

What's New

**PalmTech's
Executive
Cybersecurity
Breakfast
August 31st, 2017**

See **Page 4** for
Details!



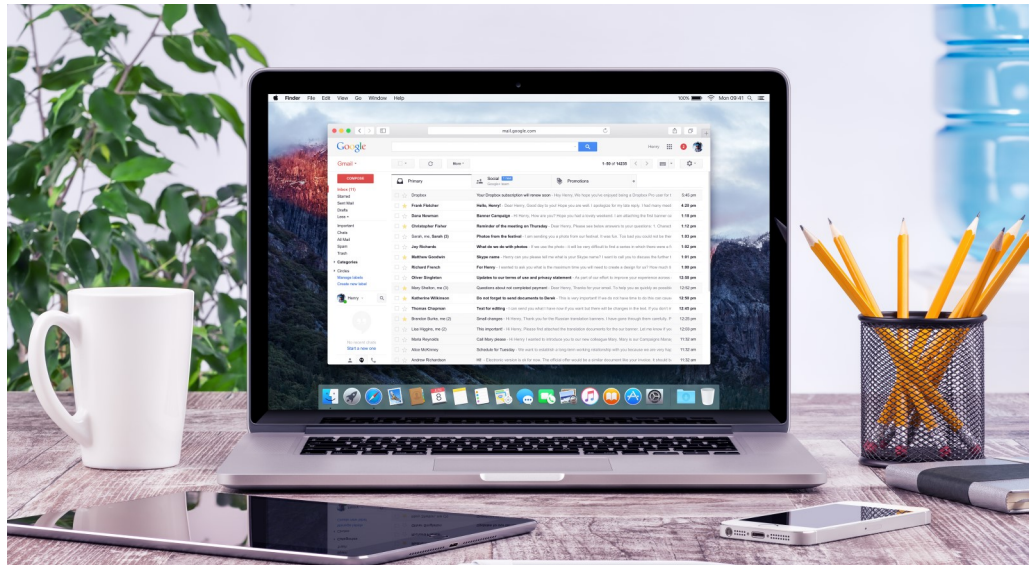
August 2017



This monthly publication provided courtesy of Chuck Poole, President of PalmTech Computer Solutions.

Our Mission

To equip small and midsize businesses in the West Palm Beach area with a smooth running and seamless IT platform that enhances productivity, improves efficiency, and creates a competitive advantage.



Amazon CEO Jeff Bezos' 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.

BEZOS DELEGATES

If you want to watch a corporate team start to sweat, see what

happens when they get a "?" 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.

USE AUTO REPLIES

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

continued on page 2

emails skyrocketed from 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

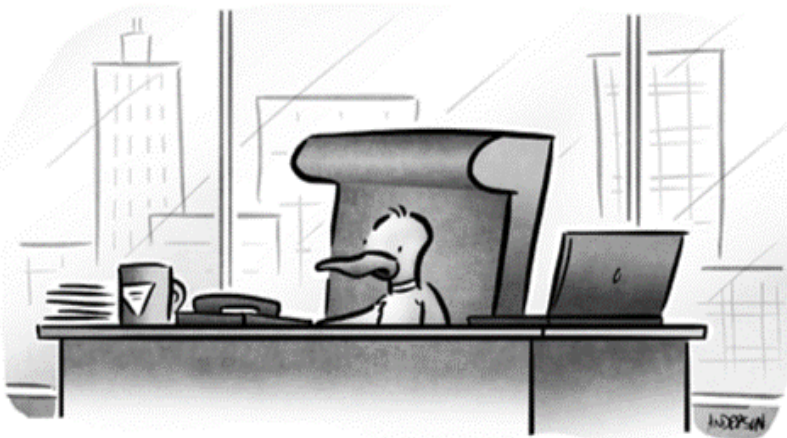
breathe is essential to maintaining a work-life balance. And if it gets bad enough? Etsy’s Chad Dickerson has a solution: email bankruptcy! He tells Fast Company that every few years, he just deletes everything and starts fresh!

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.

Contact us at (561)969-1616 with any technical questions or for assistance with your programs and applications. We’ll be happy to help!

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“Stephanie, would you please head down to that old lady in the park and bring me back some bread crumbs?”

PalmTech Tidbit:

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.

-- Techcrunch.com 5/24/2017

Shiny New Gadget Of The Month:



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.

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.

If you think these tactics are useful, please download our other free career strategy tools at geoffsmart.com/smarttools.



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.

Register for PalmTech's August 31st FREE Executive Breakfast Cybersecurity Seminar!

**"9 Critical IT Security Protections
EVERY Business Must Have In Place NOW
To Avoid Cyber-Attacks, Data Breach Lawsuits,
Bank Fraud and Compliance Penalties"**

We will show you how to protect your business and yourself by taking simple precautions! Join us for this *FREE event!

***Free gourmet breakfast. *Seating limited. *Registration required.**

Visit www.palmtech.net/august31-seminar/ for details!

**Seminar available to current clients and organizations with 10 or more computers, a minimum of 1 server and their headquarters located in Palm Beach County.*

See What Past Attendees Are Saying...

"Great info!" - Jeff Meldrim, Lightning Electric

"Today's briefing was interesting, useful & educational." - Paul Burkhart, Law Office of Paul Burkhart

"Excellent, informative, and keeps you thinking." - Ceci Cifuentes, The Everglades Club

"Very informative and put together well." - Jeff Farwell, Zappolo & Farwell

"This was fantastic! Good information. Will be contacting you for the assessment." - PB Packard, The Club at Admirals Cove

"Very informative. Learned some very valuable info that I will put to use immediately." -- Debra Allen, RC Hatton, Inc.

**FREE
Executive Breakfast Seminar**

9 CRITICAL IT SECURITY PROTECTIONS EVERY BUSINESS MUST HAVE IN PLACE NOW

AVOID CYBER ATTACKS, DATA BREACH LAWSUITS,
BANK FRAUD AND COMPLIANCE PENALTIES

**DURING THE SEMINAR
YOU WILL DISCOVER**

- ✓ The scary risks of mobile and cloud computing.
- ✓ Nine critical IT policies, procedures and protections EVERY business must have in place NOW to protect themselves.
- ✓ The #1 security threat to your business that antivirus, firewalls and other security protocols are defenseless against.
- ✓ A SHOCKING truth about bank fraud that most businesses don't know about that could (literally) wipe out your bank account.
- ✓ Why firewalls and antivirus software give you a false sense of security – and what it REALLY takes to protect your organization against new threats and today's sophisticated cybercrime rings.

● COMPLIMENTARY SEMINAR ● CONTACT: BRIAN@PALMTECH.NET 561.939.8237 ● RSVP REQUIRED

Get More Free Tips, Tools and Services At Our Web Site: www.PalmTech.net

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