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CYBERTOOLS CHRONICLE

INSIDER TIPS TO
MAKE YOUR
BUSINESS RUN
FASTER, EASIER
AND MORE
PROFITABLY

Made To Stick

By Chip Heath And Dan Heath

Every entrepreneur wants their ideas to stick and gain traction, but that's easier said than done. *Made to Stick*, by Chip and Dan Heath, is a compelling book that explores why some ideas are more memorable than others. The authors provide a framework for creating sticky ideas that business leaders can apply to a wide range of scenarios. The co-authors divide the book into six chapters, each focusing on a different principle of sticky ideas: simplicity, unexpectedness, concreteness, credibility, emotions and stories. They provide real-life examples to illustrate how these principles work in practice.

Made to Stick is an informative and engaging read that will encourage readers to develop ideas that stick and leave a lasting impact on their industry.



Get More Done In Less Time Tech Tips To Improve Productivity And Focus

Technology has become essential to our society. We use it for nearly every aspect of our lives, from entertainment to personal security. Unfortunately, it's not all good, and over time, many of us have developed some negative tech habits. When we're supposed to work or stay productive, we might turn to our phones or tablets and scroll through social media or the news. There's no better time than the present to shake these harmful habits so we can become more productive. The good news is that technology can actually help improve our overall productivity.

The pandemic forced many of us to start working remotely or in a hybrid environment, which makes it even more important for us to

use technology to stay focused and productive. Technology does not have to be a distraction: it can help us stay on task and achieve our goals. Below, you'll find a few ways to use technology to improve productivity.

Cleaning Up Your Digital Space

For many of us, our workdays revolve around our electronic devices. We spend nearly eight hours each day bouncing from our computers to our cell phones, trying to stay in touch with everyone while keeping up with our workload. Over time, our digital areas can become cluttered with unnecessary documents, e-mails and other information.

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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.

Business Spotlight - P3 Cost Analysts

Cybertools recently joined the Puyallup/Sumner business chamber of commerce. They believe that, "Collaboration is a key element to elevate your business and to contribute to our vibrant community." We are thrilled to be a part of the chamber and so excited to see how we can help educate the community about cybercrime. At a recent meeting we met Wyatt Wheeler from P3 Cost Analysts. We found P3 offers a unique service to other businesses that could help during this challenging economic time.



We asked Wyatt to share what P3 does to help businesses cut costs. Here is what he shared:

Since 1991, P3 Cost Analysts has been helping companies across the nation determine if their spending on utility, telecom, waste and recycling, merchant processing, uniform/linen, managed print, shipping, and property tax expenses are correct and cost effective.

Our services aim to uncover the vendors' hidden errors and overcharges while determining if there is a more cost-effective way for you to be billed. Our clientele ranges from small businesses to Fortune 500 companies.

We have helped many companies secure savings and/or refunds from our audits, many into the hundreds of thousands of dollars. And all of our clients have the assurance that their audited bills have been verified for accuracy and cost efficiency.

Contact me today to see how we can help reduce your expenses and increase your cashflow, at No Cost.

Wyatt Wheeler
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... continued from Cover

Take time to review and reorganize your computer’s desktop, smartphone’s home screen, e-mail inbox and cloud storage accounts. Delete any unnecessary files, e-mails and apps you no longer need. By doing this, you’ll have an easier time navigating through your digital space and locating necessary documents when they’re needed.

Using Time-Tracking And Focus Apps Time can easily slip away from us if we’re not paying close attention. We’ve all gotten lost in a project or task and spent way too much time on it. One of the best ways to stay focused and productive is to track your time. Many apps are available that help you do this, including Toggl, RescueTime and Harvest. These apps

“Technology does not have to be a distraction: it can help us stay on task and achieve our goals.”

FREE Employee Cybersecurity Training

How confident are you in phishing awareness, password hygiene, handling PII, social media security, working remotely, or general cybersecurity knowledge? We have a security training program aimed at making your employees cybersecurity super heros! We want to empower your employees to be your business' human firewall. We offer ongoing education, encourage participation from all employees and try to make cybersecurity part of your company's culture.

To get started and claim your free annual cybersecurity training for your employees, scan the QR code or call our office at (253)875-3777



allow you to track how much time you spend on specific tasks and can help you identify where you might be wasting time. By tracking your time, you can make adjustments to your schedule and ensure you’re making the most of your hours.

Focus apps like Freedom, Cold Turkey and Self Control can also help you stay productive, as they’ll ensure you aren’t wasting your time on social media or other websites that take you away from your work. These apps allow you to block access to certain websites or apps for a specified amount of time. In fact, using a focus app is one of the best ways to remove distractions from your workday.


Automating When Possible Automation has truly revolutionized the way many businesses operate. You can use automation for e-mail communication, marketing efforts, data collection and so much more. Introducing automation to your business can help streamline repetitive, time-consuming tasks that previously had to be done manually. By automating various processes and functions, you’ll free up more time for your employees to focus on higher-level tasks and improve their productivity. Automated systems are also less prone to errors than human beings, so you won’t have to spend as much time going back through your work

to fix simple mistakes. Automation improves productivity by reducing the time, effort and resources needed to complete a task, while providing valuable data insights.

Strengthening Your Cyber Security Practices A successful cyber-attack can completely dismantle your business. It can take days, weeks or even months to recover from a cyber-attack, which can put an end to your hopes of improving productivity. Cyberbreaches, such as malware infections or ransomware attacks, can cause significant downtime for any business. Employees may be unable to access necessary files or systems, leading to delays in work and missed deadlines. Just the risk of a cyber-attack can take you away from your work, as you may constantly worry about the security of your systems or the safety of personal data. When it comes to improving cyber security practices, you must be proactive. Don’t wait until a cyber-attack has already occurred; start boosting your cyber security practices as soon as possible.

Improving focus and productivity is not something that happens on its own. It takes time, effort and dedication to make a change that has an impact on your work style. Stop using technology as a distraction and find ways to use it to improve productivity and focus.

Cartoon Of The Month



“The computer’s acting funny.”

SHINY NEW GADGET OF THE MONTH

Apple’s AirTag

Losing an important item can be distressing, and Apple is trying to ensure its users will never lose anything again with the Apple AirTag. Apple’s AirTag is a small, compact tracking device that allows users to locate their misplaced items effortlessly. With its sleek and minimalist design, it easily attaches to any item and connects to the Find My app on your Apple devices. The AirTag uses Bluetooth technology to provide precise location information, and it even has a built-in speaker that emits a sound when you’re trying to locate your lost item. The AirTag only works with Apple devices and requires the latest operating system to function correctly. Overall, the Apple AirTag is a useful tool for anyone looking to keep track of their personal belongings.



What's New At Cybertools?

Vice President Aubri Stone got to meet the infamous Sharks from Shark Tank at a recent event.



Check out what the Sharks had to say by scanning the QR code below.



Is Your Business Ready for Co-Managed IT?



Co-managed IT, also called Co-MIT, is when an outsourced IT company offers a customized set of ongoing IT services, support, and or tools to companies with an internal IT department. The goal is for the outsourced IT company to help “co-manage” aspects of the business’s IT strategy. With the labor shortage raging, the sophistication of cyber-attacks escalating, and IT professionals in short supply (and coming at a high cost) many mid-market CEOs and CFOs are turning to co-managed IT solutions. This arrangement gives you the benefits of industry leading cybersecurity and CIO technology services to enhance your current IT staff. But how do you know when this solution is right for your business?

Pros of Co-Managed IT

- Shared Responsibility:** With co-managed IT, the external IT service provider shares responsibility for the management and maintenance of the business's IT infrastructure with the in-house IT team. This shared responsibility allows for a collaborative approach to IT management, where the strengths of both teams can be leveraged to achieve better results.
- Flexibility:** Co-managed IT allows businesses to be flexible with their IT management needs. Businesses can work with an external IT service provider to fill in gaps in their in-house IT team's expertise, supplement their team during periods of high demand, or when they need to focus on specific projects. When your IT staff is sick, on maternity leave, or vacation, you always have a backup.
- Cost Savings:** Depending on the business size and needs, co-managed IT can be more cost- effective than relying solely on an in-house IT team or outsourcing all IT functions to an external IT services provider. By leveraging the expertise of an external IT services provider, businesses can reduce the cost of hiring and training additional in-house IT staff. With the demands of cyber liability policies and compliance quickly increasing the IT budget of every business, CEOs and CFOs are finding that hiring an outsourced IT provider allows them to get the tools they need to manage compliance and cybersecurity at a fraction of the cost.
- Access to Expertise:** Working with an external IT services provider through co-managed IT provides access to a wider range of expertise and knowledge. The external IT services provider

brings a wealth of experience, as it typically has alarger staff that brings different areas of expertise. They can usually offer in-depth guidance and advice on the latest technological trends and best practices. As cybercrime continues to evolve, so must the skill set of the individuals managing your cybersecurity strategy. The internal IT department often finds it challenging to stay updated on new cybersecurity measures required to combat evolving threats due to their heavy focus on delivering help desk services, managing projects, and handling employee turnover.

Cons of Co-Managed IT

- Communication:** Co-managed IT can sometimes lead to communication challenges between the in-house IT team and the external IT services provider. Effective communication and collaboration are critical for the success of co-managed IT, and businesses need to have clear communication channels in place to ensure that both teams are aligned and working towards the same goals.
- Coordination:** Co-managed IT requires careful coordination and planning to ensure that the in-house IT team and the external IT services provider are working together effectively. If coordination is lacking, there can be overlaps in responsibilities, or important tasks may fall through the cracks. Ensuring there are clear edges to the responsibilities of both parties helps combat this problem.
- Security Risks:** Co-managed IT can also introduce security risks, especially if the external IT services provider is not properly vetted or managed. Businesses need to ensure that their external IT services provider has strong security protocols in place and is fully committed to protecting the business's IT infrastructure and sensitive data. Checking references, having an agreement in place, and ensuring the external provider has cyber liability insurance is a good idea. Co-managed IT is a viable option for businesses that need additional IT support and expertise but want to maintain some control over their IT operations. It offers the flexibility and cost savings of outsourcing, while still allowing the in-house IT team to play a significant role in managing the IT infrastructure. With planning and communication, this can be a very successful business strategy to combat some of the challenges businesses are facing in managing their IT.