

## What's New

"It has taken 24 years but Norcom now has a state-of-the-art Client Center HQ allowing us to better serve our loyal customers and work with our valuable business partners.

"Designed to host more intimate meetings and collaborations, our entire team is very excited to elevate the experience of our clients, which is a necessary part of ensuring for the long term as we continue to grow and prosper.

"I look forward to this next chapter and continuing this journey with our exciting team!"

- Joseph Denise, President / Founder, Norcom Solutions Group

**November 2020**

This monthly publication is provided courtesy of Joseph Denise, President / Founder of Norcom Solutions Group.

**NORCOM**  
Solutions Group

Providing robust communication, collaboration, cloud, cybersecurity, contact center solutions and more.

We're your one-stop-shop, integrating today's technology tools, which are tailored to meet your specific goals and needs.



## Making This One Mistake With Your Computer Network Could Put You Out Of Business

How do you handle network issues? If you're like most small businesses, you wait until something breaks or goes wrong before getting an IT services company on the phone. At a glance, it makes sense. Why pay to fix something if it isn't broken?

Sadly, this way of thinking can do more harm than good, and it has taken many businesses out of commission.

When you get right down to it, there are two primary ways to handle network security:

- **By being reactive**
- **By being proactive**

One of these costs *significantly* more than the other and can destroy a business. You can probably guess which one we're talking about.

When you're reactive with your IT services, which includes data security, it means something bad has already happened. There are many different things that can harm your data and your business, like an employee accidentally downloading malware onto their computer, you getting hit by a data breach or a power surge occurring late in the night after a thunderstorm hits.

However, being reactive basically opens the door to these threats. It's the one mistake that can put you out of business *for good*.

Hackers, for example, are a HUGE threat to small businesses. These cybercriminals will stop at nothing to break into your network to steal whatever they can get their hands on or do whatever damage they can.

Continued from pg.1

These people don't care if their actions put you out of business.

This is why you cannot rely on a reactive approach to your IT services. When you do, you're a step behind hackers, malware and even natural disasters and equipment failures.

In the past, IT services were very reactive. They were built on the break-fix model, which is exactly as it sounds. A business would wait for something to break or go wrong before calling an IT services company for help to fix it.

In the 1990s and even into the 2000s, the break-fix model had its place and it worked. But as technology improved and it became easier for even the smallest businesses to stay ahead of the curve, the break-fix model stopped making sense.

The number of external threats has increased *dramatically* over the last 10 years. There are countless malware programs floating around on the Internet, and hackers are working 24/7 to wreak havoc.

*It's time to get proactive.*

Today, IT services companies can predict threats. They can

stop attacks in their tracks and protect your business and your data. This is called **managed services** – and it could save your business.

When you work with a managed services provider, you can state exactly how you want to be proactive. Do you want your network monitored for threats 24/7? Do you want them to have remote access to your networked devices so they can provide instant support to you and your team? They can do all of that!

A good IT services company can help you make sure all your data is backed up and secure. They can make sure external threats are spotted before they become a problem. They can make sure phishing e-mails don't expose you to harm. The list goes on!

If you're already working with an IT services company and they're only providing outdated break-fix support, it's time to say, "Enough!" Demand that they get proactive to manage your network. Don't wait until something breaks to make that phone call. Because, as many businesses have learned, waiting to make that call can be devastating!

## Use These 4 Tips To Successfully Manage Remote Teams

**1) Have a daily check-in.** Whether it's over chat or video, check in with every member of the team. It might be one-on-one for certain projects or in a group setting if there are things everyone needs to know. Apps like Zoom make this a cinch.

**2) Keep communication channels open.** In addition to daily check-ins, let everyone know you are available throughout the day – and make sure you're available. Everyone must be able to communicate with you and each other. Slack is a great app for handling remote communication.

**3) Look at results, not daily activity.** Micromanaging never works with remote teams. When you take a hands-off approach, you want to look more at the end



results of everyone's work, not what they're doing every hour or day. It just isn't productive.

**4) Give your team the resources they need.** If a team member is missing a critical piece of technology, such as a laptop certified to do the work that needs to be done, make sure they have it. Never assume everyone has everything they need. *Inc., March 16, 2020*

### 4 BUSINESS INTELLIGENCE TOOLS YOU DIDN'T KNOW YOU NEEDED

**Reporting:** Today's reporting software can track spending, sales, leads and so much more – and help it make sense. Companies like Una have software that turns your data into useful information.

**Dashboards:** They're another way to put your data in one place so you can make decisions. Domo, for example, offers a

dashboard tool that brings your data together for utmost visibility.

**Predictive Analytics:** How is your market changing? With tools like those offered by SAP, you can get greater insight into what's next – and you can test models before making major decisions.

**Data Cleaning:** These types of tools clean your data to make it make sense. They get rid of outdated, duplicate or even false data points. Sisense makes tools that can accurately "fill in" certain incomplete data points, such as partial addresses. *Small Business Trends, March 3, 2020*

### 3 THINGS YOU NEED TO STOP DOING ONLINE NOW

**Logging In To Accounts With Facebook Or Google:** These buttons

Continued on pg.3...

... continued from Page 2.

have appeared on websites across the Internet – including e-commerce sites. They make logging in a breeze. But as convenient as they seem, they're major privacy (and security) risks. They allow Facebook and Google to track your activity with greater ease. It gives them more personalized data they can sell to advertisers.

**Saving Passwords In Your Browser:** When you update or create a new password, most browsers ask if you want to save it. It makes signing into your accounts super-easy – but never say yes. This is NOT a secure way to store passwords, and it puts you at major risk.

### Saying Yes To Cookies And Not Deleting

**Them:** Websites now ask for your permission to “allow cookies.” Cookies are used for advertising and website personalization. But they're also used to track your activity on the websites you visit. Every time you exit your browser, delete cookies first. It's one small way to protect your privacy. *Digital Trends, Dec. 6, 2019*

## ANOTHER 5-STAR REVIEW!

### Quick Response Time!

“One of the strengths since being a customer of Norcom Solutions has been their knowledge of the product, as well as their commitment to our needs. Even after our install their service has been outstanding, along with their sales and service teams which have been truly helpful.”

Don Strumer, IT Director  
Klauber Brothers, New York, NY



# 4 Ways Leaders Can Identify And Overcome Blind Spots



One of the biggest challenges leaders face in their personal and professional development is identifying blind spots, the unseen obstacles that hold them back from achieving their full potential.

Unfortunately, many leaders don't take the time to find out if they have blind spots. Research by Zenger Folkman found that 30% of leaders had at least one major flaw that they did not know about.

Finding and fixing blind spots isn't for the faint of heart. It takes a lot of effort, courage and discipline to identify them and course-correct. But going through the process will help you and your business to keep moving forward. Here are four tips to guide you.

#### 1. LOOK IN THE MIRROR.

Conduct a self-assessment and categorize your known strengths and weaknesses. Block out time on your calendar and don't allow interruptions. Force yourself to answer tough questions about your abilities and limitations. Then, write down the answers so you have a better understanding of where you are succeeding, where you are falling short and what steps you need to take to improve. The inventory you create during the self-assessment will be incredibly helpful when you compare it to information collected from other sources.

#### 2. GAIN INSIGHT FROM PERSONALITY TESTS.

Standardized personality tests are another tool to help uncover blind spots. Wiley's DiSC and the Myers-Briggs Type Indicator are two popular tests that provide insight into your

leadership style. Most of these assessments are based on the “Big 5” personality traits: agreeableness, conscientiousness, extroversion, neuroticism and openness. When compared to your own self-assessment, the tests can shed more light on your tendencies and preferences in communication, decision-making and problem-solving.

#### 3. SEEK INPUT FROM OTHERS ABOUT YOUR BLIND SPOTS.

This is where the process gets tough, but it's also the most important step to take. Ask several members of your team and peers to list your strengths, weaknesses and blind spots. Ask them to recommend ways that you can improve. If you are unsure that team members and peers will share their true feelings for fear of looking critical, then use online tools like Google Sheets or Survey Monkey to obtain anonymous feedback.

#### 4. CREATE A PLAN AND ACT ON IT.

The most effective personal and professional development initiatives have a written plan that includes the information collected in the previous steps and identifies tasks to be completed and milestones to be achieved. It's your blueprint for success and will keep you on track to achieve your goals. Make sure every goal is SMART (specific, measurable, attainable, relevant and time-bound) and that tasks and milestones are reviewed on a weekly, monthly and quarterly basis so you can quantify your progress.



*Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.*



## ■ Become A Pro At Videoconferencing From Home

At the start of the year, most of us weren't prepared to take video calls at home. We just didn't have the right setup. Now we're practically at the end of the year, and we're out of excuses! Here are four quick tips to transform into a videoconferencing pro:

1. Boost your sound. A dedicated microphone is going to sound much better than the mic in your phone or laptop. Creating an optimal sound environment can make a difference, so turn off external speakers and hold the call in a quiet zone.

2. Adjust the video. Keep your camera at eye level with a simple background. This not only looks more natural, but it also minimizes visual distractions and instantly looks more professional.

3. Light it up. This can get complicated fast. You want a light source in front of you, but your computer monitors are not enough.

However, you don't want harsh, direct lighting. Diffused lighting is best, but ring lights are popular among YouTubers and work great for video calls.

4. Look good! Keep simple button-down shirts, ties, blouses and other items near the computer so you can dress and look professional for a call. Keep it business casual and avoid complicated patterns and harsh colors that can look awkward on camera. *Small Business Trends, May 28, 2020*

## ■ Are Your Employees Leaving This Backdoor Wide Open?

Most of your employees have wireless networks set up in their homes.

Unlike your business WiFi, many home wireless networks lack proper security, leaving a backdoor open to hackers. WiFi signals often broadcast far beyond your employees' homes and out into the streets. Drive-by hacking is popular among cybercriminals today.

Here are a few tips for securing your employees' WiFi access points:

- Use stronger encryption and a more complex password.
- Hide your wireless network name.
- Use a firewall.

These security measures are not difficult to set up. If you have any questions or need assistance, we will be happy to help get your employees set up remotely.

## ■ How Do I Know If My Security Camera Has Been Hacked?

Yes, hackers can access security cameras; are yours at risk? Here are three signs to look for to identify a compromised security system.

**You hear voices or other odd sounds.** Some hackers love to scare people and will speak through your camera's speaker system. Sometimes, the hacker might not realize the sound is on. Either way, strange sounds can mean your camera needs to be shut off immediately.

**The camera moves.** Generally speaking, the average security camera doesn't move, but there are many models that can be adjusted remotely. If you see a camera move or you find it in a new position, check on it!

**There's unusual data traffic.** Accessing your camera remotely uses data. Many wireless routers let you track data usage. So, if someone is accessing your camera remotely, that data usage should be logged. *Digital Trends, Sept. 1, 2020*

**NEW NORCOM CLIENTS YOUR CHOICE:**

**FREE CORDLESS PHONE OR A \$500 AMERICAN EXPRESS GIFT CARD!**

*Norcom Purchase Agreement, Norcom SIP Trunk Agreement and Deposit must be received by 3pm Monday 11-30-2020*

**Valid Until 11.30.20**

**NORCOM Solutions Group**

877-NORCOM-1  
www.trustedsolutionadvisor.com