

## Ask Not How Much IT Costs – Ask What IT Can Do For Your Company

If you're like many businesses today, there's a good chance you've not budgeted enough for IT security: How important is your business to you? How much is too much to protect your business? The fact is that a lot of business owners don't take IT seriously. They think that because they haven't been hit by a data breach or a malware attack that it will never happen to them. #1 consider yourself very lucky and #2 it is just a matter of time. Time and time again, business owners approach an IT services company and ask, “What do you charge for your services?” They don't ask the more important question which is, “What will I get for my money?” or “How can you meet the needs of my company?”

When you hire an IT services company, what do you get for your money? The honest answer is that it depends on your specific needs. Many IT services companies offer everything from basic to advanced network security.

You can expect services like:

- Cloud backup
- Data protection
- Data monitoring
- Threat detection
- Technology maintenance
- And more!

Everything should be designed to protect you, your network, your technology, your employees and your business as a whole. It's all about giving you the information and resources you need so you can worry less about out-



side threats and focus on your customers and the success of your business.

When you're invested in good IT security, you shouldn't even know it's there. It runs in the background like a quiet but powerful electric motor. It's there when you need it, and it's there when you're not even thinking about it. For some business owners, this is a tough pill to swallow. They don't have something tangible in front of them that they can see 24/7. A lot of business owners like to be more hands-on. They like to see what their money is buying.

The great thing is that a good IT services company will provide you with something tangible. If you want to see what is going on behind the scenes of your IT security, they will give you a complete report. Every day (or week or month), you can have an e-mail delivered to your in-box that breaks down exactly what your IT services firm is doing for you. You can see things like the threats they blocked from getting through. You can see when they performed system maintenance or when your data was backed up. You can customize these reports to your needs. Basically, you can see what you're paying for and how it's working. This is the very definition of “peace of mind.”

Today, none of us can afford to skip out on good IT security. We can't wait to react until something happens. Because when something does happen,

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## August 2020

### Local Summer Fun:

**Shop till you Drop:** Our local retailers have worked very extra hard to make shopping safe and enjoyable.

*Mercato at the Village GT Commons*; M-S 10AM-6PM; Sun. 10AM-3PM

All New *Downtown TC – Street Sales* are happening on 8/3 thru 8/9 Merchandise will be displayed indoors and there is chance to win a \$1000 shopping spree!

[www.facebook.com/DowntownTCOfficial](https://www.facebook.com/DowntownTCOfficial)

*Sara Hardy Farmer's Market*; Sat. 7:30AM-12PM & Wed. 8AM – 12PM; Parking Lot B, SW Corner of E Grandview Pkwy @, Cass St.

*Village Farmer's Market*; Mon. 2PM – 6PM; 806 Red Dr.

*Taste the LOCAL Difference* has a wonderful website filled with information about the area businesses that use and sell products from our local farmers. For a complete list farmer markets and so much more got to: [localdifference.org](https://localdifference.org)

**Play Ball!** *Traverse City Pit Spitters* are playing almost every night in August and it is only \$10 a person.

<https://northwoodsleague.com/>

**Go for a Walk:** *The Village Tours* offers 90 min. or 2 hr. of the State Hospital Grounds. <https://www.thevillageetc.com/tour/>

*Botanic Garden & Labyrinth* are open for self-tours at Historic Barns Park.

For more staycation ideas go to *Traverse City Tourism's* FaceBook page.



This monthly publication provided courtesy of Tom Wyant, President of Wyant Computer Services.

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it's often too late. The cybercriminals have done their damage and moved on. Meanwhile, your business comes to a screeching halt, and you have to pay the big bucks to get everything back on track – if you can get back on track. Some businesses have been forced to close after a cyber-attack because they don't have the money or resources to recover. The damage is simply too much and the cost too high.

Don't get caught off guard by a data breach, malware infection, hacker attack or data loss due to technology failure or natural causes like flood or fire. It's time to take your IT to the next level. Protect your business the right way and avoid

the mistake so many others make when they avoid the investment in good IT.

Work with Wyant Computer Services we take your business as seriously as you do.



**The 'Not Me!' Problem ...**

Remembering 24 different passwords, memorizing four PIN numbers and installing updates all the time is frustrating enough. Many of us also have to remember the code for the door, the alarm code for the alarm panel next to the door, the secret password to tell the alarm company, the passcode to your phone, the garage code ... You get the idea.

This logic is based on a time when threats were more "real," like the idea of someone robbing our house. In 2020, these types of threats are statistically less likely to happen than virtual threats like fraudulent credit card charges, data loss and identity theft. In fact, cyberattacks occur three times as often as home burglaries in the United States, according to a 2016 study by the University of Kentucky.

It's important to avoid the "Not me!" approach to this shift. Businesses say this all the time: "I'm too small for anyone to want to steal my data. I have a good firewall, hourly backups and a great IT support partner – no one will steal my files."

But the truth is that businesses with under 100 employees are low-hanging fruit for cybercriminals – yes, that's a lot of you! It can happen to you, so you must approach all aspects of physical and electronic security with the attention they deserve in today's business world.

**3 MOST IMPORTANT TYPES OF BUSINESS INSURANCE**

There are several types of business insurance on the market. Getting the right insurance can save you the major headache that comes with not having insurance or having the wrong type of coverage. While we can't list them all here (there are too many!), here are a few examples:

**Commercial property insurance** – The most important, protecting equipment in the business against damage or loss.

**General liability insurance** – Covers injury and legal expenses should someone get hurt on your business's premises.

**Cyber-insurance** – Protection should you fall victim to digital threats. If you're connected to the Internet, it is vital.

**WYANT WORD SCRAMBLE**

*July's \*Gift Card Winner is Eric Sherlund from War Memorial Hospital*

July's Answers:

COLLABORATION, MOTIVATIONAL, SUPPORTIVE, CONFIDENCE, CREATIVE, MISTAKE, TALENT Bonus: FIRE CRACKER

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HINT: TENT VISION



*\*Email your answers to [wendy@gowyant.com](mailto:wendy@gowyant.com) to enter gift card drawing.*



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**The Rest Is My Job**

*By Geoff Smart, chairman and founder of ghSMART*

How would you like to be in the position to create the largest army that the world has ever seen (*over 13 million soldiers*) and do it mainly with people who have NEVER commanded troops in their life?

That was exactly the position General George C. Marshall found himself in during World War II. Not only did he have to assemble this incredible army, but he also had to do it in the shortest amount of time possible. He appointed over 600 people to positions of general officer or division commander, with few "slackers."

So, what was his secret to being so successful in putting the right people in the right positions? Smart leaders hire people based on their strengths – what the person can do, not what they *can't* do. For example, General Marshall's aides were worried about him putting a certain colonel, who was known for **not** getting along with his superiors and being terribly rude, in charge of training. They told Marshall, "If things go wrong and he has to testify in front of Congress, he will be a disaster for you and your reputation."

General Marshall asked his aides, "*What is his assignment ... what do we need him for?*"

They responded, "*To train troops – an entire division.*"

Marshall then asked, "*Is he a first-rate trainer?*"

His aides responded, "*Yes sir, General. He is the best we have.*"

He said, "*Well, give him the assignment. The rest is my job.*"



THE REST IS MY JOB. What a great statement. Sometimes a good leader will have to protect, and even defend, some of their subordinates who may have some rough edges when it comes to diplomatically communicating with other bosses or departments. These leaders know they have a high achiever, a real winner, when it comes to getting the job done, and they will do everything they can to protect their asset.

Who would you rather have in a position: 1) the most polite communicator who ruffles no feathers; challenges no person, policy or procedure and has an average performance rating, or 2) a highly focused, determined, loyal, "tells it like it is – good or bad" leader who occasionally upsets those who hindered their progress and is known for always getting the job done? Give me #2 any day – **the rest is my job to keep the peace.**

Leadership is not about authority. If you are taking the position because it gives you power, supremacy or authority over people, please do not apply. It is a servant position. You are there to help others succeed. It isn't about you; it's about them. Hire others for their strengths and let them at it. Learn about the man who created the largest army in the history of the world and who understood we are graded on the results ... The rest was his job.