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STAY AHEAD OF THE GAME

Be Proactive To Attract Younger Customers

As the years pass, your business will start working with new generations of customers. Many Gen Z adults are already in the workforce, and it won't be long before Gen Alpha joins them.

These younger generations come with their own set of standards, beliefs and ideals that you must familiarize yourself with if you want to stay relevant with your consumers. That's

why you have to be proactive if you want to attract these individuals to your business.

Learn about their trends and interests, and find ways to incorporate them into your marketing and company messaging. If you decide to stay reactive, it will constantly feel like you're playing catch-up. Don't wait to make the necessary changes that will improve your business!



IS IT TIME TO UNPLUG?

Avoid Burnout And Feel Mentally Refreshed

Our phones are always on us, making many areas of our life more convenient. We can communicate with our friends, family and coworkers easily; look up important information instantaneously; and read through our emails effortlessly. Although our phones and other electronic devices have brought a lot of good into our lives, there comes a point when we have to disconnect and unplug from them for our mental health and connect with the world around us.

Burnout is one of the biggest obstacles that business owners, leaders and employees face. They spend their days completing and working on projects, and when night rolls around, they stay buried in their devices as they continue to work or research things related to their business or industry. They think this will put them ahead, but they're doing more harm than good.

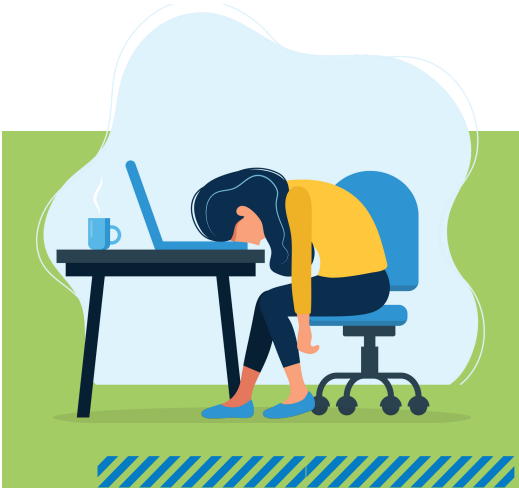
When you get home from work for the night or if you're going on vacation soon, put your phone down and try to live in the moment.

Your work will always be there for you to go back to. Keeping your phone and work away while you're not actively at your workplace is the best way to avoid burnout and live a happier lifestyle.

Get Comfortable Outside Your Comfort Zone

We all have activities and situations that push the boundaries of our comfort zone. Nobody likes to be uncomfortable, but stepping outside our comfort zones provides us with new growth opportunities. Here are a few ways you can become more comfortable being uncomfortable.

- Establish the boundaries of your comfort zone. Before attempting to tackle your discomfort, understand what makes you uncomfortable and why.
- Start small with little changes to your



routine. You don't have to dive in headfirst right away. Ease yourself into it so you don't become overwhelmed.

- Insert yourself into unfamiliar situations. Take a class at your local community college or join an organization.

Find a mentor. You're going to want someone who will stick by your side and push you when things get tough.

Connectability Corner

PUTTING THE PIECES TOGETHER.

Powered by: Connectability

Insider Tips To Make Your Business Run Faster, Easier And More Profitably



START THE SCHOOL YEAR STRONG

Parental Tech Tips To Ensure Academic Excellence

In the coming weeks, kids from around the country will return to school to continue their academic journey. It's an exciting time in their lives, and many begin the school year with high hopes and expectations. Do you remember how enthusiastic (or disappointed) you were when the first day of a new school year arrived? Now that we're parents, we can put specific strategies and techniques in place to help our children find success when school resumes.

It's interesting to see how much has changed since many of us were in school, especially from a technological standpoint. Nearly every kid starts middle school with a smartphone, tablet and laptop. While this has provided them with access to more information and opportunities, there are things that parents should do to keep their children protected and out of trouble.

If you have a kid returning to school this month, try utilizing some of the following strategies to help your child start the year strong. You may even help yourself along the way!

Create Guidelines

Electronic devices like smartphones, tablets and video game consoles can be fun for kids but can also be distracting. You shouldn't want your children to be on screens all day, as it can damage their mental health. There's no one-size-fits-all approach to screen time, so you must determine what works best for your situation.

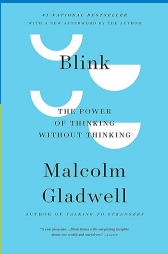
Getting your kids to use their screens less can be difficult if they're already watching for multiple hours a day, but its necessary

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BLINK

By Malcom Gladwell

We make countless decisions every single day. Some are simple, like determining what you have for breakfast, while others require more thought, such as deciding whom to hire for your business. Do you ever feel like you take too long to analyze situations and wish you could come to a decision sooner? That's exactly what you'll learn to do after reading *Blink* by Malcolm Gladwell. In this book, Gladwell teaches readers how to turn off the analytical side of their brains and instantly make the right decision by utilizing their creative side. Through various studies, readers will learn about the power of subconscious decisions and why they should start trusting their intuition more often.



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





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in helping their development. Set specific hours they can use their screens for personal use or make them log the time when using their devices. If you're worried they won't be honest about their screen use, create a rule that they can only use the devices in public areas of the house, not their room. Put guidelines in place as soon as possible. If you wait until school starts, you will be looking at an argument and further disruption to their studies.

Monitor What They're Doing And Set Website Restrictions

Does your child do their homework on a computer? If so, how do you know they're actually working on their homework? Keep a watchful eye on your children when they're using their devices to ensure they're using them properly. They may trick you to get a few more minutes of screen time. Continually check on them while they're using a screen to do their homework, and don't be afraid to take a closer look.

You should also look into setting up website restrictions on your network. You don't want your child stumbling upon an inappropriate website, and you don't want them on an unsecured website that could put your network

“Set up website restrictions through your network and each device to ensure your child doesn't go where they shouldn't be.



and personal information at risk. Set up website restrictions through your network and each device to ensure your child doesn't go where they shouldn't be.

Talk With Them About The Dangers Of Social Media

If your child doesn't have one already, at some point they will create a social media account so they can stay up-to-date with everything going on with their friends and family. Social media can be harmless when used cautiously; you must explain that to your children. Let them know other people can see everything

they post, so they need to think carefully before posting anything, especially pictures. As a best practice, turn off all social media applications' geolocation and messaging features. That way, your child won't receive message requests from strangers or inform strangers of their location.

If you have a social media account, you should also be cautious about your posts. Your child will look at your account for direction, and if you post questionable content, there will be some confusion. It might even cause them to ignore your rules.

The start of a new school year is an exciting time in your child's life. You can help set them up for even greater success by implementing a few tech strategies to help them focus and keep them out of trouble!

Free Report Download:

The Business Owner's Guide To IT Support Services And Fees

- You'll learn:
- The three most common ways IT companies charge for their services and the pros and cons of each approach
  - A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
  - Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
  - How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate



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CARTOON OF THE MONTH

MEETING VIEW ZONE NON-MEETING ZONE

TECH CONNECT VIDEO SERIES:

Think Your Email Is Safe? Think Again!



For most business owners and executives, email is a critical communication tool that they use every day to stay connected with customers, colleagues, and vendors alike. Unfortunately, due to it's wide-spread use, it has become THE SINGLE MOST common attack point hackers and cybercriminal use to gain access to your confidential data and your business network.

What would you do if your mailbox were breached, or encrypted with Ransomware? How long could you and your business survive without access to this data? Could you afford to pay the Ransom? Do you have systems in place to allow you to restore that data, even if it is encrypted by a hacker?

This video will provide answers to these questions and walk you through the various tips, tricks, and tools you can use to secure your email, and your business. To watch, go to <https://tinyurl.com/3y45z483> OR go to our website at [www.connectability.com](http://www.connectability.com), hover over "Resources & Videos" and select "Videos".

MONTHLY CHARITY DONATION

This month we will be donating to Pathways To Education.

Pathways To Education was founded in 2001, and its mission is to help youth from low-income communities thrive. They deliver resources and support to help young people graduate from high school, and prepare for a successful future.

Using a breakthrough approach, focused on innovation and community building, Pathways To Education helps students overcome adversity by developing resiliency and skills to succeed. They focus on four important areas – academic, financial, social, and one-on-one services. Pathways To Education has helped students from all over the country graduate from high school, and has put them on the path to one day becoming Canada's leaders.

If you would like to contribute to Pathways To Education we would love your help! Email us at: [info@connectability.com](mailto:info@connectability.com) or call: (416) 966-3306.

SHINY NEW GADGET OF THE MONTH

The Philips SmartSleep Wake-Up Light

Sleep is essential in our lives. When we don't get enough sleep, we feel physically and mentally drained. Many of us wake up in the morning feeling groggy and state that we're simply not morning people, but what if that wasn't the case?

After using the Philips SmartSleep Wake-Up Light, you'll wake up each morning refreshed and renewed.

This light acts as an alarm clock that simulates the sunrise over the course of 20 to 40 minutes to help you wake up steadily. If you don't wake up naturally with the color change of the sunrise feature, you can choose one of six sounds to entice you out of bed. It's easy to set up and will completely revolutionize your mornings.

