



# Ribb"IT" Review

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably” Issue 12 Volume 04 December 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. Blead,  
Frogworks

## Inside This Issue...

Is Your Home Wireless Network A Threat To Your Business? ..... Page 1

Reducing Distractions In The Workplace ..... Page 2

The Work From Home Gameplan ..... Page 2

Shiny Gadget: Sony Xperia Z3 Compact ..... Page 3

Social Media Actions In A Heated Moment ..... Page 3

How To Use Email More Efficiently ..... Page 4

Things You Probably Didn’t Know About December..... Page 4



## Your Company’s Hidden Security Weakness:

As a business owner who also spends time working from home, do you make assumptions about your home’s wireless network security? Between your home and business, chances are your home wireless security is lacking. This can prove to be a serious liability.

WiFi security at home tends to be more lax. It isn’t something business owners worry about. You feel safe at home and you might assume since your business’s network is locked down tight, your data is secure. However, when an intruder wants to access your business’s proprietary information, they’re going to search for the easiest point of entry.

That is often the home. Intruders are looking for information they can profit from, including financial and identity-related documents. The fact is, there are people who roam around searching for unprotected or poorly protected wireless access.

Never assume your data—personal or business—isn’t accessible. You may inadvertently share critical data without realizing it. You may share files among colleagues and employees and simply forget to turn off sharing permissions. You may place documents and files in a publicly accessible folder. Data-sharing is convenient when you need it, but a liability when it’s readily accessible.

### What can you do to protect yourself and your company assets?

- Be aware of when you’re sharing data. If you have any files in a public folder, move them to a more secure location.
- Use a strong password for all your wireless networks. A string of letters, numbers and symbols about 14 characters long is ideal.
- Use WPA2 security. Make sure your router is set up correctly. If you are using WEP or WPA security, change it as soon as possible.
- Change your network's name (SSID). Routers include a default name, and keeping the default name tells potential intruders lax security measures may be in place.

**Wondering how protected your network—and your data—really is? Call us today for a FREE evaluation by calling our office at 240-880-1944. Offer expires 12/31/2014.**

## FREE Report Download



### FREE REPORT:

Important Alert To Business Owners Who Want To Allow Their Employees To Work From Home Or On The Road

Critical Facts And Insider Secrets Every Business Owner Must Know Before Installing A 'Virtual Network'

By Jennifer Bleam  
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www.GetFrogworks.com Managing your network so your business doesn't croak. ©2014 240.880.1944

## The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

You will learn:

- ✓ The only way to know for SURE your data can be recovered if lost, corrupted, or deleted—yet fewer than 10% of businesses have this in place.
- ✓ What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- ✓ The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- ✓ How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- ✓ How to get a FREE “Home Office Action Pack” (a \$97 value).

You can request this report by emailing us at [Info@GetFrogworks.com](mailto:Info@GetFrogworks.com) and putting Backup Report in the subject line.

## Reducing Distractions In The Workplace

*Distractions are everywhere. Our phones, our computers, our tablets, our co-workers, and on and on. When we're trying to get work done, there is always something, and it's getting worse. We're more connected to the Internet than ever before, and there is always one more thing we want to check. It's safe to blame technology for this constant distraction, but we do need to step up, and take a little responsibility for ourselves.*

*It's tempting to give in to distraction and let your mind wander for a few minutes, but a few minutes can easily slip into 20 minutes, then 30 minutes, and before you know it, you're through the first page of Reddit and you've filled your quota of cat pictures for the day. There's nothing wrong with a distraction every once in a while, but when deadlines loom and projects need to get done, it can do more harm than good.*

*The more distracted we become, the more stressed out we become. The deadlines aren't going to go away, and the more distracted you are, the less time you'll have to work. Productivity is lost.*

*What can you do to get productivity back and cut down on distractions? Consider the source of your distractions. Your cell phone? Put it on silent, or better yet, turn it off and put it in a drawer. Out of sight and out of mind. Make sure you cannot hear any notification sounds, whether it's a little ding or jingle or a vibration. This is crucial. Why? You may not realize it, but you've been trained to respond to those sounds, much like a cat to a can opener.*

*What about the Internet in general? If you're working on a project and you already have the materials or information you need, consider cutting yourself off. If you're connected to a WiFi network, disconnect. If you're hardwired, pull the Ethernet cord out from the back of your computer. It may sound like a drastic step, but it works!*

*If you work in a busy environment, where people are chattering, phones are ringing and the printer is printing away, see if you can track down a different workspace. Look for an empty office or meeting room (don't forget to ask first, just in case someone has a meeting later,) and close the door.*

*It's all about being proactive in cutting down the distractions. There isn't a foolproof way to eliminate them all, but a little adjusting can go a long way.*

## Shiny New Gadget of the Month:



### Sony Xperia Z3

Every fall, a batch of cool new phones from nearly every major manufacturer hits the market. People are clamoring for the new, larger Apple iPhone, or the new Google Nexus phone. This October saw the release of a rather interesting new Android phone from Sony, called the Xperia Z3 Compact. What makes Sony's phone remarkable?

Have you noticed how big phones have gotten lately? Not only that, but these big phones require quite a bit of battery power. The Z3 Compact is a premium phone that returns to a more palm-friendly size, with a 4.6-inch display. It also boasts a battery that lasts two days (or more, in some cases) with average use. That's basically unheard of anymore. It also runs the latest version of Android, and it's water-resistant. That's right! The Z3 Compact is certified water-resistant up to one meter for a total of 30 minutes.

## Think Through Social Media Actions In A Heated Moment

1. **If you wouldn't say it to your grandmother, don't write it on Twitter.** The oldest test in the book is the grandma test. It still holds today. If she would be appalled, odds are that others will be too. It feels good to blast an opponent, but such outburst can easily be used against you.
2. **Remember that everything you say or do on the web is archived.** Even if the NSA happens to miss it, odds are that Twitter, Facebook, Google, and/or other platforms have a way of archiving the information. Consider everything you write these days on the Internet to be permanent. Trolls may delete their comments but they still leave a trail.
3. **Still debating saying it? Sleep on it.** This is familiar but often good advice. If you really feel the need to say something that might be taken the wrong way, consider sitting on it overnight. Waiting until the next day will rarely hurt your point, and it may save huge amounts of embarrassment.
4. **If you do say it...make sure you feel that you could defend it in a court of law.** Falsely accusing someone of something is a big deal, and the repercussions could amplify beyond your original intentions.
5. **Remember that your reputation is cumulative.** How you respond to the unfair and uncivil will either enhance or detract from your reputation. Don't let others bait you into ruining your reputation.

### How Do I React When I Am Targeted On Social Media?

1. **Grab screenshots.** If someone truly is going after you, the first move is to gather evidence. Make sure you have copies. Odds are that they will quickly realize what they have done and will try to erase their trail, so the best thing you can do is make sure you have a copy on hand.
2. **Report them.** Twitter, LinkedIn, Facebook, and most other platforms have safeguards against those who harass others. Don't hesitate to put in a report—that's why it's there!
3. **Try not to react.** This goes back to my above points about guarding yourself. As hard as it is, try to remember that once integrity is lost, it is extremely hard to recover. The more reaction, the more fuel you pour on the fire.
4. **Remember that the truth is the best defense.** As someone who has been egregiously accused of something I did not do, I took solace in the fact that I was innocent, and as such the accusation cruelly asserted could never be proven.

We live in a world where unscrupulous people have migrated to online communities and live among the rest of us. I hope you never have to use the above actions, but if you do, I hope they serve you well.



**Mark Sanborn, CSP, CPAE**, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service, and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at [www.marksanborn.com](http://www.marksanborn.com)

## The Lighter Side: Things You Probably Didn't Know About December



December is known around the world as a family time of celebration honoring cultures, religions, and traditions that have been with humanity for hundreds of years. See below for a mix of the weird and wonderful facts about this magical month!

1. An almanac prediction states that if snow falls on Christmas Day, Easter will be warm, green, and sunny.
2. The name December comes from the Latin *decem* for “ten,” as it was the 10<sup>th</sup> month in the Roman calendar.
3. December 12<sup>th</sup> is Poinsettia Day.
4. Saint Nicholas, who would eventually be called Santa Claus, was originally the patron saint of children, thieves, and pawnbrokers!
5. December 28<sup>th</sup> is considered by some to be the unluckiest day of the year.
6. The first artificial Christmas tree was made in Germany, fashioned out of goose feathers that were dyed green!
7. Spiders and spider webs are considered good luck on Christmas.
8. “Jingle Bells” was composed in 1857, and not for Christmas – it was meant to be a Thanksgiving song!

## Simple Ways To Use Email More Efficiently

There used to be a time when email was supposed to increase productivity. Yet, that is often not the case. Many users don't use email as productively as they could, and you may be one of them! Consider these tips to improve the way you use email:

**Skip attachments.** Find alternate methods of sharing documents, such as Google Drive or Cloud9. It makes organization and collaboration more efficient, and it's easier to track who has what. Plus, many email clients, such as Gmail, are notorious for marking emails with attachments and links as spam.

**Watch your replies.** When you reply to an email, it's too easy to write and send, not realizing who might end up with your message. If you receive a CC'd email with several names attached, be sure to reply only to the sender and not the group, unless it's 100% relevant. It creates useless inbox clutter for others, and wastes time.

**Use the subject line effectively.** When a subject line is vague or difficult to understand, it's frustrating for the recipient. They might not even bother with it. Be clear and concise, while also being descriptive. The recipient should know what the email pertains to before they open it.

**Not everything needs a reply.** Replying to every email you get, or even a majority of them, wastes your time and the time of the recipient, especially if your reply doesn't say anything meaningful (such as a thanks or acknowledgment of a previous email). Unless it's absolutely necessary to continue a conversation, move on.



### Your Chance To WIN A \$25 Gift Card To Olive Garden!

The Grand Prize Winner of last month's Trivia Challenge Quiz—and Starbucks gift card—is **Anne Wood, of Pesante Norris, LLC in La Plata, MD!** She correctly answered my quiz question from last month:

**Which infamous criminal was born on the 12th of November, 1934?**  
a) Ted Bundy b) John Gacy c) Charles Manson d) Al Capone

The correct answer was C) Charles Manson. **Now, here's this month's trivia question. The winner will receive a gift card to Olive Garden!**

**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**

**What film released in December 1988 went on to win an Academy Award for Best Picture?**

- a) Working Girl
- b) The Accidental Tourist
- c) Rain Man
- d) Dirty Rotten