

TECH TIPS

TECHNOLOGY INSIGHT THAT BUILDS BUSINESS



HODGSON
CONSULTING & SOLUTIONS

Inside This Issue

Do I Need To Upgrade My Network? 4 Amazing Benefits You'll Experience | 1

Coming Soon
Small Business Tech Day | 2

Halloween Book Launch Party | 3

FREE Book Offer:
Under Attack: Why Your Business Is A Hacker's PRIMARY Target And What You Can Do NOW To Secure Your Data | 3

Overcome Stress And Doubt About Your Business | 4

Taking Action After Receiving A Bad Review | 4



November 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.

Do I Need To Upgrade My Network? 4 Amazing Benefits You'll Experience

A business owner has many responsibilities within their business. They can be so busy that sometimes things are overlooked for an extended period of time. For example, many business owners may forget to upgrade their network infrastructure. In actuality, upgrading your network is extremely important – and it is one of the smartest things you can do as a business owner.

Technology has rapidly advanced over the past few years, and network traffic continues to grow. If you're still using the same network from even five years ago, you've probably noticed your network speed has decreased dramatically. In fact, old networks struggle to keep up with all of the advancements and traffic growth. They can even open your business up to a cyber-attack.

Your network infrastructure should be upgraded every few years for many reasons. If your business has grown consistently over the last few years

and your current network can't keep up with your business needs, it may be time to upgrade. If you're continually running into issues with your current network, an upgrade will help. Some industries may even be legally obligated to upgrade their network in order to keep their customer or client information secure.

Upgrading your network comes with an abundance of benefits. Here are four of the best for any business.

Better Network Security

Cybercriminals are much more cunning than we often give them credit for. They continue to develop new cyberthreats and ways to attack various networks. If you haven't upgraded in some time, you are opening your business up to a cyberbreach. New networks come with a plethora of added security benefits that aren't possible with the old and outdated ones. You want to make it as difficult as possible for a cybercriminal to hack into your system and steal

Continued on pg.2

Continued from pg.1

valuable information – and one of the best ways to stop a cybercriminal in their tracks is by upgrading your network. One cyberbreach can be incredibly detrimental to your business, so don't take that risk.

Faster Internet Speeds

Think about how much more productive your business would be if you had faster Internet speeds. Your employees can get more done without having to deal with lag from poor Internet services. Older networks can't keep up with the demands of modern technology. With an older network, you will see slower Internet speeds that won't allow your employees to utilize cloud storage systems and business applications at high speeds. Even your customers will notice improvements in the speed of your network if you use client-facing applications in your business. Everyone wins when you have faster Internet speeds.

New And Better Hardware

One of the best parts of upgrading your network is that you'll receive new, more reliable hardware than what you've had in the past. You'll gain access to more computing power and larger storage space. More than anything else, your new hardware will be dependable,



and you won't have to worry about it failing on you.

Improved Compatibility

Remember how we said earlier that technology has advanced rapidly? It's true – and there are new advancements made every day. Without an upgraded and updated network, you may be unable to use many applications and technologies that could improve your business. An upgraded network will allow you to connect with any apps you think will benefit your business. You can explore new tools without worrying about crashing your network. You'll also gain more freedom in choosing your new tech investments as you would be more limited when using outdated technology.

Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world. If you haven't upgraded your network in a while, now is the best time to do so. Plenty of benefits come with it, so don't wait until you have to make a change. Be proactive!

“Upgrading your network is the best way to keep up with the ever-changing landscape of the digital world.”

Join Us For The First Ever

— SMALL BUSINESS —
TECH DAY
WISCONSIN



DEC 15 2022

Grow And Equip Your Business With The Best Tips From World Renowned Business Leaders And Tech Experts!

To register for this **FREE** online event, scan the QR code above or visit:

www.hodgsonconsulting.com/sbtd

Halloween Book Launch Party

What do Halloween and cybersecurity have in common?

Well...they're both scary! So we thought that October was the perfect time to celebrate the release of our CEO Karla Zehnder's new book *UNDER ATTACK, Why Your Business is A Hacker's PRIMARY Target And What You Can Do NOW To Secure Your Data*, with a Halloween themed book launch party.

This energetic evening was attended by visionary leaders, business owners, and IT professionals. The event was packed with costumes, contests, music, prizes, food, networking, and informative speeches.

The book *UNDER ATTACK* is full of tips and strategies for business owners to use to PROTECT their business from cybercriminals, viruses, hackers, downtime, disgruntled employees, and a number of other online threats that can shut down their business or cause major interruptions.

The book also features advice on staying secure while working in the cloud or from home, protecting your identity, risk mitigation, cost reductions, backup and disaster recovery, as well as tips for owners and employees on being smart about using IT.

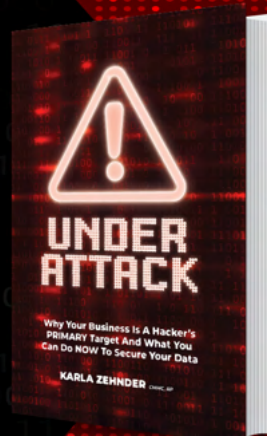
For more information about *UNDER ATTACK* or to order your FREE copy of the book, please visit www.hodgsonconsulting.com/underattack or contact Hodgson Consulting & Solutions at 847-906-5005.



NEW BOOK RELEASE

Order Your FREE Copy Now!

www.hodgsonconsulting.com/underattack



Overcome Stress And Doubt About Your Business



Entrepreneurs face many challenges when trying to build their business, but possibly the greatest obstacle comes from within. It's their doubt and stress about their business. They worry they're not doing enough or the right things to build a successful company, and soon they start wondering "what if" as they think about their decisions. To overcome that self-doubt and stress, you should continue to be productive, but there are also three other tools you can use to ease your mind.

Expectations: Starting a business

is complicated, and you can't expect your company to see extreme success from the first minute. Reset your expectations to be realistic.

Tools: Find tools that will help your business succeed – and make use of them. These tools can be anything from vision boards to having counseling sessions with a mentor.

Motives: Why did you start this business? Understanding why you started your business and figuring out why you want to assist people who have a specific problem will help you refresh your mindset.

TAKING ACTION AFTER RECEIVING A BAD REVIEW

You've built up your business, trained your team, and are assisting customers on a regular basis, but every now and then, a bad review might come in.

Although negative reviews can be

disheartening, there's a lot you can learn from them. Here are two things you can take away from getting a negative review.

Identifying And Fixing Communication Breakdowns

A customer may have been misinformed about something or could have been spoken to in a way they didn't like. You can take their concerns and fix the issue so future clients don't have a similar experience.

Using Negative Reviews To Train Your Team

A negative review is a sign that something did not work out for your customer. Use their feedback to create training resources that will help your team better assist and understand your clientele. When your team is well-trained, your customers will be much happier and more likely to leave positive reviews in the future.

HAPPY
Thanksgiving