere. If the abuse becomes physical, sexual, or threatens physical or sexual harm, call the police. The schools aren't equipped to handle that level of abuse. The police are.

Congratulations!



Your Chance To WIN a \$25 Gift Card to Red Lobster!

The Grand Prize Winner of last month's Trivia Challenge Quiz—and PetSmart gift card—is Dennis Mangual of TRSA, in Alexandria, VA! He correctly answered my quiz question from last month:

Which of these celebrities was NOT born in August? The correct answer was d) Taylor Swift. Now, here's this month's trivia question:

Take my monthly "Trivia Challenge," and you could win too!

Send me an email with Trivia in the subject line and your answer:
Jennifer@GetFrogworks.com

The length of time between the March equinox and the September equinox is the same as the time from the September equinox to the next March equinox.
True or false?