

PC Miracles Connection



What's Inside

What's The #1
Job Of A
Business Owner?

The Gadget For The
Entrepreneur Who
Loves The Outdoors
Details On Page 2

How To Stop
Hackers Dead In
Their Tracks
Find Out On Page 3

A Quick Way To
"Learn Your
Lesson"
Page 3



Are You A Manager... Or A Leader?

Modern leadership guru, Warren Bennis, said, "Managers are the people who do things right and leaders are the people who do the right thing." To run a business well, you need both. Employees, finances, sales, marketing, operations and, yes, I.T. all need BOTH a manager AND a leader. But that doesn't mean *you* should be the one doing both.

Why Leadership Is Your #1 Job

Bennis's idea is this: You need management. True. Managers budget, organize, react to situations and solve problems. They ensure things get done, monitor the day-to-day, and enforce the rules. They are the tactical part of your business. You probably do a fair amount of managing things now. But just like everyone else, you only have 24-hours in a day. So some management tasks can and should be delegated, hired, or outsourced.

Bennis, who was cited by Global Gurus International as one of the top 30 leadership experts in the world, defines leadership differently. Leaders establish direction, align people, and motivate and inspire to *prevent* problems. Like it or not, *everything* in your business – good and bad – ties back to the leader. Unless and until you grow leaders inside your company, the leader is most likely you.

5 Ways To Differentiate A Leader From A Manager

Are you more of a leader or manager? Here are 5 leadership traits adapted from two of Bennis' books, *On Becoming A Leader* and *Learning to Lead*, to help you decide...

1) Managers set standards for performance; a leader sets a benchmark for excellence. Do you dictate a status quo or do you paint a picture of what the "ideal" is? Do you merely communicate what's "acceptable" or do you encourage "exceptional"?

2) Managers want employee compliance; leaders seek employees' commitment. Let's say you decide to streamline a process. To do so, you purchase new software. Do you just provide training on how to use the software or do you work on communicating the reasons why you're doing it so employees willingly and happily dive into training?

3) Managers have subordinates over whom they have formal authority; leaders have followers who are inspired to perform at their best. Leaders recognize that continual improvement in ALL aspects of their business is critical to their success.

4) Managers try to avoid risks or minimize them; a leader looks for opportunities. Maybe it's an investment in a new technology, or a decision to expand your business. Whatever the case, managers will tell you why it won't work. Leaders will tell you why it can.

5) Managers enforce rules and policies; leaders challenge red tape and bureaucracy when necessary. Sure, you should have and enforce an acceptable use policy for your computers. But if any of your policies prevent someone from helping a customer or generating sales, put on your leadership hat and throw that rule away.

One Management Task You Can Take *Off* Your Plate

Your computer network, phone system, software and all things I.T. can suck up your time and resources and be a royal pain – IF all you do is manage it. Checking backups, maintaining critical patches on the computers, updating anti-virus software and firewall protection, and dealing with issues that arise; these are all management tasks that can be outsourced.

As a leader, you can deal with I.T. differently. You look for opportunities to improve your company with technology, you use it as a way to help propel the vision for your company, you deploy it to reach your goals. Then you hire someone to handle the rest.

FREE Business Advisory Guide:

16 Critical Questions Every Small Business Owner Must Ask Before Hiring Any IT Company

Ready to offload the management of your computers and network? Do not hire ANY computer consulting company until you read this. You'll discover:

- How to avoid the single most expensive mistake most business owners make when hiring an IT company
- The surprising reason most small businesses fall victim to sub-standard support
- An easy way to help you find the right IT expert for you

Download Your FREE Copy Now:

www.yourwebsite.com/advisoryguide

Shiny New Gadget of the Month



The HoodPC

It's a hat. For your laptop. If you've ever tried to work outside on a bright sunny day, you know there is one factor that makes it nearly impossible to see the screen – the glare.

Try as you might to angle or maneuver your laptop, you just can't see the darn thing when the sun is beating down on it.

The solution? The HoodPC. For under \$40, this little laptop hood is the solution. It blocks the sun's glare so you can easily view your laptop screen, even when outdoors. Here's how it works...

Right out of the bag, the HoodPC pops into shape and fits a 16" laptop. With the help of 2 sets of snaps, you can secure the HoodPC to fit either a 15" or a 14" laptop as well.

Spring tension in the HoodPC keeps it in place. When you're done, the HoodPC folds flat in a few seconds. Tuck it back into its convenient travel case – and that's it.

Think your laptop will look silly with a hat on? Maybe. But if it means you get to enjoy the great outdoors while taking care of business ...who cares?

More information about the HoodPC can be found at

www.hoodmanusa.com

The Lighter Side... A Cold Lesson

A family owned a parrot that had picked up some naughty words and squawked them at the top of its voice. Nothing seemed to shut it up.

One day the minister was due to visit the home. The mother, in a panic, stuck the parrot in the freezer (after making sure to adjust the temperature so it wouldn't freeze). After the minister left, she went to let it out.

When she opened the door, the parrot hopped out.

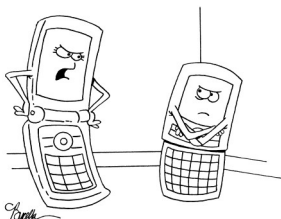
"Learned my lesson," it squawked. "No more cursing."

"Thank goodness," said the mother.

The parrot cocked its head. "One question?"

Puzzled, the woman said, "Go ahead."

The parrot leaned its head forward, gestured toward the freezer, and whispered, "What did the chicken do?"



"Don't use that ring tone with me, young man!"

Poor Patching Is The #1 Security Threat For Business PCs

Poor Patching Is The #1 Security Threat For Business PCs

According to Symantec's 2009 security review, the biggest single threat to computer security is a user's failure to apply new security patches when they become available. A "patch" is simply a software fix to a known security bug in a software program. Once a vulnerability is discovered, software vendors scramble to develop a patch to prevent hackers from using this to access PCs – but their release of a patch is also a "go" sign for hackers who then scramble to write viruses designed to exploit PC users who haven't gotten around to patching or updating their system.

As you might expect, online criminal opportunism is at an all-time high. One well-written virus can spread and attack millions of PCs in minutes, giving these cyber criminals access and control over your PC - often without YOU ever realizing it until it's too late. And since most of us are storing and using our PCs for banking, making purchases, and storing other sensitive information, it's a fast-track break in that's irresistible.

The Two Most Common Applications Attacked

Surprisingly, PDF-based download exploits rose to account for 49 percent of online attacks. Internet Explorer was the second most attacked application, accounting for 18 percent of web-based attacks. Incredibly, the Internet Explorer vulnerability in question is the Microsoft Internet Explorer ADODB. Stream Object File Installation Weakness that first came to the world's attention in *August 2003*, and was patched the following July – and that means that a whole lot of people AREN'T patching their computer regularly.

Your PC Isn't A Toaster

The main reason systems get attacked is because too many people treat their computer like an appliance: they turn it on and conduct ZERO maintenance. While it's important for everyone to keep their network secure, it goes double for you as a business owner because the costs of restoring a compromised network escalate quickly when compounded with corrupt data, downtime and possibly the embarrassment of notifying your clients their information was compromised by a hacker under YOUR watch. If you are currently a <<Name of Managed Services Plan>> customer, you have nothing to worry about. But if you're NOT on this plan and you don't have someone updating your firewall and security settings DAILY, it's only a matter of time before your system gets compromised.

Let Us Protect Your Business

For more information on how you can completely offload the worry of maintaining your network to a true team of professionals, call us today. We have various plans for all budgets and needs: 248-620-2201

PC Miracles, Inc.

9207 Andersonville Rd.
Clarkston, MI 48346
www.pcmiracles.com
info@pcmiracl.com

Phone: 248-620-2201
Fax: 248-484-7128

**Supporting Business Systems
Since 1994**

PC Miracles Connection online at:
<http://news.pcmiracles.com/>



Services We Offer:

- Effort-Free IT Managed Services
- Authorized Dell™ Partner
- General Network Repair & Troubleshooting
- Network Design & Implementation
- Disaster Recovery
- Virus Protection & Removal
- Network Security
- E-mail & Internet Solutions
- Wireless Networking
- Spam Filtering
- Storage Solutions

Monthly Contest

Congratulations to Tara Blauvelt, who was the winner of last month's contest! This month's winner gets a pair of Movie Tickets Submit your answers by email to info@pcmiracl.com.

Make sure you include your name and phone number, the question number and the answer letter (for example, 1a, 2b, 3c, 4d). Entries are judged by the date and time received, as well as correctness.

Only 17

1. **Which space appears 17 times on the Scrabble board?**
a) double letter b) double word c) triple letter
d) triple word
2. **In Mary Poppins, which family lives at 17 Cherry Tree Lane?**
a) Banks b) Mitchell c) Lancaster d) Shaw
3. **Which female singer had a hit called "At Seventeen"?**
a) Kate Bush b) Janice Ian c) Suzanne Vega
d) Michelle Shocked
4. **Who was the narrator in the movie Staglag 17?**
a) Gil Stratton b) William Holden c) Don Taylor
d) Harvey Lembeck

May's Contest Answers: 1d, 2b, 3d, 4c

I'd Love To Hear From You!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to the **PC Miracles Connection**.

Dan Izydorek

Call: 248-620-2201

Go Online:
www.pcmiracl.com

E-mail Dan:
info@pcmiracl.com



"Say you want to smack a smug iPhone user in the back of the head without the legal ramifications. Is there an app for that?"