

# TECH TIPS

TECHNOLOGY INSIGHT THAT BUILDS BUSINESS



**HODGSON**  
CONSULTING & SOLUTIONS

## Inside This Issue

Internet Safety Tips For Parents | 1

FREE Report Download:  
The Corporate Cyber Security Crisis | 2

Search Google Like A Pro | 3

3 Ways To Run Meetings Like A CEO | 3

4 Ways To Better Protect Your Personal Information | 4

Tech Trends To Improve Customer Loyalty | 4

Search Google Like A Pro | 4

## August 2022



This monthly publication provided courtesy of Robert Zehnder, President of Hodgson Consulting & Solutions.

### Our Mission:

To eliminate every technical frustration, obstacle and inefficiency for companies with multiple locations and/or a remote workforce.



## Internet Safety Tips For Parents

In today's climate, is there anything more prevalent than the Internet? In fact, we've grown so accustomed to using it that the Internet now seems to help us meet any need or want. Unfortunately, we don't often think about the effect that has on our kids, who have never known a world without this level of technology.

For the most part, the Internet is an incredible boon to our children. They can look up anything they're curious about and will be met with more information than previously fathomed. Many of us remember visiting the library to research topics, and even then, resources were limited compared to what can easily be found online today.

While the Internet offers many benefits for kids, there are risks.

That's why it's important to keep your children protected. Before your kids get a social media account or dive headfirst into the web, take the following security measures.

### Parental Restrictions

Nearly every device that can connect to the Internet has some level of parental control. With computers and laptops, you can restrict what websites and apps your children visit. You can also specify which websites you want totally blocked. This is an option on many tablets and smartphones as well. With those, you can actually set time constraints and limits that make it so your child can only use the device for a certain amount of time, and you can even completely restrict usage at night.

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Continued from pg.1

## Potential Risks

When your children first start using the Internet, you must ensure they understand any potential risks. We all know people aren't always who they say they are on the Internet. Similarly, not all information found online is true. When your kids visit websites or use apps, remind them not to share any personal information about themselves. They should never give out their address, school information, phone number, or even their e-mail address to anyone online. Even if the person requesting this information claims to be someone they know, they might not be. If your child is using social media, inform them not to accept friend requests from people they don't know. It's important that kids understand all of the risks to ensure they stay safe in the digital and physical world.

## Get Familiar

If your children are using the Internet, you should become familiar with the websites and applications they use. Make sure all websites have the little padlock icon by them, which indicates they are safe



websites. Look through the apps and websites your children frequent to ensure they're safe for them to use and do not contain any inappropriate content.

## Lead By Example

Your children's first interactions with the Internet will most likely stem from you, so do your best to set a great example for them. This is your opportunity to model positive online habits for your children. Your social media posts should also be appropriate and not break any of the online rules you set for your own child. In their eyes, it won't be fair if you or someone else in the family can do things they cannot.

Our children are some of the most important people in our lives, so it makes sense that we would do everything in our power to keep them protected. Just make sure your protective efforts extend from the physical world into the digital world as well.

**“Your children’s first interactions with the Internet will most likely stem from you, so do your best to set a great example for them.”**

## Free Report Download: The Corporate Cyber Security Crisis



### You'll learn:

- The top 5 ways your company can be severely damaged by cybercrime and what you can do NOW to protect your business.
- The #1 threat to your business that even the BEST firewalls and anti-virus software can't protect against (and what you need to do now to remedy it).
- A common misconception about business bank fraud that will shock you – and simple things you can do to protect your bank account.
- NEW protections to put in place now including tools available to monitor cybercrime websites and data for YOUR specific credentials being sold or traded.

**Claim your FREE copy today at [www.hodgsonconsulting.com/corporate-cyber-security-crisis](http://www.hodgsonconsulting.com/corporate-cyber-security-crisis) or call our office at (847) 906-5005**

# 3 Ways To Run Meetings Like A CEO



In my opinion, most meetings are a complete waste of time. Although the relayed information might be important, it isn't always delivered in an effective way, since most managers do not know how to run meetings. Successfully leading huddles or meetings is an important part of building great relationships and leading talented teams. If you want to start getting more from your employees and your meetings, try utilizing the following three methods to run your meetings like a CEO.

## ALWAYS REQUEST AN AGENDA

Early in my career, an acquaintance invited me to a business lunch. I can remember wondering, "What does he want to talk to me about?"

After a little bit of small talk, he unveiled his agenda. He wanted to sell me a new insurance policy. It ended up being a huge waste of time for both of us.

After that meeting, I made sure to only accept invitations that had an agenda – this comes with three distinct benefits.

The first is the fact that you can see what will be discussed in the meeting, and you can decline the invite if it doesn't pertain to you or your work. The second is that you can actually prepare for the meeting. The final benefit is that it makes you appear competent. Since you can come prepared, it will look like you have everything under control.

## ASK QUESTIONS AND AVOID TALKING TOO MUCH

One of the biggest mistakes managers make when leading a meeting is trying to dominate the conversation. You may be thinking, "Aren't CEOs supposed to tell their attendees what to do in meetings?" The answer is no; the great CEOs don't. In fact, the best CEOs will spend their time asking questions

that are strategic, reflective and related to accountability. This helps them brainstorm new ideas with their team, ensure everyone is on the same page, and put the responsibility on others so they can follow up in the future.

## DISCUSS, DEBATE AND DECIDE

The beginning of your meetings should focus on your strategy and what needs to be discussed. After a topic is introduced, CEOs will say things like, "Let's debate what we should do about this. Who has some ideas?" That brainstorming will help develop the best solution, and the CEO will then make a decision about what to do or who should handle each responsibility. Your meetings need to be focused on production. If you give people the freedom to speak openly, you will accomplish much more.

## Cartoon Of The Month



## 4 Ways To Better Protect Your Personal Information



Most people keep their personal information as secure as possible. They don't post their passwords on social media or share Social Security numbers with

untrustworthy sources. These practices seem obvious, but there are smaller things we can do to provide better protection. You'll find four of those tactics here.

**Dangers Of Unsecured WiFi** - Hackers can use this connection to download malware on your devices.

**Password Manager** - You shouldn't use the same password across multiple accounts. Utilizing a password manager will help you keep track of different passwords.

**Breached Companies** - When a company's security is compromised, all of its customers' personal information can be exposed. Avoid working with these companies until they've offered improved security.

**Think Before Posting** - Be careful about what you share on social media. Revealing too much personal information can leave you vulnerable to a cyber-attack.

## Tech Trends To Improve Customer Loyalty

If you want your business to succeed, you must build a solid customer base. Over the past few years, advancements in technology have made it easier for companies to improve their relationships with their customers. One such way is through the use of AI chatbots. If someone has a question about your service or product, you don't want to leave them waiting for an answer. Chatbots can be programmed to answer common questions until a live representative is available, if they're even needed.

Additionally, you should make an effort to monitor content created by people outside your company. If someone is spreading false information about your business, you need to combat it. If misinformation is allowed to fester, it can quickly sink a small business. Simply replying to misinformed reviews or reporting inappropriate content about your business can go a long way toward becoming a more trustworthy source in your industry.

## Search Google Like a Pro

You know how to Google, but do you do it like a pro?

Here are a few simple yet effective ways of maximizing your Google search...like a pro!



### Quotation Marks

Use **quotation marks** to search for an exact word or set of words. It means, all your results will have your search terms in them.

"solving quadratic equations"



### Dashes

Put a **dash** before a word that you want to exclude in your search.

jaguar -animal



### Tilde

Use **tilde** when you want also its synonyms to appear in the results.

music ~classes



### site:

Use **site:** to search within a specific website only.

site:nytimes.com



### Two Periods

Include **two periods** when you want to search within two number range.

movies 1970..1990



### Vertical Bar

This query will search websites that have any one/two/all of the terms

blouse | shirt | chemise



### Asterisk

Use **asterisk** when you want to find the missing word in a phrase

\* is such \* sorrow