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Are You Ready To Take Your Business To
The Next Level? | 1

Free Cyber Security Audit Will Reveal
Where Your Computer Network Is
Exposed And How To Protect Your
Company Now | 2

Soft Skills, Solid Results | 3

As A Business Owner, Are You Ready For The IT Future?

Over the past year, countless businesses moved to a remote work or hybrid model. It also meant these businesses had to change the way they operate, including a sweeping shift to cloud-based services and a renewed look at their IT security. But despite these changes, many businesses aren't where they need to be. There are still gaps in their cloud infrastructure and security. How do you fill those gaps?

Put a greater emphasis on endpoint security and monitoring. As much as you need solid IT security on your end, every employee needs solid IT security on their end as well. Not only does every device need endpoint security, but you also cannot forget about performance monitoring. This gives you the ability to see threats and potential

threats to your network in real time, which means you can react accordingly and stop potential attacks or hardware failures. As you work with your IT security partner, discuss monitoring options and give yourself one more tool in the protection of your organization. *Forbes, April 15, 2021*

3 KEY WAYS TO KEEP YOUR BUSINESS IN GROWTH MODE

1. Talent You must hire a team willing and able to meet the challenge of growth. You want people who are not only talented in their field, but who also fit within your company culture, are eager to learn and ready to solve problems, and you have to be just as willing and able to reward them for their talent.

2. Innovation When you have a talented team at your side, innovation comes easier.

You need to continuously develop products and services that customers want to buy. Understand your customers and their problems at the highest level so you can bring solutions to the table.

3. Accountability As your team and business grow, you must put greater emphasis on accountability. Track everything and have key performance indicators (KPIs) attached to every goal and project. But don't just hold people accountable to meet certain goals – hold them accountable when they succeed; that is to say, make sure the wins are celebrated along the way. *Inc., April 8, 2021*

ARE YOU IN THE CLOUD YET?

Some businesses have tried to avoid the cloud. There are lingering fears that

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Solving The People Problem

By Brett M. Cooper And
Evans Kerrigan

As your business grows, so does your workforce. Every single person on your team communicates and thinks in a different way. Some people lean more logically, while others are more emotional. Understanding how to successfully communicate with everyone on your team is crucial to your success.



Solving The People Problem: Essential Skills You Need To Lead And Succeed In Today's Workplace by Brett M. Cooper and Evans Kerrigan breaks down the barriers and helps teams understand the emotional and behavioral languages each person "speaks." This book is a must-read as you work to improve relationships and foster greater communication and collaboration within the workplace.



Take Your Business To The Next Level With These Technology Solutions

July 2021

Our Mission:

To serve our clients as an MVP (Most Valuable Partner) by delivering business-focused Network Management Solutions..



This monthly publication brought to you by the team at Opti-Vise IT.

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When you set goals for your business this year, there's a good chance one of those goals was tied to growth. It's a common goal. You have your eyes set on acquiring new customers. You're ready to take their business to the next level. The challenge, however, is getting to that next level. If you do a web search on how to grow your business, you'll find more results than you know what to do with. It can be frustrating and overwhelming.

This month, we're here to take away some of that frustration and share a few ideas on how you can use technology solutions to put together a growth strategy that works

for your business, its needs and *your* overall goals. There are four areas where technology really shines: automation, access, engagement and security.

Automation

There are automation tools that assist with everything from invoicing to customer service. One great example is the chatbot. Thanks to major strides in artificial intelligence (AI), chatbots are more useful than ever. All you have to do is plug one into your website, and it can handle a surprising amount of customer service

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