

The Tech chronicle

What's New

Microsoft launches



You may be aware of **Office 365**, the subscription version of Microsoft Office tools.

What about **Microsoft 365**? This is Office 365 and also the latest version of Windows.

Now there is **Windows 365** – [could this be your ideal cloud solutions?](#)

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Gino Choucair,
Managing Director
IT Genie.

Our Mission:
**To align your
technology to
support your
business growth.**

From our [HQ in the heart of the Gatwick Diamond](#) we support businesses through their challenges and build the right solutions to enable them to succeed.



A Flexible Partnership With IT Professionals

It's hard to see how investing in your company's IT services would be as incentivizing as other investments that might deliver a more tangible ROI. However, ensuring that your IT department has a competent team that's up-to-date on the latest cyber security knowledge and has access to the latest software to allow them to do their jobs well is a sounder investment than you might think.

Investing in your IT services is a little like buckling your seat belt before you drive to work in the morning. You're certainly not planning on getting in a crash that day, but you know that if you do, the seat belt will keep you safe, or at least mitigate the bodily damage the crash could cause.

We live in a world where it pays for companies to be on the forefront of

cybersecurity. Even in just the past few years, ransomware and other cyberattacks have become increasingly common, and they target antiquated IT systems missing adequate protection.

If hackers can infiltrate your company's servers and hold that data hostage, it could financially cripple your company to try to get it back - or shut it down entirely. It could also destroy your company & director's reputation and hurt your clients and customers.

You need an IT team that you can depend on to keep your company safe, but that still leaves the problem of cost. We get it: keeping your IT up-to-date is expensive, whether because you can't afford to hire the right number of IT professionals or because you can't afford the software necessary for keeping your

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company from getting hacked. That's why we believe Co-Managed IT Support (CoMITS) is one of the best options for companies looking to protect their employees and their customers' sensitive data.

CoMITS is a means by which growing companies can have access to all the tools and knowledge necessary to protect their data without paying the full cost. It won't replace your current IT team, and it's more than just a one-off project-based relationship with an external IT service - it's a flexible partnership between your business and an IT Managed Service Provider that you can trust.

Say your existing IT team does a stellar job of putting out the little fires that inevitably happen throughout the workday, but they struggle to find time for building and updating company security systems and protocols that will keep your data safe in the event of a cyber-attack. Or your company is going through a period of rapid expansion, and you can't hire enough people for your IT department quickly enough to secure your ever-growing databases. Or perhaps your

"Co-Managed IT Support is a means by which growing companies can have access to all the tools and knowledge necessary to protect their data without paying the full cost."

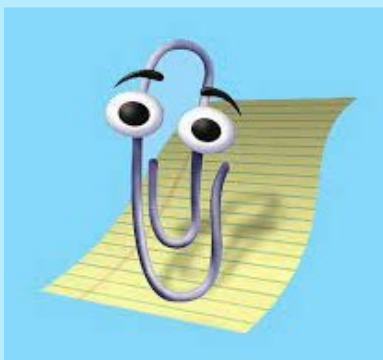
IT team does a awesome job of finding balance between the daily tasks and preventive maintenance, but they lack the software tools to do so efficiently. In all these scenarios, co-managed IT can ensure those gaps your IT team just can't quite fill on their own get filled through a smart collaborative effort.

CoMITS can be a great solution to rejuvenate a burnt-out, potentially disgruntled IT team. If you don't know whether your IT team is getting burnt out or not, you can look for a few different signs. If they're constantly working late or on weekends, they're not getting projects done on time or correctly, they aren't creating any new security measures or they're showing signs of aggression or frustration at their job, you might be burdened with a burnt-out IT team.

Ideally, a burnt-out IT team would welcome help with their responsibilities and see the benefits of the collaborative effort between them and another group of experienced IT professionals. Together, we can protect your company from hackers, if you're willing to invest in your IT infrastructure. Even though you might think that keeping things the way they are won't cost you a penny, with how common cyberattacks are becoming, it could only be a matter of time before hackers hold your data for ransom and cost you everything.

With all this in mind, we strongly encourage you and your IT lead to come to a diagnostic consultation with us. We'll help you understand how, moving forward, co-managed IT can save your company a boatload of money and trouble.

Microsoft Complete Their 365 Trilogy: Office 365, Microsoft 365, and now Windows 365



Microsoft has just released the third in their subscription-based productivity and operating system packages - **Windows 365**.

Office 365 gave you subscription versions of Microsoft Office tools, **Microsoft 365** adds the latest version of Windows and cloud storage. Now there is **Windows 365**

A virtual subscription-based PC hosted in Microsoft's cloud, loaded with the power, OS, security, and applications - available from your browser. This is Windows 365

Plus you also get Clippy as a Microsoft 365 emoji - Is it worth M365 for this alone :-)

[Read more here](#)

Meet The Geek



Peter May – Senior Projects Engineer

Geek or Nerd?

Geek

What do you do for IT Genie clients?

I'm part of the Projects team, planning and implementing new services to our clients; Migrating system to the cloud, configuring and installing networks at new offices, deploying VoIP systems and the like.

Best advice ever given – from a professional front

To not rush things, especially during a crisis, as this will only make things worse.

Most useful software

[Active Boot Tools](#) – helped me out a number of times when a PC is seemingly dead.

Cannot live without gadget

My PC – It's kept me sane during the pandemic to stay in touch with friends.

Currently listening to

The Wolf and Owl podcast, where comedians Tom Davis & Romesh Ranganathan shoot the breeze for an hour a week. NSFW contains swearing (because it's really cool) <https://play.acast.com/s/wolf-and-owl/>

First Proper Job

Sports Department at Debenhams.

Favourite spare time activity

Taking my dog on adventures along with my wife.

Any claim to fame

Unlike my colleagues, no noteworthy celebrity encounters, but was strangely born with six fingers on my left hand. Polydactyly is not just the maiden aunt of a flying dinosaur

Find me on LinkedIn <https://www.linkedin.com/in/peter-may-7b9267118/>

Thanks

What Is The #1 Key To Success?

Dr. Geoff Smart: The Key To Success Is Building A Talented Team

To start off, I'll tell you what the key to lasting success isn't. It isn't financially savvy, competitiveness, humility or even hard work. Lots of people embody those traits, so they won't cause you to stand out from the crowd. No, what it really takes to be successful is hiring a talented team.

Successful leaders aren't successful just because of the things that they do on their own. They find success in hiring the right people for the right jobs. That's ultimately what leaders do: they assemble talent and allocate it toward a worthy goal. They have to understand a person's strengths and weaknesses and perceive if and how that person will further the mission of the team, whatever that may be. With a stellar team in place, the decisions of one person become less and less important.

If you don't think that hiring a talented team is the ultimate sign of your success as a business leader, then maybe I can convince you if I approach my point from a different angle. In my book *Who*, which I wrote with Randy Street, we established that one of the biggest problems facing companies today is unsuccessful hiring. At the time, it cost companies \$1.5 million per year, and the average company had a success rate of just 50%. Wouldn't it make sense that solving this problem, which is arguably the most important problem many companies face, would be the key to lasting success?



Marshall Goldsmith: The Key To Success Is Creating Lasting Positive Change In Yourself And Others

I would agree with Geoff that success isn't dependent on any of the common, pithy traits like trust, passion, honesty or engagement, but I don't think it necessarily has to do so much with a leader's team. I think that lasting success still starts when one person commits to make the most useful change that will bring about the most good for their business.

So, while having a talented team is important, at the end of the day, if you're not committed to changing yourself, then you won't be able to enact positive change in others when needed either. Your lasting success can only start with you, no matter how much talent you surround yourself with.

That's why in my book, *What Got You Here Won't Get You There*, I emphasize so many different "behavior derailers," like passing judgment, making destructive comments, telling the world how smart you are, etc. Changing these things within yourself where lasting success begins.



Dr. Geoff Smart is the chairman and founder of ghSMART, which serves Fortune 500 companies and helps their CEOs make impactful, successful decisions. He is also the author of the New York Times best-selling book, Who, and many others.

Marshall Goldsmith is one of the most successful leadership coaches currently working. He is the only two-time #1 Leadership Thinker in the world, as ranked by Thinkers 50. He has written 42 books, many of which are best-sellers.

Why Cyberattacks Are Getting So Dangerous

Cyberattacks on companies are becoming increasingly common. As many companies adapted to the work-from-home culture, accelerated during the pandemic, they left their systems vulnerable to hackers who could steal their valuable data or hold it for ransom.

Some companies have been able to recover most of their data through the use of backup copies, but all too often, companies see massive interruptions to their operations and make enormous ransom payments. In fact, in the first quarter of 2021, 41% of insurance claims in Europe were related to ransomware.

If it happened to them, it can happen to your organization too. Create a security-conscious work culture, create backups for your data, keep your systems up-to-date and hire security consultants to help you patch up any holes. Cyber-attacks can happen to you, but they don't have to.

How Do You Build Client Trust?

Building trust between yourself and your clients or customers is critical for making sales. If you have a client's trust, they'll work with you regardless of any other hurdles they have to clear to maintain their relationship with you. If you get the impression that potential clients and customers don't trust you, try these two methods for gaining their trust.

Share Client Case Studies With Them.

If you can show customers how you benefited someone else's life with your business, they might be more inclined to see you as someone who can help them as well. Find a customer who you've successfully helped in the past. Then, with their permission, map out their struggles and how your services helped them overcome those struggles. New customers will see themselves reflected in those case studies and be more willing to trust you.

Share Video Testimonials With Them.

While serving the same basic function as a case study, videos of client success stories help new clients

"see it to believe it." These can capture tone and emotion like written words cannot, thus making them a potentially more effective tool for establishing trust in your business.

Building A Virtual Team That Spans The Country

As many businesses found out this past year and a half, miscommunications happen all the time when any team is working virtually. Most of how we communicate with one another is nonverbal, so it would make sense that things would get lost in translation when just chatting through Slack. Nevertheless, there are a few key ways that businesses can learn to communicate well and build a great virtual team.

Create Spaces For Personal Stories.

Whether this looks like a group call where the team talks about non-work-related things or you have a virtual "coffee break" every morning, talking about your personal life will help you build trust with your fellow team members.

Make Communication Simple. Make sure the communication channels are clear, then use them correctly. If everyone knows where to find instructions for their workload, then miscommunications will be kept to a minimum.

Set Clear, Attainable Goals. When something needs to get done, don't make general statements about how you'll get there. When you communicate the task to others, mention dates, times and specific steps for getting the task done.

By following these three general guidelines, you can have a well-oiled virtual team to be proud of.



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