

## **Congrats to PalmTech's Chuck Poole!**

Congratulations to Chuck Poole who recently achieved CISSP certification!

Chuck, PalmTech's CEO, leads efforts to design, implement and manage information security programs to protect client organizations from today's increasingly sophisticated cyber attacks.

The Certified Information Systems Security Professional (CISSP) certification deepens Chuck's knowledge of new threats on the horizon and reinforces his expertise in establishing universal security programs that can protect organizations' data and information assets.

The CISSP training program's focus on disaster recovery will allow PalmTech to take their business continuity program to the next level.



This monthly publication provided courtesy of Chuck Poole, CISSP, CEO 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.



## **Top Strategies I Learned To Fight Off Complacency And Get Out Of My Comfort Zone**

Jesse Itzler is a man of many talents. He spoke at a recent conference this past fall and brought a lot of great business insight with him. Itzler got his start as a rapper in the early '90s. He worked with artists including Tone Lōc, wrote a song that made it to the Billboard Hot 100 ("Shake It Like A White Girl") and wrote and sang the New York Knicks theme song, "Go NY Go." He then went on to write the theme songs for over 50 other professional sports teams.

But it turned out that as much as he loved the music business, it wasn't his true passion. Itzler was an entrepreneur at heart. He had a lot of ideas he wanted to turn into reality. One of those ideas stemmed from his short music career. In 1996, he founded Alphabet City Sports Records with a friend. The business

served pro sports teams and remixed songs for their use. In 1998, Itzler and his friend sold the company.

Then in 2001, Itzler moved on to his next major venture: Marquis Jet. This company would quickly become one of the biggest and best-known private jet companies ever. They offered prepaid access to private jets, and it became wildly popular. In fact, in 2009, Warren Buffett's Berkshire Hathaway bought Marquis Jet (Berkshire Hathaway is also the parent company of NetJets, which offers fractional ownership in private jets).

Itzler didn't stop there. He founded 100 Mile Group, a brand incubator. He partnered with ZICO Coconut Water, which exploded in popularity and was

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acquired by Coca-Cola. And to top it all off, he lived with a former Navy SEAL and wrote a book about the experience: *Living With A SEAL: 31 Days Training With The Toughest Man On The Planet*. All these accomplishments only scratch the surface of Itzler's professional life.

Itzler accomplished all of this over the last 30 years because he wasn't complacent. He routinely pushed himself out of his comfort zone and made choices to get to the next level. It's not an easy thing to do, but he knew that if he wanted to be successful, he had to push himself. It's something we all have to do.

One major piece of advice he offered to the Producers Club crowd was to differentiate. He used a great analogy: "Your brownies have to be different from all of the other brownies on the market." This was in reference to a brownie business he worked on in college. You must ask yourself how you're going to stand out in the market, because chances are there's another guy out there offering the same thing you are. You have to set yourself apart. This is why Itzler got out of the rap game and started producing music for sports teams – he set himself apart.

Another strategy to fight complacency that he recommends is this: You need to put yourself in a position where luck will find you. You have to put yourself out there. Early in his career, Itzler was cold-calling all the way to the top. He'd cold-call CEOs to get their attention when he was working on his music career. Later, when he was running Marquis Jet, he

was getting himself in front of celebrities like Matt Damon and Ben Affleck. He took major risks getting his name and company in front of influential people, but by being willing to take those risks, luck, as he put it, found him.

Another of his strategies that really stood out to me was when you have momentum, you have to double down and "hit the gas." For instance, when you accomplish a goal, go after even bigger goals. Complacency is what happens when you don't hit the gas. On top of that, you can't negotiate your goals and change them because you don't want to put the effort into doubling down. It's okay if how you get to the goal changes, but the final goal shouldn't change. After all, you set goals for a reason – you do want to push yourself; you just have to put in the effort.

And that leads into yet another important piece of advice from Itzler: You need to push yourself. You need pressure behind you. You need to see how far you can really go. "When your brain says you're done, you're at 40%." This was a great piece of insight. Your brain, as Itzler explained it, doesn't want you to be uncomfortable, so it fights against you. After you hit 40%, your brain works to convince you to stop what you're doing. This is when you feel things like embarrassment or discomfort. It's like when muscles start to ache after a run. But if you listen to your brain, you don't go past that 40%. That's yet another way we end up complacent.

Jesse Itzler brought so much energy to the room. His stories are inspiring, and his advice applies to just about every business owner. If you ever get the chance to hear Itzler speak, take it! Or just pick up one of his books, *Living With A SEAL* or his newest book, *Living With The Monks*. You can pull yourself out of complacency and achieve great things – Itzler is proof of that. His advice is something we can all take to heart and pour back into our lives and businesses to achieve what we didn't think possible.

**"... he knew that if he wanted to be successful, he had to push himself."**

## Shiny New Gadget: Oral - B Genius X Rechargeable Power Electric Toothbrush

Believe it or not, electric toothbrushes are all the rage right now — and they're more advanced than ever! Electric toothbrushes have gone past just cleaning your teeth. Now, they connect to your smartphone and actually give you a report on your brushing!

The Oral-B Genius X is a toothbrush for the connected era. The Genius X learns your brushing habits, and, through your smartphone, wirelessly offers personalized tips to brush in certain spots for longer, to apply more or less pressure or to spend more time brushing. With sensors built into the brush head, it can tell how well you're brushing. It's like having your own personal dentist right there in your own bathroom.

The Oral-B Genius X is available now from most major retailers.



# 6 Time Management Tips For The Busy Entrepreneur

*Face it, there will never be enough hours in the day to accomplish everything you need to do. But if you methodically review how you spend your days and instill focus and discipline while completing daily priorities, you will soon find more time to work on the long-term success of your business. Here are six ways to do it.*

## 1. CONDUCT A TIME AUDIT.

Sit down and review three months of activity. The data from the analysis will show where you spent your time (which projects, tasks and priorities demanded your attention) and with whom you collaborated to get the work done. The audit will also shed light on areas where you were distracted, where you were the most productive and which tasks/projects took more (or less) time than anticipated.

## 2. ELIMINATE TIME DRAINS.

These are the kinds of things that sneak up on you and steal time and can be better put to use growing your business. Look for these time drains: not delegating tasks, not managing meetings efficiently (Tip: always have an agenda!) and spending too much time writing/responding to e-mails. If you've done your job as a leader, members of your team can handle a majority of meetings and e-mails. You hired great people. Now let them do their jobs.

## 3. TAKE CONTROL OF YOUR CALENDAR.

Remember: you drive your schedule; don't let others drive it. Block time throughout your day and guard against changing your schedule to work on tasks that are not important or urgent. The way you allocate your time has a direct correlation to your effectiveness as a leader and, ultimately, the performance of your business. Prudent calendar management will also send a strong signal to your team that you take this seriously.

## 4. PLAN YOUR DAY.

When you know your priorities for the day, you will be better prepared to reset your work schedule if the unexpected comes your way. Once your schedule is set, block off chunks of time to work on your priorities. I recommend 90-minute blocks so you can concentrate on big-picture items or work on a group of related tasks. Stay



disciplined and don't allow yourself to go over that allotted time.

## 5. LIMIT INTERRUPTIONS.

Now comes the hard part. Once you start working on each priority, you need to remain focused. Close the door and don't answer the phone unless it's a critical issue. Avoid checking e-mail. Don't let distractions slow you down.

## 6. HOLD YOURSELF ACCOUNTABLE.

Share your tasks, priorities and deadlines with a colleague. Meet with that person at least monthly to review how well you managed your time. The probability of success increases when you have someone watching your progress and coaching you across the finish line.

## About The Author: Andy Bailey



*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.*



# Cybersecurity: How To Defend Against Insider Threats

In the cybersecurity world, an insider threat is an individual or business partner who uses company data inappropriately. Today's companies must take proactive steps to prevent insider threats, which is why we put together some tips and tricks.

## #1 Educate

You must teach your team to recognize personally identifiable information (PII) and understand the financial implications of a breach. Each employee needs to grasp the risks associated with violating specific state or federal regulations regarding data privacy and security. For example, when a celebrity is admitted to the hospital, employees may be tempted to sneak a peek at their medical records. As innocent as that may seem, it could result in a hefty HIPAA fine.

## #2 Deter

You must put easy-to-understand policies in place to prevent an insider from breaching company data. And those policies must be strictly enforced. In fact, almost every regulatory framework pertaining to data security requires that these policies are published where they can be easily found and that you present them in company-wide meetings. In some case, you may be forced to put a person in charge of holding everyone in the company accountable to following the policies.

## #3 Detect

Businesses must have systems in place to identify data breaches and their sources as quickly as possible. You

should be able to see any time someone accessed PII. This speeds up the breach response time by revealing when unauthorized personnel viewed something they shouldn't have. It's significantly easier to stem the spread of a breach with an effective audit trail in place.

## #4 Investigate

When a privacy or security breach is detected, certain actions must be taken to limit the damages. For example, after the cause of a breach has been identified, your team should create new policies and procedures to ensure it can't happen a second time. In the case of an insider threat, that might mean revoking data access privileges to a department that never actually needed them.

## #5 Train

Since IT systems are constantly evolving and easy to accidentally bypass, your employees must undergo regular data security training. A one-day seminar is a great start, but incorporating short, weekly reminders or activities will go a long way toward keeping everything fresh in their minds. Consider using a variety of media, such as emails, break-room posters, and even face-to-face interviews.

Is your company's data secure from insider threats? Call us today at 561-969-1616 for a quick chat with one of our experts for more information on how we can ensure your data is protected.



ARE YOUR EMPLOYEES' CREDENTIALS SAFE?

**DON'T RISK THE UNKNOWN**

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FOR COMPROMISED EMPLOYEE  
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