



# BERTIBRIEF

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## Making This One Mistake With Your Network Can DESTROY Your Business



A lot of businesses wait until something breaks before they fix it. And even then, they may take a “patchwork” approach to fix the problem. They are reactive rather than proactive. Sometimes taking a reactive approach is fine, but other times, and depending on the circumstances, it can lead to even bigger problems.

When it comes to network security, for example, being reactive to problems can be downright dangerous. It’s not just hackers you have to worry about. There are power outages, data loss, equipment failure and more. In IT, a lot can go wrong. But if you’re proactive about cybersecurity, you can avoid many of those pitfalls.

Reactive IT support use to be the norm. Most network security specialists went to work after something went wrong. Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security. They have an “it won’t happen to me” attitude. The truth is that these are the people most at risk. It’s not a matter of if, but when. Hackers and cybercriminals are more active than ever. Thankfully, proactive support is now the norm. More and more IT services and security firms have the tools and resources to protect you BEFORE the worst happens. So, why partner with an IT services company? *Continued on pg. 3*





## The Many Faces Of Corporate Leaders

Employees' happiness at work is more important in the workforce than ever before, and that feeling of fulfillment and engagement often comes from the top. If you are aware of what type of leader you are and how your leadership affects employees and clients, you can mitigate your weaknesses and discover your strengths to ultimately lead more effectively. Let's take a look at a few leadership personas I've witnessed while coaching and what works best for each.

### In-The-Weeds Leaders

Leaders who are "in the weeds" tend to spend too much time in the day-to-day. They get bogged down with what's in front of them and don't think outside the box. Without innovation, the company runs the risk of coming to a grinding halt. These leaders need to delegate current tasks to their team members. They can then focus on finding new ways to drive the business forward. In-the-weeds leaders may even need an outside party to hold them accountable for setting and reaching these new goals.

### Frustrated Leaders

These leaders know their companies can be better but they are upset because they can't scale at the rate they want. They bottle up their grievances and aren't sure where the disconnect is with their teams. These leaders should seek guidance from a third...

party, whether that's a friend or colleague. An outside perspective can help identify problem areas. They also need to hear out their team members and get first-hand accounts on what's not working. Both perspectives can help turn frustration into focus.

### Mindful Leaders

These leaders recognize that rapid growth is positive as long as they scale appropriately with the formal organization and efficient processes. They are careful to avoid pushing forward blindly and losing essential parts of their culture and values along the way. However, they may take too long to think things through and miss new opportunities that come along because they couldn't act quickly enough. These leaders should make sure they are sticking to the systems they have in place while remaining open to new opportunities and evaluating them in a timely manner. It's important to constantly re-evaluate and adapt as the company grows and changes shape.

### Authoritarian Leaders

These leaders can't seem to let go of the wheel. They micromanage and don't trust their team to get the job done, which fosters an atmosphere of frustration and mistrust. In this atmosphere, they can no longer lead effectively. They should work with their teams to identify why the company exists, what motivates team members and why their work is important. That will not only help the leader and the team establish a better dynamic, but it will also help them both understand where the company is now and where it's going.

When evaluating your leadership style, be honest with yourself. If you can pinpoint where you are on the leadership spectrum, then you'll better account for your challenges and capitalize on your assets. And that's how you become more self-aware and, in turn, a much stronger leader. Always remember that a great leader is an amalgamation of various qualities such as social skills, empathy, motivation, self-awareness, and respect.



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 multi-million-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.



## Do These 4 Things To Grow Your Business

### 1. Don't Let Yourself Become Complacent

Success often leads to complacency. Businesses hit their stride, but that success isn't going to stick if you aren't constantly searching for new opportunities and adapting to change.

### 2. Have A Sense Of Urgency

In the early days of your business, you may have had a sense of urgency. You need customers to thrive, but as you grow, that urgency can fade. It ties right back into complacency. You need strict metrics and constant goals. Always be pushing toward something new.

### 3. Watch The Economy – And Your Industry

The world is always changing, especially now. Things change globally, regionally and locally. You need to be ready to adapt. Businesses that aren't ready to adapt to changes in the market or economy will be left behind.

### 4. Embrace Discomfort

New ideas can take some time to get used to, especially if they're game-changers. However, if you brush aside ideas because they make you uncomfortable or disrupt the status quo, then you may miss the greater benefit of those ideas.

Inc., March 11, 2020

There are many reasons why it's a good idea. One great reason that doesn't often get talked about is that working with an IT services company is an added value for your customers. When they know you're taking IT security seriously – and when they know their data is safe – their trust in you is boosted.

When you build trust, you build loyalty, and customer loyalty is getting harder to come by these days. Plus, happy, loyal customers are much more likely to refer you to others who may require your services. That alone makes investing in proactive IT security worth it. Here's another reason why working with a proactive IT services firm makes sense: it's MUCH easier than trying to do it yourself. Many small businesses simply don't have the resources to hire an internal IT specialist or a team. Not only can that be very costly, but it's also rarely practical. Think of it this way: if you hire an IT specialist to handle your network security, manage cloud backups and provide general IT support, then what happens when they take a day off or take a vacation?

Having a dedicated IT specialist on your team isn't a bad thing, but they can be stretched thin very easily. You could be left with gaps in your support should anything go wrong. Suddenly, you don't have anyone you can call. Working with a dedicated IT services firm solves these problems.

To take that a step further, good IT services companies are also great at catching problems before they become problems. They can catch things that might not have even been on your radar. For example, if your cloud backup service isn't backing up your data correctly, or is backing up the wrong data, they'll catch that. Maybe you're saving data that's not properly encrypted. They'll catch that. Maybe you have an employee using software that's months out-of-date. Again, they'll catch that.

When you call up an IT services company and say you want to take a proactive approach to your network security, they should be willing and able to provide just that. An experienced firm will have a team with the training, certification and experience required to tackle today's cyberthreats, while managing your network's day-to-day needs.

They know IT because they live IT. They help with data recovery should anything go wrong; they are your help desk when you have questions or concerns and they keep your onsite malware protection up-to-date. They are tailored to your business's specific needs. And as you grow, they adapt to your changing needs. Put an end to the outdated way of thinking about IT security. It's time to be proactive and to recognize your company's vulnerabilities before they become vulnerabilities. You just have to make the call.



## 5 SIMPLE STEPS TO IMPROVE YOUR ONLINE MEETINGS

On April 15, 2020, amidst a pandemic, in a virtual council meeting, a rather unusual sound was heard when it startled everyone. Someone from the group of councillors left their mic to unmute while flushing the toilet. This was both embarrassing and funny, considering the current scenario of zoom and team meetings. We all at some point have made an error, during an online meeting but the following best practices will ensure a foolproof meeting.

1. **Do not get caught with your pants down!** Literally! My advice- any such business like the one mentioned above can wait. It should be done either before or after, but NEVER during an important virtual call/meeting/webinar. It is not impossible, it just requires some planning, and/or control.
2. **Good Lighting** plays an important role in creating a virtual connection when you are conversing with your audience. A simple rule of thumb is facing towards the light source, about 2 feet away or more would ensure that your face is visible during a conversation. It is also important to conduct a quick survey of your surroundings to make sure that your background is devoid of piled laundry, dirty dishes, and anything that distracts the viewer.
3. Keep yourself on mute, until it is your turn. If you are not talking, eating something, and taking a call in-between, stay muted. **'Staying unmute is the new REPLY ALL'** and it holds a great deal of relevance in meeting scenarios, as we continue to utilize these online platforms for our day-to-day meetings.
4. If you are executing a webinar, it is imperative to check if the viewers are muted using presentation mode. If you are a meeting host you should aim to be the last one leaving the meeting platform, to wrap up the webinar effectively.
5. **Do a quick tech-check** before you start the meeting to ensure your devices are in sync and performing well, to avoid any technical interruptions during the meeting.

The above tips are the basic guidelines of a virtual meeting etiquette, you can write us back at [ask@bertigroup.com](mailto:ask@bertigroup.com) to share your funny zoom/team meeting incident that may have encountered in past couple of months.

## CLIENT OF THE MONTH



Every couple of months we share our successes and keep our subscribers informed about our new clients. This month we are pleased to introduce OKR financial, they came to Berti Group after the Apple store directed them to seek our expertise for strategic IT approach in their organization.

OKR Financial has a dynamic team of entrepreneurs, business executives, and investors who provide a robust financial strategy to grow a successful enterprise. If you're a small-to-medium sized company working with an accredited accounting firm and/or tax credit consultant and have a history of receiving credit returns, you're in their wheelhouse. OKR is a debt provider specializing in bridge financing secured against government grant/credit programs in the period before they are paid out.

They encourage entrepreneurs in all industries to explore the vast potential of both provincial/federal grants and credit programs to help fund their capital needs and use OKR to leverage these funds sooner rather than later. OKR financial strives to ensure entrepreneurs have an option and we ensure that OKR continues to deliver the best to its clients while using our boutique IT services catered to their business.