Client Spotlight: MD+A Health Solutions

Meet MD+A Health Solutions! They've been a part of the Connectability family since March of 2015.

Founded in 1998, MD+A provides services to health sector clients across Canada, the Caribbean, and Latin America. Located in the heart of Downtown, Toronto, they are known as trusted advisors in digitally-enabled healthcare.

Their services include strategy and planning, privacy and security, digital health governance, digital health procurement, and health transformation. MD+A's understands that each client story is unique, and so is their approach. Using two decades of experience, MD+A adjusts their approach to fit the client— not the other way around.

Connectability is MD+A Health Solutions technology partner. We monitor their network and computers to maximize productivity and uptime, while removing technology hurdles. We also work to ensure their client and company data is secure.

If you'd like to learn more about MD+A Health Solutions, please go to: **www.mdahealth.ca**

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This monthly publication provided courtesy of Ted Shafran, President of Connectability

Top 4 Strategies I Learned From Daymond John To Improve Leadership And Grow My Business

This past June, I got to hear the one and only Daymond John speak at a small private event. You may know Daymond as a successful entrepreneur who has appeared on the hit ABC show *Shark Tank*. Best known as the founder of the clothing brand, FUBU, he is also the author of The Power of Broke — an insightful look into his life and what he did to find success.

Daymond brought a lot of that insight to the room. While he had a lot of great things to say, there were four business strategies that really struck a chord with me — strategies any business can learn from to improve.

INVEST IN PEOPLE This is the most important thing for a business to realize, as Daymond put it. He talked about how he (and the Sharks) invests in people,

not companies. Think about it: companies come and go. In fact, most companies will go. On the other hand, people learn from their experiences (good and bad), and they grow. Putting your people first is what gives companies staying power. Your team matters and your clients matter, and you should make every effort to ensure they know that.

DON'T BE REACTIVE — BE RESPONSIVE A lot of businesses are reactionary. This was a lesson Daymond learned working with prolific rapper and music producer LL Cool J in the late 1980s. When you react to something, you're already behind the times. Part of LL Cool J's success in the rap world was being responsive. He didn't just jump on trends, he helped create them. He recognized the rap world was constantly

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changing in terms of sound, lyrics and style (including his fashion).

Daymond was able to market his FUBU clothing because he was doing things other clothing makers weren't. He was taking risks, working exceptionally hard (another one of Daymond's points was "always be hustling") and was willing to respond to changes in the marketplace.

BE TRUE TO YOUR WORD When Daymond first got the call from Mark Burnett to join *Shark Tank*, Daymond knew he had to turn down the show. Signing onto *Shark Tank* meant he couldn't appear on any other shows, and he was already working with the Kardashians — a family who, at the time, wasn't quite the household brand name they are today.

Daymond told Burnett he was going to stick with the Kardashians because he had given them his word (and likely signed a few contracts with them). He wanted to help the Kardashians get their brands moving. He saw their potential. The family got word that Daymond had turned down the *Shark Tank* deal and said, "No, don't let us get in your way!"

Daymond also recognized that the Kardashians are savvy businesspeople. As he put it, "They know their analytics." And that's true! That's why they found success on TV and in

> **"Daymond was able to market his clothing because he was doing things other clothing makers weren't."**

stores around the world where their many products are sold. But he wasn't about to leave them high and dry for his own gain. Eventually, they found a solution, and he joined *Shark Tank*, but he wasn't going to compromise his integrity. And that's something none of us should compromise on.

REMEMBER, YOU ARE THE BRAND The biggest brands are distilled down to three, four, five words. People know these words by heart, including Nike (Just Do It) and Apple (Think Different). You should have your own 2-5 words. "If you can't describe yourself in 2-5 words and you walk into a room, you leave it up to us to interpret."

Another thing to remember is that people associate your social media with your brand — whether you're a business intentionally posting content related to your brand, or you're an individual posting about your last vacation. What you share on social media is shared through a lens — your lens. Pictures, posts, you name it — it's all a part of your brand.

That said, posting something negative will hurt that brand. It's always important to be mindful of what you post and encourage your team to do the same. Having rules and policies regarding what can and cannot be shared on social media will go a long way in preventing a catastrophe.

These four points only skim the surface of what Daymond talked about, but these are crucial things we all can learn from. It was great to hear him speak and to hear his story, and I send my thanks to him for all of his wonderful insights!

Windows 7 Support Is Ending. Protect Your Business Now!

All good things must come to an end, and that includes Windows 7 and Windows Server 2008. On January 14th, 2020, Microsoft is discontinuing support for Windows 7 and Server 2008, leaving your business susceptible to serious security vulnerabilities. This means any systems running Windows 7 or Windows Server 2008 will no longer receive support, security updates, or feature enhancements.

Cybercriminals are waiting patiently to craft exploits for these unsupported operating systems so they can take control of your computer. If even one of your computers isn't up to date, a hacker could gain access to it via a virus infection and use it to get control over your entire computer network.

Reduce your risk before its too late! 2020 is around the corner. If your business is still using Windows 7 or Server 2008, you should begin working with your IT provider ASAP to upgrade or replace your equipment.

If you would like us to help create a plan for your business, call us at **(647) 492-4406** or email **info@connectability.com**, and we would be happy to assist!

RIP
January 14, 2020

5 Benefits of Office 365 For Your Business

Let's face it - technology has changed considerably in the last decade. While most businesses used to host their own email, very few businesses do nowadays.

If you can remember back to the good 'ol days, you might recall your in-house server crashing and leaving your business without email. If you're lucky, and you had solid backups and hardware at the ready, you might be down for just a few hours, but if you had no backups or new hardware available, you could be down for several days. That's a terrifying thought. Email is the backbone of almost all businesses today. You use it to communicate with your partners, vendors, customers, colleagues, and your family and friends. And without it, your business could be in trouble.

To avoid downtime and technical frustrations, businesses have transitioned to cloud-based subscription services – like Office 365 or Gsuite. By making the switch to Office 365, businesses no longer need to maintain and configure their own email infrastructure.

Office 365 is monthly subscription services that includes email, Microsoft Office applications, and even collaboration tools like SharePoint and OneDrive that are not included in the traditional office suite – depending on the package you select. Here are 5 benefits you get when you move to Office 365:

1. Flexibility: With an Office 365 license you can download Microsoft Office apps on up to 5 devices at a time. That means you can access Word, PowerPoint, Excel, and Outlook on any of your devices. Whether it's a desktop computer, laptop, tablet or mobile phone. That means you can access your documents from any one of your devices - whether you are on the go, at a coffee shop, in bed, or at the office. Here's another bonus: If you happen to replace any one of your devices, you don't need to buy the subscription again, you can just install the software on your new device.

2. Accessible Anywhere, Anytime! Office 365 is a cloud-based service. That means you and your team can work from anywhere, anytime. As long as you have an internet connection, you have the ability to access your office applications and email – anywhere, from any device. And if you store your files in OneDrive, you can access all your important documents from anywhere too!

3. Communicate and Collaborate Easily: O365 includes several tools that make it easier for you to communicate and collaborate with your team, and your customers. Office 365 includes a program called Microsoft Teams (formerly Skype for Business) that allows you to communicate instantly with your team, regardless of their location. It also includes OneDrive and SharePoint – both very powerful storage and collaboration tools. OneDrive allows you to store and access all your files in an encrypted cloud-based repository, while SharePoint allows you to share documents with your team and edit them together!

4. Data Control and Security Features: Microsoft offers built-in security features with Office 365. When you use Office 365, you receive enterprise-grade data security on all your devices. This helps keep your sensitive company data safe from a cyber-attack. O365 includes: spam filtering (although this is only a basic filter), email antivirus scanning, and controls to help regulate who has access to what data. These tools are built into Office 365, which means you don't need to spend additional time and money sourcing and implementing these security protocols in your business.

5. Up-To-Date Software: When you use Office 365, you always have access to the latest versions of Office at no additional cost. That means your devices receive the most up-to-date features, and you don't need to go through the hassle of uninstalling and reinstalling Office every time there's a new feature. You will have access to the same up-to-date version of Office on all devices.

Office 365 is the new model for business email. Not only does it simplify email management, it also includes a wide range of cloud and collaboration tools that making it easier for you to communicate with your team, your clients, and your vendors.

Tech Connect Video Series
Which Office Suite Fits Your Business?

In this month's **Tech Connect** video, Ted discusses everything you need to know about Office 365 and traditional Office Suites. He also covers why your business would opt for one solution over the other.

In the good ol' days, if you wanted to work on a project, communicate, or share your work with your team, it had to done in person. Since then, technology has evolved, and Microsoft has developed a suite of programs to make your life a whole lot easier. Using the Microsoft O365 suite, you can access emails and documents on the go, share files, communicate with your team, and use collaboration tools to keep everyone involved.

Microsoft Office is one of the most popular file editing programs on the market today. The question today isn't whether you should use office, but whether to use Office 365 or traditional Office Suites like Office 2019. Office 365 is cloud-based, monthly subscription service for email and Microsoft applications. Office 2019 on the other hand is a one-time purchase. Office 365 also includes security features that you don't get in Office 2019.

Watch this video now to discover about the key differences between Office 365 and Office 2019, and which solution is right for your business. To learn more, go to YouTube, look up **Connectability IT Support** and find the video "**Office 365 vs. Office 2019**" OR go to our website at **www.connectability.com,** hover over **"Resources & Videos"** and select **"Videos".**

■ 6 Ways To Protect Your Business From Getting Hacked... Are You Doing All Of These?

1. Know your data AND your risk. What kind of data are you storing? Knowing your data can inform you of your risk, and when you know your risk, you can respond with a plan to secure that data.

2. Have backups. Losing data cripples businesses. Always schedule regular backup so you never have to worry about losing it.

3. Encrypt your data. Encryption helps to ensure that only those who have permissions can access and read your data.

4. Get better passwords. Most people use bad passwords or use the same passwords for every website. Cybercriminals take advantage of this. Use strong passwords, two-factor authentication, and a different password for EVERY website.

5. Maintain defenses. Malware lurks in e-mails or unknown links on the web. It can harm your equipment, give hackers access to your data and hurt your business. Antimalware software coupled with a firewall can help block these threats.

6. Educate. Your team can be your best defense. They should be educated on cyberthreats and what to do/not do when it comes to their "digital responsibility" within your company. *CPO Magazine, 6/12/2019.*

■ 3 Ways Working Harder Can Slow The Growth Of Your Company

You're not delegating. When you work too hard, it becomes easy to "take over" projects. You become a micromanager who loses sight of the team and doesn't play to the strengths of the experts you hired to carry the load. If you're not delegating, projects move less efficiently and you miss important details.

You're not thinking creatively. Because you miss crucial details, you lack perspective, and a lack of perceptive makes it hard to think creatively, as research confirms. When a problem comes your way, you may not be able to solve it to the best of your abilities and you will end up creating a bigger problem.

Your business suffers. One person can do only so much and one person cannot scale a business successfully. If you want your business to grow, you MUST hand over much of the responsibility to others. Your business must be able to run without you in the building. *Small Business Trends, 2/12/2019.*

Webinar: Backing Up Cloud Applications

Next month we will be holding a webinar focused on the importance of backing up cloud applications like O365. Without dependable backups, your business could experience data loss, Ransomware, downtime, and even fines and ligation for non-compliance.

The Webinar is called **"Is Your Cloud Data REALLY Backed Up? Find Out How You Can Protect and Secure Your Confidential Information"** and takes place on **October 10th, 2019** from **10:00-10:30 am**.

During the webinar you will discover:
- Why Your Business Needs Cloud Backup
- How Cloud Backup Protects Your Business
- What Data Should Be Backed Up
- The Different Types of Backups and Which Solution Fits Your Company Best

If you are concerned about data loss, downtime, Ransomware or bad PR that comes with non-compliance penalties, then you should definitely attend! We will be sending out invitations shortly, but if you would like to register now, you can call us at **(647) 492-4406** or email **abarnaaa@connectability.com**.

SickKids®

This month we will be donating to the **Cochlear Implant Program** at **SickKids Hospital**.

Founded in 1900, the Cochlear Implant Program is one of the largest paediatric centres for cochlear implantation in North America. Approximately 1500 children have received cochlear implants. The program helps children who suffer from hearing loss to receive implants that will help develop their speech and language.

The Cochlear Implant Program has a designated team of 16 individuals, and a close association with Archie's Lab at SickKids. The laboratory conducts research on plasticity and the development of auditory systems. Additionally, a centre has been created to explore and understand how children with cochlear implants interpret sound.

If you want to contribute to the Cochlear Implant Program at SickKids Hospital, we would love your help! Email: info@connectability.com or call (647) 492-4406.