QR Codes Come Into Their Own Thanks to the Pandemic

When was the last time you used a QR code? For two decades of struggling to gain traction and considered a niche technology, QR codes have gained a new lease on life. In response to COVID-19, social distancing, and contactless and cash-free interactions, many businesses are taking a second look at QR codes.

Had You Forgotten About QR codes?
Created in 1994 by a subsidiary of Toyota, QR codes (short for "Quick Response" Codes), were used as a...
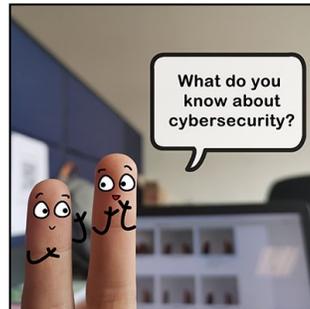
Read the Rest Online!
https://dti.io/qrcodes

About Directive

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

Visit us **online** at:
newsletter.directive.com

Cybersecurity Training Tips from the Pros

For every level of business, cybersecurity is a big deal. For the enterprise, they deal with a lot of would-be attacks and need their staff to know how to respond if they are targeted. For the midsize business, the convergence of underwhelming IT support and a growing workforce can be the perfect storm. For the small business, a significant cyberattack could be the beginning of the end for their business. This is why, no matter what size your business is, you need to have a cybersecurity strategy in place that includes tools, monitoring, and protocol. This month, we have put together a list of considerations your business should note to keep your network and data safe.

Create Strong Policies and Force Staff to Follow Them
In order to keep your business' information systems secure, you need your staff to understand that they are a big part of the cybersecurity process and that the protocols you put in place have to be followed to ensure that these systems stay secure. You need to make them understand that they are the weak link in this paradigm and for that reason they need to not only take their security training seriously, but to always follow protocol. All it takes is one slip up and it could mean dire consequences for the business.

All your security policies need to be written out and viewable by every member of your organization. It's actually a good idea to have a system in place that verifies that your employees have read and understood them. Additionally, there should be some time set aside

Avoid these 3 Things When Making Technology Decisions

Your business' technology is a great tool, or at least it can be. Like any other part of business, getting value out of your business' technology is essential. In order for you to see the kind of value from your tech that you'd expect, you first need to approach it by making good decisions. This month, we wanted to go over a few ways that you could fall into a trap with your IT.

By Having Blinders On
The boss is the boss, and if you are the boss, all the big decisions will fall on your shoulders. Having said that, IT decisions should not be the purview of the CEO, President, or other authority alone. Big IT implementations or newly introduced technology should not be incorporated into a business based on the desire of just those in leadership positions. There should be a certain pragmatism behind any deployment, and should always be motivated by progress.

If you're looking for some insight, you should turn to your employees. They are the ones with hands-on experience with your technology and use it to drive revenue. Ignoring employee input on production issues can have dire consequences; that includes technology decisions that have an effect on how your business operates.

Continually Postponing Reviews
Nothing lasts forever, including the technology that your business relies on, the protections that keep your data safe, or the relationships you maintain with your employees and

5 Tips that Can Help You Be More Productive

In most workspaces and offices, "productivity" is always present on the list of goals. Why settle for one task completed in a set time, when multiple tasks can be completed in the same amount of time without sacrificing the quality of the result? This goal is popular enough for many experts and consultants to have weighed in on. We've decided to give you a basic overview of some such strategies so you may consider them.

Two-Hour Solution

The idea being the "two-hour solution" is to take two hours to plan out a schedule to follow each week, based on how your plans and goals culminated the week before. Investing this time should allow you to make the most of your available time to accomplish what you want to accomplish.

The reason that this is different from simply going over your calendar each week is the fact that, if guided by the Two-Hour Solution, you're figuring out how the time you're spending contributes to your goals. "Green time" is time that helps you generate financial capital, while your "red time" is the time that you spend preparing for green time, without generating any profit. To account for the wrench in the works that would ordinarily throw off your schedule, you also include "flex time" to provide a buffer. What's left is your "recreation" time, where you recover from your productive endeavors by doing the things you want to do.

Prioritize Big Tasks

Consider your big priorities, your more flexible responsibilities, and your rote tasks in the workplace as large rocks, smaller stones, and sand, respectively. Your time is a bucket, ready to be filled with these items as you see fit...

Read the Rest Online!
https://dti.io/5moretips

Cybersecurity Training Tips from the Pros

(Continued from page 1)
to reinforce their understanding of these procedures and policies. The more everyone is on the same page, the better.

Comprehensive Training

Most of the time, the organizations that deal with substantial data loss incidents and malware-related problems are filled with employees who haven't had a lick of actual training on what to look for, how to proceed when some type of scam or hack is discovered, and how to operate in an environment where, frankly, there are so many people trying to get over on them.

Your training platform should include everything they need to know to avoid putting your organization at risk. This includes, but is not limited to:

- How to spot a phishing attack
- How to create and store secure passwords
- What multi-factor authentication is and why it's important
- Why using unauthorized software can be detrimental
- Why Internet use on company networks has to have limits (Social media policy)
- Why their personal mobile devices need to be registered to use company Wi-Fi
- What malware, including ransomware, is and how they hurt organizations like yours
- How to properly share and store company files

There are several line-items that aren't posted here that can help you build a...

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https://dti.io/prostip

Physical Security Protects Your Tangible Resources

We frequently talk about how important it is that your business is secured. While it is a safe assumption to associate the term "security" with the concept of cybersecurity and such digital protections, it is far less safe to ignore your business' need of physical security.

Physical security is just what it sounds like: the protections you have in place to defend your business' physical assets and location. These kinds of defenses are equally important as the other protections that you have surrounding your business and its operations.

Let us assist you in protecting the business you've built. Reach out to us to have a discussion about putting physical security in place at your business—or even just to learn more. To start a conversation, call **607.433.2200** today or visit: **https://dti.io/surveillance**

Avoid these 3 Things When Making Technology Decisions

(Continued from page 1)
customers. As a result, it is recommended that each of these undergo regular reviews to ensure that all is as it should be.

Doing so will help you to maintain your business' functionality by preventing downtime and defending your data, while encouraging operations by helping you keep track of your most promising customers. Therefore, it should be clear that these reviews should be prioritized so that your business isn't inadvertently hobbling itself.

Failure to Innovate
It is important that a business doesn't simply wait for its current technology to become outdated before a

plan is made to update or replace it. Acknowledging that technology will eventually need to be cycled out and scheduling regular maintenance until that point will allow a business to be better prepared for such a time. On a related note, business leadership should always be keeping an eye on trends in IT, seeking out the input to guide them to the best possible option moving forward.

Directive can help you address all of these concerns, and more. Give us a call at 607.433.2200 to find out what we can do for you.

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Getting the Right Communications Tools Can Really Help a Business

Business success relies in large part on communication. Any product or a service is entirely useless if there is no way to share or request information. Whether the communication is internal or external, the method upon which your business relies should be simple yet effective. This month, we will analyze the different methods of communication your business can use.

Why Do You Need a Strong Communication Strategy?
Ineffective communications can and will corrupt a business. Organizational goals, coming to agreements, selling your services, meeting effectively, all rely on effective communication. It is critical that your business is able to provide interpersonal or intrapersonal communication methods.

What's more, you stand to gain financially with improved communications.

Your business' operating income can be boosted by an estimated 19.2 percent over just a year with iron-clad communication. This figure disregards the estimated 32.7 percent decrease in growth that low engagement has been correlated to.

Let us go ahead and look at the two different types of engagement your business should focus on: internal, and external.

Internal Communications
Your employees deserve an effective communication strategy. Internal communications enable your team to work as a team. Whether an employee needs to check the status of a project, reach a different department or a supervisor, any in-house communication is referred to as internal.

External Communication
All other communication is external. This would be anyone who is not a...

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https://dti.io/toolshelp**

CYBERSECURITY TIPS

IoT Devices

IoT (Internet of Things) devices are becoming increasingly popular as their convenience helps individuals and businesses improve many daily functions. Although their intentions are meant to make our lives easier, IoT devices come with many security risks we all should be aware of.

https://dti.io/iotdevs

Get our Cybersecurity Tips to your inbox weekly!

Each week we send an email with **FREE** cybersecurity tips to help you to avoid a data breach. These tips can be used to educate yourself and your employees on security best practices.

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Thanks in advance!

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Marketing Ideas & Tips for Your SMB

Rules to Tweet By

Twitter has been transformed by the B2B marketing community by offering another platform to engage with your audience, to address their questions, to contribute valuable knowledge, to accentuate what your company stands for. Every day there are opportunities that you could be embracing from being active on social media. Whether you turn these opportunistic moments into high-quality leads, well that is your prerogative.

In the first quarter of 2016, Twitter averaged 330 million monthly active users, your target audience is somewhere among that crowd. Twitter is the place where global conversations happen among people, their companies, and their brands; which invites the chance for industries to overlap with each other. This is reshaping how the business-to-business community interacts and communicates with each other. And to be frank, some are transitioning better.

Like any good marketer, you have read through countless articles, preparing yourself to only demonstrate proper Twitter usage, how to dominate on Twitter, how to become a lead authoritative figure but have you read any that will tell you what not to do? It is imperative that you avoid bad Twitter practices because they will cause great damage despite all the good practices you demonstrate. Like many other social...

Read the Rest Online!
https://dti.io/rule2tweet

We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.

Chris Chase
CEO

Client Spotlight: Hanford Mills Museum

We have the pleasure of working with a variety of organizations and one of our greatest honors comes from the opportunity we have to work with Hanford Mills Museum.

We really enjoy showing our appreciation for our long standing clients by turning the spotlight on them. As this is the month that they resume their tours, we wanted to take the opportunity to point you toward the Hanford Mills Museum.

Located in East Meredith, NY, the Hanford Mills Museum has a storied history, first operating in 1846 before being purchased by the Hanford family and turned into an all-inclusive industrial complex. The mill actually provided the town with its first electricity in 1898, utilizing nearby Kortright Creek before eventually transitioning to steam and gas. The mill closed down over a century after it opened in 1967, reopening as the museum it operates as today later that year. Guided tours and demonstrations are regularly held at their many historic buildings.

We encourage you to visit Hanford Mills and experience 175 years of Catskills ingenuity at their historic water-powered sawmill, gristmill and woodworking shop, to take a tour or participate in the events they regularly hold!
Visit them online at: **https://www.hanfordmills.org**

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