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CYBERTOOLS CHRONICLE

*InsiderTips to Make
your Business Run
Faster, Easier and
More Profitably*

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MEET OUR NEW TEAM MEMBERS RICKY HERNDON SUSAN NEER

Cybertools has been busy adding new team members over the last few months. We would like to introduce two of our new hires. Join us in welcoming, Ricky Herndon and Susan Neer.



Ricky did an internship with Cybertools before being hired as a permanent part of the team. Ricky says he "loves making computers talk and networking them together. He has studies IT and enjoys taking on complex problems and finding the solution. In his free time Ricky enjoys playing games, writing Python programs and spending time with his church family. Ricky says "Probably my coolest IT experience was being invited by University of Washington "Masters in Cyber Security and Business", I had a blast configuring a Tacoma non-profit's network".



If you have called our office in the past few months, you may have been greeted by a smiling voice on the other end of the line. She is joining our marketing team and will be helping answer phones and create tickets. Susan has worked as a legal assistant for the past 13 years, so she understands customer service. In her free time she is a mom of four boys and one grandson and likes to spend time with her family.

Permission To Screw Up By Kristen Hadeed

Many business books only focus on the positives of what worked for the author, but they often don't mention their failures and mistakes. Every entrepreneur and business owner has made a mistake at some point while running a business – and it's through those mistakes that they learn some valuable lessons. *Permission To Screw Up* by Kristen Hadeed looks at Hadeed's own experiences as she built her cleaning company, Student Maid. Hadeed combines stories with impactful lessons to prove to her readers that nobody is perfect, and failure is often necessary for growth and success. If you feel like you're continually coming across obstacles as you run your business, this book is for you.



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.

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November 2022



This monthly publication is provided courtesy of David and Aubri Stone, Owners of Cybertools, Inc.

Our Mission:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

... continued from Cover

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

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 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!

Save A Bundle Of Money On Taxes, Computer Upgrades, Hardware And Support

Thanks to a recently updated Small Business Jobs and Credit Act of 2010, the Federal Government upgraded a tax deduction titled the “Section 179 Election”, which now allows you to buy up to \$2,700,000 with a maximum deduction of \$1,080,000, in machinery, computers, software, office furniture, vehicles, or other tangible goods and significantly REDUCE your taxable income on your current year’s tax return.

DEADLINE DECEMBER 31, 2022

Click the UR Code and find out how we can help you take advantage of this tax break. But it must be done before December 31st!

Cartoon Of The Month



Did you try unplugging it and plugging it back in?

SHINY NEW GADGET OF THE MONTH

Meeting Owl Pro

A common concern across hybrid workplaces in various industries revolves around the ability to host efficient meetings with all team members. Thankfully, Meeting Owl Pro is here to help. This device is an all-in-one, 360-degree camera, microphone and speaker designed for hybrid teams. It has a camera that can capture an entire conference room of people while giving remote workers individual views of each person in the meeting – just like what you would see on Zoom. It has eight smart microphones that can pick up sounds and attribute them to the person speaking and three speakers that also allow remote workers to be heard. It’s easy to set up and is compatible with nearly every video-meeting platform, so don’t wait. Give Meeting Owl Pro a try today.



Train Your Leaders To Manage Remote Teams With These 3 Tips

If your business has transitioned to a remote or hybrid work model, your management team will need some special training to effectively manage their team in this new environment. Here are three tips that will help you train your managers to lead remote or hybrid teams.

- 1. Teach your leaders how to proactively communicate. This will help them get ahead of issues before they become too large.
- 2. Train leaders to set clear expectations. Your employees need to know what is expected so they can do their job to the best of their ability.
- 3. Encourage leaders to recognize their employees. Individual and team recognitions go a long way toward showing employee appreciation.



They Will Love Your Reflection



Would you love to be 20% better at persuasion, improve your chances of landing your dream job or maybe even become more well-liked socially? There is a very simple conversational tactic you can use, and it will help you accomplish these goals. You know what it is, but chances are that you aren’t using it enough. It’s called “reflective listening.”

Reflective listening is the process of reflecting back what the person you are talking with is saying, feeling, aspiring to or worrying about. For example, let’s say you’re talking with someone at lunch and they say, “The energy stocks got hammered again today; my firm insists on staying long in this sector, but I feel it’s time to go in another direction.” You could reflect by saying, “It sounds like you had a hard day, and you feel trapped on a boat that’s going in the wrong direction.” They’ll respond with, “Exactly!” and will appreciate that you cared enough and were confident enough to reflect their emotions.

Too often, people will try to offer a premature solution off the cuff, say something competitive or completely ignore their concerns and try to change the subject. When you reflect what you hear someone say, it makes the other person feel like you are not only respectful and attentive but that you are also empathetic and willing to put yourself in their shoes.

People who feel you understand them are much more likely to listen to your persuasive ideas, hire you for the job of your dreams or want to spend time with you socially. When you reflect, you aren’t asking more probing questions; instead, you’re meeting that person where they are. You’re advancing a conversation on a topic that’s important to them. Reflecting is easier to do, way more powerful and more about building trust and mutual understanding than it is about collecting details.

I didn’t learn this valuable listening tactic from a book, seminar or class. I learned how to fully utilize this while working as a suicide-hotline volunteer during grad school. We weren’t psychologists in this role. The best strategy for helping people decide to not commit suicide was to effectively reflect what they were saying – to genuinely empathize and understand while helping them sort out their goals, concerns and any reasonable next steps.

I encourage all of you to dial up the reflective listening in your professional and personal conversations. You’ll quickly notice improvements in your persuasion skills. It might even seem as if people like you more or gravitate to you more often. They will love your reflection!



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.