

The Lines in Your Business

I have been working on my new book, which, most likely, will have the word “Line” in the title. So, I decided to do a little research on the word “Line.” I had no idea there were so many words that have “line” in them ... that have a great deal to do with being successful. Let me give you a few examples:

Discipline – Discipline and success go hand in hand. You cannot have one without the other.

Streamline – The successful companies today are doing everything they can to streamline operations. Complicated policies, procedures, rules and regulations are being simplified, replaced or deleted. Subtraction (simplifying) is the exercise of genius ... addition (complicating) is the exercise of fools ... so streamline your operations and your life every chance you get.

Deadline – A goal without a deadline is just a wish, so it is important to set deadlines. But also understand that a missed deadline is more than a disappointment, it is a statement to your client or boss that you can’t be counted on.

Online – Being online can be a useful tool for productivity but also a terrible distraction to productivity if something else catches your attention ... so be careful and stay focused on the task at hand.

Guideline – If it was important enough to establish a guideline, then it should be followed.

Bottom line – Companies that don’t make a profit will eventually fail. It is not how much money a company takes in (revenue) that will make it successful ... it’s all about profitability. To sustain success, you must always control your bottom line.

Frontline – The problem with so many companies today is those making the decisions are so far re-

moved or have been away from the frontline for so long that they haven’t a clue what the true consequences of their decisions are until it’s too late. If you want to be successful, then you need to stay as close to the frontline as possible. Get out from behind your desk and get on the frontline to see what is really going on in your company.

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Problem*

Laugh line – While you are doing all of this, it is important for you to keep your sense of humor and have some fun. Any wrinkle I have on my face caused by my laughing or smiling is a welcomed wrinkle. As far as I’m

concerned, laugh lines are signs you are living a happy life.

Lifeline – You have no idea how long or short your lifeline is, so make the most of the time you have. Keep asking yourself ... “Is what I am doing taking me where I want to go?” Your lifeline is a finite amount of time ...there are no “do-overs” or recouping of moments lost ...so make the most of the moments you have.

Sideline – The sideline is not where you want to be. Get in the game. Learn the necessary skills and have the courage to be a player. To paraphrase former President Theodore Roosevelt ...

This is all about **YOUR TIME LINE** so ... pay attention to how you are handling the LINES in your life.



In the year 2030.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like an Eagle in a World Full of Turkeys* and *52 Essential Habits for Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who’s Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

Shiny New Gadget of the Month



Handheld? Console? No, It's... Switch!

Nintendo’s long-awaited new gaming platform Switch should be available any day now, if it isn’t already. It combines the best elements of handheld games with a home console. Handheld, the gamepad is the screen. Slip it into its dock and it plays on your TV.

The gamepad comes with two detachable “Joy-Cons.” One player can hold a Joy-Con in each hand, two players can each take one, or bring in more Joy-Cons and multiple people can play.

If you’re on the go, pull out the “kickstand” on the back of the gamepad and prop it up on an even surface for easy viewing. There’s a slot on the side for game cards and a USB-C port for quick charging.

Because it has greater processing power than the Wii U, you’ll have no trouble playing Legend of Zelda: Breath of the Wild, Super Mario and a host of your other favorite Nintendo games.

How Long Do Hard Drives Really Last?

100% of all hard drives will eventually fail. This is a fact. Some will fail prematurely due to manufacturers’ defects while others will fail because a mechanical part finally wears out. **The question is, how long until that happens?**

Online backup provider Backblaze.com has kept 25,000 consumer-grade hard drives constantly running for the last 4 years, diligently noting whenever a hard drive breaks down. The results are very interesting.

92% of all hard drives will survive the first 18 months.

These failures are typically due to manufacturers’ defects (oftentimes called the “lemon effect”). Hard drives’ warranties are typically 1 to 3 years, which is basically the manufacturers saying that they are only on the hook to replace the lemons.

During the next 18 months, only a very small percentage of drives (~2%) will fail. These failures are from random “unlucky” issues and occur rarely anytime during the life of the drive.

Beginning in year 3, hard drives start to wear out due to usage.

They are simply mechanical devices that are getting old. 80% of drives will make it to year 4 and then they drop off at about 12% or

more per year thereafter.

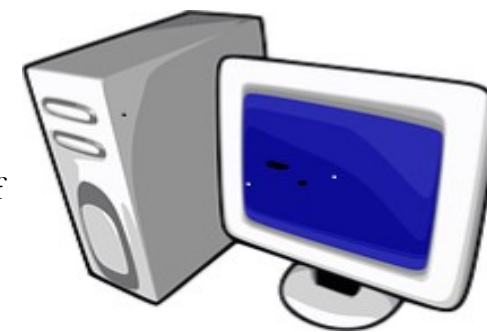
As illustrated in the graphic, the failure rate is essentially a U curve with most failures very early on or after the 3-year mark.

So, What Does This Mean?

Simple. Back up your data and make sure to store data on the server – which we know is backed up – instead of your local computer. With a 1-in-10 chance that your hard drive dies in the first 3 years of its life and an accelerating chance of failure after that, there is no excuse for being caught without a solid backup. Ever.

Make a plan. Build equipment replacement into your budget at least every 4 years for most devices, with a 10% equipment-replacement expense built in over the 1st year and then again starting in year 3.

As for that 10-year-old PC in the back room still running Windows 7 and your most critical reporting software, the clock is ticking ...





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MARCH 2017



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- Willie Kerns, SmartPath Technologies

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SmartPath Employee Spotlight



Aaron Kunkel, a network engineer with SmartPath Technologies, actually began his career path at Murray State

University with plans to be a teacher. After a stint in retail technology, he jumped head first into the world of business IT and enjoys being able to have the “heart of a teacher” when helping clients figure out their problems. Aaron and his fiancé, Amanda, have wedding plans later this year and when he’s not fixing technology, he is the daddy to two playful puppies. We appreciate all that Aaron does!

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Quick, What do You do?



use a room without mobile access to break into the phone. This is akin to giving a thief the key to your data and the code to deactivate the alarm. Asking employees to be more careful IS a good step in the right direction, but accidents happen and thieves are always on the prowl. That’s why it’s so important to take measures to lock down and secure any mobile devices you and your staff use to access your company’s network. Here are just a few steps you can take now to be prepared:

Mobile Device Management

Contact us today and we can manage your user’s mobile devices just like we do their computers. This is the for-sure way to make sure a phone can be wiped immediately when lost or stolen.

Strong Passwords. Enforce a strong mobile-device password policy and make sure your employees can’t leave devices unlocked and vulnerable.

Have A Plan In Place. If a phone is lost or stolen, act quickly! If you happen to find the phone again, then the data can likely be replaced; however, stolen data in the hands of a criminal can rarely ever be taken back!

Over the last couple of months, we’ve come across some alarming statistics that you should know. Studies show that as many as 16% of smartphones are lost or stolen each year with only 7% of the stolen devices ever being recovered. Despite the fact that 60% of the missing smartphones are deemed to contain sensitive or confidential information, 57% of these phones were not protected with available security features, leaving the company exposed! In fact, only 14% of companies currently have a mobile-device security policy in place. The bottom line is, no matter how careful your employees are with their smartphones, losing a smartphone (or having one stolen) is likely to happen to you or your employees at some point in time. In the hands of even a relatively unsophisticated hacker, all of your smartphone information can quickly be siphoned off. And time is of the essence for taking action. Criminals will remove the battery of your phone to prevent “remote wipes” of your data by your IT staff and then

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