

*Milton Bartley*



*Jay Mallory*



**IN THIS ISSUE:**

- P.01** You're Better Off Giving Your Employees a \$1,000 Bonus Than Being Cheap with Technology
- P.02** Referral Program
- P.03** The 5 Biggest Mistakes All Leaders Make
- P.04** NEVER Throw Away Your Boarding Pass
- P.04** Are You Missing This One Critical Component In Your Business?
- P.04** Smart Gadget Of the Month

THIS MONTHLY PUBLICATION IS BROUGHT TO YOU BY MILTON BARTLEY, JAY MALLORY AND THE IMAGEQUEST TEAM.

## YOU'RE BETTER OFF GIVING YOUR EMPLOYEES A \$1,000 BONUS THAN BEING CHEAP WITH TECHNOLOGY

*authored by: Milton Bartley*

Imagine, for a minute, that you're the CEO of a scrappy, promising new start-up. In the beginning, it was just you and two other employees working on dinky PCs out of a 12-by-12-foot office, but times are picking up, and the company is heading into the uncharted waters of rapid growth.

As the business moves into the public eye – and, in turn, the hungry eyes of potential hackers – it's become apparent that you're going to need to lock down your

data. At this critical stage, a cyber-attack could mean the death of everything you and your team have built.

But the budget is looking lean. Everything you've done so far has been by the skin of your teeth, so why should security be any different? You put one of your more tech-savvy employees on the case, tasking him with finding the cheapest cyber security solutions available. Sure, he may not be an expert, but he understands

computers. What could go wrong?

He scours the web, perusing dozens of "Top 5 Cheap Firewall Software" articles, and, with the help of a scrappy how-to guide, installs what seems to be the best of the lot on your servers and across all your computers. The entire process takes 10 hours and costs the company next to nothing.

Potential crisis averted, you turn your attention to other matters. We'll revisit

our cybersecurity later, you think, once we have a little more financial wiggle room.

Across the following year, the company's success skyrockets. The phone is ringing off the hook, new business is flooding in, and your profit margin is exploding. You even ended up snagging a feature in Entrepreneur magazine. Your company is the envy of all your peers.

That is, until the day that you get hacked. One morning, an advanced strain of ransomware easily sidesteps your free antivirus and starts wreaking havoc. It slithers through your systems and locks you out of everything, from client data to basic Word documents, and encrypts it behind a paywall, demanding \$50,000 in Bitcoin or you'll lose access to all of it – forever.



You couldn't make room in your budget for a robust cyber security solution. Well, how does that \$50K ransom strike you?

This may sound like nothing more than a horror story, but in reality, this happens to business owners all over the world every day. An IBM security study from last December discovered that over half of affected businesses surveyed had paid over \$10,000 in ransomware payoffs, with 20% paying over \$40,000. And that's not even including the millions of dollars of damage caused

by other forms of malicious software every year.

The fact is, when your time, money, and business are on the line, it simply doesn't pay to be cheap when choosing your cybersecurity technology.

Think of it this way. Say, with your free antivirus, you're "saving" \$100 a month. Lo and behold, a virus manages to punch its way through and causes chaos throughout the company server. Even if you're lucky and it isn't ransomware, by the time you've

managed to expunge the stubborn virus from your systems, you'll have put in countless man-hours, guaranteed to cost you more than that \$100 a month. Instead of throwing those thousands of dollars down the drain, you'd be better off giving each of your employees a \$1,000 bonus!

Free antivirus software, giveaway cyber-protection, or a \$5 firewall seem like great ideas until a hacker cuts through your company's defenses like a warm knife through butter. These guys love when they see these

outdated, cheapo barriers guarding your priceless data – those are the paper-thin defenses that keep hackers in business.

You wouldn't buy a rusty, secondhand lock for your house, so why are you installing primitive cybersecurity software to protect your most precious company resources?

In today's world of rampant cybercrime, it's inevitable that

somebody will come knocking at your digital door. When that day comes, do you want a free piece of software that you saw on LifeHacker, or a tried-and-tested, up-to-the-minute, comprehensive security solution?

Don't be shortsighted and risk everything just to save a quick buck. Invest in your company's future, and protect yourself with the most powerful tools on the market.



National Cyber Security Awareness Month

REFERRAL PROGRAM

**DO YOU KNOW A COMPANY LOOKING FOR IT SUPPORT?**

At *ImageQuest*, we know that referrals are an important part of creating and building business relationships: understanding that, we know that great leads can come from anyone at any time. Why not explore this opportunity and receive benefits for you and your company?

It's easy to join our referral program and it's a great way to earn additional income while helping companies benefit from ImageQuest's vast IT services and support.

- If your **Managed IT Services** referral becomes a recurring client, then you or your favorite charity will receive a \$1,000.

- If your **Managed Compliance** referral becomes a client, then you or your favorite charity will receive a \$100 amazon gift card

**WHAT WOULD MAKE A GOOD REFERRAL?**

A company in any professional industry with at least 20 computers or anyone with a regulatory compliance component to their organization.

**HOW DO I SUBMIT A LEAD?**

Simply call Milton Bartley or Jay Mallory at 888.979.2679, email [leads@imagequest.com](mailto:leads@imagequest.com) or submit online at [www.imagequest.com/referral-program](http://www.imagequest.com/referral-program)



# THE 5 BIGGEST MISTAKES ALL LEADERS MAKE

authored by: Geoff Smart

Although everyone agrees that hiring is tough, most managers struggle with an even more prevalent leadership mistake. It's an affliction as prevalent as the common cold, and one of the least recognized in the workplace today.

Over the last 20 years at ghSMART, we have been able to empirically observe where executives excel and where they get in their own way. We have conducted five-hour interviews with more than 15,000 leaders across every major industry, producing more than 9 million data points.

So, what is the No. 1 most common mistake that holds leaders back?

The complete inability to remove underperformers.

And why do we all struggle with this? Here are the top five

reasons that we see: You are an eternal optimist. You somehow believe that you will fix poor Mark in Finance or Emma in Marketing. Or, even better, perhaps they will magically fix themselves.

You don't want to rock the boat. You believe in accepting the cards that you are dealt. You have been taught to make do. As kids learn at daycare today, "You get what you get and you don't get upset."

You dislike conflict. Difficult conversations are difficult. So it is easier to suffer through it even if your whole team can now get less done.

You will look bad. You may have hired or promoted them into the role. You don't want to just pass the buck.

You excel at procrastinating.

Why do today what can safely be put off for another day? Besides, who knows? He or she might resign, and that would make it easier for everyone.

You may suffer from just one, or more likely a combination, of these reasons.

And yet our research found that executives who excelled at removing underperformers from their teams are more than twice as likely to have had a successful career than all other senior leaders.

Yes, that's right: twice as likely. The best leaders we meet tell us that it makes all the difference.

Panos Anastassiadis is one who does it very well. He was the CEO of Cyveillance, which grew over 1500% in five years. His secret? "I have simply been constantly averaging

up who is on the team."

Yet how do you do that and still do right by the individual in question?

You can set them clear goals and craft the role to play to their strengths. But when it clearly isn't working, it's time to take action. Run a fair, objective talent management process, tell them that their performance isn't where it needs to be and give them 30, 60 or 90 days to turn their situation around.

If that doesn't work, it's time to have that tough conversation that deep down you know you should have had six, 12 or maybe 24 months ago.

Once done, yet only then, can you hire that A player you really need.



GEOFF SMART

Geoff is Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government.

## NEVER THROW YOUR BOARDING PASS AWAY!

Everybody knows that a boarding pass is mandatory in order to board a plane. While we're in the airport, we keep a close eye on our boarding passes, clutching them in our hands like they're precious gems. But after we land, pretty much everyone ditches the ticket, whether it's lost on the floor, compacted in the washing machine or thrown directly into the trash.

This may seem innocent enough, until you realize the abundance of personal information encrypted on your pass. You'd be amazed at the information a person can glean just by scanning the QR code on the ticket: your home and e-mail addresses, your phone number and even your bank information! When you get rid of your next boarding pass, shred it. Your bank account will thank you.

## ARE YOU MISSING THIS ONE CRITICAL COMPONENT IN YOUR BUSINESS?

As Inc. writer Rohit Arora puts it, "It may be 2017, but many companies are still conducting business like it's the 20th century." According to data collected in a recent CNBC report, close to half of small businesses don't even have a website, and even fewer – around 36% – use a website to stay in touch with their customers and prospects. But if we can learn something from Nick's Pizza & Deli in New Jersey, it's that even the smallest companies can leverage new technologies to dramatically increase sales. The restaurant partnered with a company called The Block, a business that builds websites for small businesses, granting them online ordering capabilities. As a result, Nick's owner estimates an increase in annual revenues of around 15% to 20% in only six months. When you make it easy for your customers to pay, you drive further sales. It's that simple.

© MARK ANDERSON

WWW.ANDERSTOONS.COM



"We can either pay you pennies on the dollar, or nickel and dime you to death. It's up to you."

## SHINY NEW GADGET OF THE MONTH: PICTURE KEEPER CONNECT, THE BEST WAY TO BACK UP PHOTOS ON THE GO

*Nothing feels worse than having to delete an old favorite to make room for some new photos. The Picture Keeper Connect solves both of these issues, providing easy-to-use backup for your phone or tablet.*

*The Picture Keeper Connect, which looks a lot like a conventional flash drive, is designed specifically to back up photos, videos and contact information with just a couple of button presses. It plugs into your phone and gets to work. Even better, it can do all of this without the need for WiFi or network connection. It keeps your photos in their designated album, meaning you won't end up with a cluttered mass of photos when you transfer them to a new device.*

*Simple, functional, and portable, the Picture Keeper Connect is a must for any avid smartphone photographer.*

