

Maximizing New Media Strengthen Your LinkedIn Profile to Win New Business

If your LinkedIn profile isn't engaging, you're missing out on opportunities to be seen and heard. LinkedIn Groups are an opportunity to connect with people in your industry, share and receive content, and build relationships that grow your business. To find communities, select "Groups" from the LinkedIn search categories and enter a relevant keyword or phrase, and then join groups that are most relevant to you and your customers.



Amazon CEO Jeff Bezo's Secret to Avoiding Email Overwhelm

Do you look at your inbox and want to cry? If so, you're not alone. According to widely cited Radicati Group research, the average person gets 120 business emails every day. If you don't manage your emails, you could end up in another statistical majority. People spend at least 14 percent of their workday on email alone. Is it any wonder that a recent Harris Poll found that only 45 percent of our workdays are spent on actual work? If you're looking for the solution to your email woes, start with some of Silicon Valley greats.

email from Jeff Bezos. Business Insider reports that the notoriously easy-to-contact Amazon CEO will forward customer complaints to his people and add only a question mark to the original query. Getting that dreaded mark is a little like getting the black spot from Blind Pew the pirate. You know that a day of reckoning is at hand. Follow Bezos' lead. Instead of answering all emails yourself, ask, "Can this be better handled by someone else?" Forward it to your team and save yourself the time.

BEZOS DELEGATES

If you want to watch a corporate team start to sweat, see what happens when they get a "?"

USE AUTO REPLIES

You can also use auto-reply tools to manage the flood. Tommy John CEO Tom Patterson did just that after his emails skyrocketed from

(Continued on next page)



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150 to 400 a day. He tells Inc. com that “there weren’t enough minutes in a day to answer all of them.” So he didn’t; he set up an auto-reply to tell people that he only checked email before 9 and after 5 — and to please call or text if it was urgent. The result? “It forced me to delegate and empower others to respond,” he says. Suddenly the flow slowed to a trickle.

DO YOU GET MORE EMAILS THAN BILL GATES?

And it really should only be a trickle; Bill Gates reports that he only gets 40–50 emails a day. Ask

yourself, “Should I really be getting more emails than Bill Gates?” One possible cause for email inundation, according to LinkedIn CEO Jeff Weiner, is other employees sending too much email of their own.

He writes, “Two of the people I worked most closely with ended up leaving the organization within the span of several weeks after they left I realized my inbox traffic had been reduced by roughly 20–30 percent.” If you have over-communicators in your ranks, ask them to tone back the digital flood.

SET BOUNDARIES

Creating a hard buffer between your email and your life is another CEO tactic. Arianna Huffington doesn’t check her email for a

half hour after waking or before going to bed, and she never touches it around her kids. That space to breathe is essential to maintaining a work-life balance. And if it gets bad enough? Etsy’s Chad Dickerson has a solution: email bankruptcy! He tells Fast Company that every few years, he just deletes everything and starts fresh!

Not all Silicon Valley gurus have it figured out, however. Apple CEO Tim Cook doesn’t get 120 business emails a day. No, according to an ABC interview, he gets closer to 700. He just gets

up at the crack of dawn every morning and starts reading. Hint Water CEO Kara Goldin does the same thing, preparing for a 12-hour workday with a marathon email

session. But as you can tell from the other people we’ve discussed, this is an exception, not the rule. Emulate Jeff Bezos or Arianna Huffington instead and watch your email stress melt away.



DID YOU KNOW?

- A red panda is an animal native to the Himalayas and southwestern China. The English word for red panda is ‘Firefox’ which is where the browser gets its name from - so the Firefox logo is actually a red panda, not a fox!
- Dragon Skin Body Armour is a newer invention that can withstand a grenade explosion at point-blank range.
- The first ever VCR, which was made in 1956, was the size of a piano!



- The very first Apple logo featured Sir Isaac Newton sitting underneath a tree with an apple about to hit his head.
- Google rents out goats from a company called California Grazing to help cut down the amount of weeds and brush at the Google HQ.
- Bill Gates house was designed using a Macintosh Computer.
- You cannot reverse a Bitcoin transaction, or be forced to pay.
- The average computer user blinks seven times a minute. The normal rate is twenty times per minute.
- The word robot comes from the Czech “robota”. This translates into forced labor, or work.

IT Security Tip #19: A WARNING if you handle, process or store client credit cards

If you handle, process or store credit cards in any manner, you are required to comply with PCI DSS, or Payment Card Industry Data Security Standards. This is a set of LEGAL requirements you must abide by to maintain a secure environment. If you violate them, you will incur serious fines and fees.

Are you subject to them if you take credit card payments over the phone? Absolutely! If you have clients that pay you direct by credit card, you’re subject to these laws. However, there are various levels of security standards – but thinking you don’t process enough to matter or that “no one would want to hack us” is dangerous. All it takes is an employee writing down a credit card number in an e-mail or on a piece of paper to violate a law; and then you’ll be left with legal fees, fines and the reputational damage incurred when you have to contact your clients to let them know you weren’t properly storing or handling their credit cards.

Getting compliant – or finding out if you ARE compliant – isn’t a simple matter I can outline in a 1-2-3-step checklist. It requires an assessment of your specific environment and how you handle credit card information.

A great resource is the PCI Security Standards Council, or www.pcisecuritystandards.org. If you want assistance in figuring out if you’re complaint, call us for a free assessment.



Geoff Smart: The 3 Hardest Questions About Your Career

I love helping people strategize about their career. A recently retired governor just contacted me to schedule a career strategy chat. I'm guessing he has a sense of what he wants to do next, but needs a sounding board in order to come up with a plan.

I hope that my approach (described below) will not only be useful for him, but also for you. It starts with answering these three hard questions:

1 . What is my skill-will bull's-eye?

Your skills (what you can do) and your will (what you want to do) line up in what Randy Street and I call the "skill-will bull's-eye." I recently helped a Fortune 500 VP find hers when she struggled to put her finger on her core talents and interests. Was it head hunting? "No." What about coaching? "I don't think so?" What about designing the process that businesses use to recruit? "YES! That is what I get to do only part of the time in my current job. That is what I want to do with more of my time." Presto — a skill-will bull's-eye!

2 . What are three career paths?

Force yourself outside the box by

outlining three different career options. Following from the previous example, that VP had only previously focused on a corporate path. That was Path 1, so I asked what were two other paths she could consider. "Well, I guess Path 2 would be to try to join an existing consulting firm ... and Path 3 could be that I hang out my own shingle and do that kind of work solo." We discussed the pros and cons of each path, and she eventually chose Path 2.

3 . Who are 10 people who can help me get my dream job?

Do you know "hundreds of people?" Great, but let's prioritize the 10 most likely to get you your dream job. Start by listing past bosses who know your work and are well-connected. Now list clients or customers who respect you. Next, add a college friend or two with connections. Then a good recruiter, followed by any powerful family friends you may have. Once you have your 10, write out a half-page message summarizing the career path you're looking for and the reasons you'd be a good fit for that path. End by asking for a few minutes of their time to pick their brain — minutes that will hopefully end in referrals to your dream job.



Dr. Geoff Smart is the No. 1 thought leader on the No. 1 topic in business: hiring and leading talented teams. Dr. Smart founded the leadership consulting firm ghSmart in 1995, a firm he still chairs today. He is also a nonprofit founder, government advisor, and Wall Street Journal best-selling author.

Shiny New Gadget The Feeder of the Future

Petnet is looking to upgrade pet care with their new automated SmartFeeder, targeted toward pet owners who frequently travel or those with packed, variable schedules.

After you install the SmartFeeder app on your phone, it'll ask a few questions to get to know your animal, including their age, weight, activity level, and food type. This last feature is particularly interesting, as the feeder will recommend feeding amounts for dozens and dozens of common cat and dog foods, though users report it can be a little finicky.

After it gathers the information, you can set up regular, automatic feeding schedules for your furry friend. After that, it's an almost entirely hands-free process, until you need to reload the feeder with your animal's preferred food.

Its \$150 price tag may be a little steep for most pet owners, but for the busiest and laziest of us, it could be the perfect addition to your already-automated home.



CONTEST CORNER

This month we are giving away a \$10 Amazon gift card. The winner will be chosen at random from all correct entries received by the 16th.

What university did famous popcorn tycoon Orville Redenbacher attend?

- A) IU
- B) Purdue
- C) Ball State
- D) Butler

E-mail Jeff@bssconsulting.com with your answers!



Last month's question was: **Which of these U.S. highways run through Indiana? The correct answer was D) Route 6.**

Becky Robledo and Debbie Herron were drawn as the winners. Congratulations!



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*Commit to the Lord whatever you do, and he will establish your plans.
Proverbs 16:3 NIV*

You Won't Believe Where Hackers Are Hiding Malware Now

If you use Popcorn Time or VLC, listen up: Hackers are targeting your subtitles. Yes, that's right — from bad kung fu movie dubs to the latest and greatest European cinema, this technique hides malware in the downloaded subtitle information for a movie. Once it's in your computer it takes root and communicates with the attacker. By the intermission, your machine belongs to them! If you're a Popcorn Time user, you can download the patch online. VLC and other media players should have the problem patched by the time of printing. Or, you know, you could just not download movies from the internet ... but we all know how likely that is.

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-Ken Thompson, Administrator, Saint Anthony Rehabilitation & Nursing Center