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SMARTPHONE SOLUTIONS FOR DESKLESS WORK

Business isn't happening exclusively in the office anymore. People work from almost anywhere – cafés, parks, the gym or an airport lounge – and they're doing it from their phones. As more employees move toward a "deskless" work life, smartphones are no longer just communication tools but are the epicenter of many business operations.

According to a 2020 report by Emergence, about 80% of the workforce worldwide is deskless, meaning they don't have a traditional office or workplace. Many deskless employees are service technicians, salespersons, or retail, construction, or health care workers. However, data shows that 60% of deskless workers aren't happy with the tech that employers provide them, and a whopping 78% said technology is a crucial factor when choosing a job. Embracing a mobile mindset isn't just a business advantage – it's essential to staying productive and competitive.

Support Your Workforce With Mobile Apps
With just a few taps on a smartphone, your team can clock in, communicate, manage tasks, revise documents and stay connected, regardless of their physical location.

Productivity Apps: Project management tools revolutionize team collaboration, allowing for real-time updates and seamless coordination.

Mobile Payments: Payment apps make transactions smoother, more secure and more flexible to customer preferences, supporting sales anywhere, anytime.

Operations Management: Operations apps track inventory in real time. These tools are crucial for maintaining accuracy and efficiency in inventory management, and they can be used directly on a smartphone.

Marketing: Engage with audiences through mobile-first marketing apps that let marketing teams craft and monitor campaigns from their phones, including managing social media activity, scheduling posts and tracking engagement across platforms.

CRM And Sales Enablement: CRM platforms ensure that customer information and sales tools are always in your team's pocket so they can access detailed contact insights, pipeline management and sales actions anytime.

Keep This In Mind Before Buying
First, check that an app is compatible with your existing systems. Then, make sure it's customizable to fit your business processes

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LeeShanok Tech Times

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

READY FOR THE MONSOONS?

As Arizonans, we love a good monsoon! But as IT professionals, storms make us nervous. The monsoon season brings the trifecta of dangerous weather to our technology: heat, moisture, and electricity. Here's your friendly reminder to make sure your data center is protected! Servers perform best in rooms that are 68 – 71 degrees. If the thermometer tops 80, it's time to give your HVAC folks a call. You already know water and tech don't mix. Make sure windows are sealed and your roofing is in good order. It doesn't take much moisture to short critical components. And lastly, make sure you have good battery backups! 600VA for desktop PCs and 1,000VA – 2,200VA for servers and networking equipment. These will keep you running long enough to save critical information during a power outage.

July 2024

This monthly publication is provided courtesy of Eric LeeShanok, President of LeeShanok Network Solutions.

Our Mission:
To provide exceptional IT and cyber security services with Efficiency, Expertise and Excellence!

5 ANNOYING TASKS YOU CAN AUTOMATE RIGHT NOW

Odds are that right now you're doing a handful of tasks manually that you don't need to, like sorting through an endless e-mail inbox. According to Microsoft, employees spend just under two hours daily on e-mail – that's more than eight hours a week spent in your inbox instead of on more creative or strategic projects.

But many businesses and employees have found a way off the relentless merry-go-round of to-dos: automation. By using software to manage repetitive tasks (without human intervention), you can complete your to-do list faster, spending less time on menial tasks and more time doing the projects you enjoy.

Task #1: Get Your Inbox To Zero (Without Wasting A Day Of Your Life)
E-mail is essential to our work today, but managing an overflowing inbox is an endless job. Automation tools, however, can quickly organize and prioritize e-mails, schedule responses and even convert e-mails to actionable tasks.

Here are a few ways to automate your e-mail tasks:

1. ***Automating inbox organization.*** In every mainstream e-mail platform, you can create filters and rules. Start by setting up filters in your e-mail to automatically sort incoming e-mails based on criteria like sender, subject

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or specific keywords. For instance, e-mails containing the word "invoice" can be directed straight to a designated folder.

2. ***Use labels and categorization.*** Most e-mail platforms have an automatic label feature that helps you categorize e-mails more dynamically than folders will allow. You can apply multiple labels to a single e-mail, making it easier to retrieve e-mails that may fall into several categories.

3. ***Scheduling and automating e-mail responses.*** Delayed send or scheduling tools automatically send your e-mails at predetermined times, which can be particularly useful for reaching recipients in different time zones. Write now, send later.

4. ***Automate task creation from e-mails.*** Automation services can integrate your e-mail with project management tools and automatically convert incoming e-mails into actionable tasks, so you never miss an important action item!

5. ***Utilizing AI and advanced automation.*** If you want to level up your e-mail automation, some automation tools let you use AI to label new e-mails based on their content, which can streamline how you prioritize and handle incoming messages.

Task #2: Hands-Off Appointment Scheduling

We're all busy people, but booking a meeting shouldn't require 10 back-and-forth e-mails. Calendar automation tools remove this annoying exchange by enabling people to book directly on your calendar and sending automatic event invitations and reminders.

With calendar automation tools, you can:

1. ***Allow clients to book directly into your calendar.*** With automated calendar tools, customers or team members can view your available time slots and book directly.

2. ***Sync schedules across devices and team members.*** These tools can also sync with most e-mail platforms, ensuring all team members are updated in real time when a time or location changes.

3. ***Send automated appointment reminders.*** Calendar tools also support sending automated appointment reminders. These can be customized to go before the appointment, reducing no-shows and making sure everyone is on time and prepared.

Task #3: Streamline Bookkeeping

Tracking the ins and outs of finances manually is tedious and can also be subject to more human error. Here are three ways automation improves bookkeeping:

1. ***Automatically import and categorize transactions.*** Automation software can automatically pull in and categorize transactions from your bank accounts and credit cards, dramatically reducing the need for manual entry and helping maintain cleaner, more organized financial records.

2. ***Generate custom financial reports with one click.*** Automated reporting tools also have robust capabilities for generating detailed financial reports instantly. These platforms allow for real-time insights into financial performance, enabling leaders to make informed business decisions quickly.

3. ***Integrate with your bank and payment processors:*** There are tools that also provide comprehensive integration with banking systems and payment processors that track cash-flow management and ensure that all transactions are automatically recorded and reconciled in your accounting software.

Focus On The Work You Enjoy

E-mail, appointments and bookkeeping are critical to running your work and business, but they don't need to be a mind-numbing time suck. Use simple automation tools to take manual tasks off your plate so you can focus on the creative and strategic parts of your business you enjoy most.

FREE REPORT DOWNLOAD: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This ...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report: **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, nontechnical terms the pros and cons of cloud computing, data security, how to choose a cloud provider and three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. **Even if you aren't ready to move to the cloud yet**, this report will give you the right information and questions to ask when the time comes.

Get your FREE copy today
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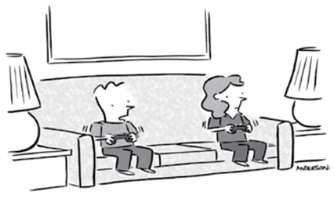
CARTOON OF THE MONTH



"It's interesting — Mom hates early Christmas sales, but she *loves* back-to-school sales."

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and requirements. You'll also want to consider the app's cost, including any initial setup fees and ongoing subscription charges, to ensure it's within budget. Above all, security is paramount, especially for apps that handle sensitive data, like payment apps. Look for robust security features and compliance with relevant industry regulations.

Enhance Business With Deskless Tech

For business leaders navigating today's versatile work environment, integrating mobile apps into daily operations is not just for the fully deskless workforce. It's a forward-thinking move for any company aiming to streamline workflows and stay competitive. By providing the right tools that work as effectively on the go as they do at a desk, leaders can future-proof their businesses, ensuring their team has the resources they need to succeed in the increasingly mobile-centric world of work.

MOST E-MAIL PLATFORMS STINK AT KEEPING OUT DANGEROUS E-MAIL ATTACHMENTS

In 2024, computer and network security company SquareX ran a study testing the effectiveness of popular e-mail platforms in keeping out e-mails with dangerous attachments. One hundred malicious documents were sent through a third-party e-mail provider to platforms including Gmail, Outlook, Yahoo!, AOL and Apple iCloud Mail. What they found was that the majority of the harmful documents successfully evaded e-mail provider antivirus and malware scans. "It genuinely scared us that it was this easy," the company wrote. Remember, you are the last line of defense in your inbox. Never click on an attachment you weren't expecting, verify the sender before opening and ensure your device is protected with the most up-to-date security software.

LEAD WITH YOUR HEART

How Kindness Transforms Workplace Culture And Boosts Profits

I firmly believe the key to sustained success lies in cultivating kindness within organizations. When leaders lead with compassion, they create an environment where employees thrive and overall business performance improves, elevating your bottom line. In recent years, we've been working on creating a more positive and kind culture in my workplace. Here are a few areas we've focused on and how it's panned out for us.

Positive Work Environment

Kindness sets the tone for a positive work environment – somewhere your employees feel valued, respected and supported – and that helps us support you! Leaders who lead with kindness create a sense of psychological safety, encouraging employees to voice their ideas, take risks and collaborate effectively. As a result, team morale improves, and employees become more engaged, leading to increased productivity and innovation.

Well-Being

Kindness in leadership extends beyond your day-to-day delegation because it also bolsters the well-being of employees. By demonstrating empathy, understanding and compassion, leaders can create a culture that prioritizes work-life balance, mental health and personal growth. When employees feel cared for and supported, their job satisfaction increases. Think about it: When you feel satisfied and cared for, you have it in you to go that extra mile. That's what your employees will do for you, too, which only improves the performance of your business.

Relationship-Building

Kindness fosters strong relationships, both within your company and with customers. When leaders prioritize kindness, they build trust and rapport with their employees, creating a supportive and cohesive team. Additionally, kind leaders understand the value of customer relationships and prioritize exceptional customer service. By treating customers with kindness and empathy, businesses can establish long-lasting relationships, boost customer loyalty and generate positive word-of-mouth referrals. Best of all, when you lead with kindness, the rest of your team follows your example.

Increased Innovation

A kind leader promotes an inclusive culture that values diverse perspectives and encourages open communication. When employees feel comfortable sharing their ideas, they collaborate more effectively, leading to moments where they feel innovative and creative while also solving problems. That can tap into the collective brain trust, enabling them to drive growth.

After decades of experience, I've seen firsthand how leading with kindness is a powerful differentiator for small businesses. Small businesses that prioritize kindness and being human are financially successful and leave a lasting, positive impact on their employees, customers and communities.

Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the Profit First method, which hundreds of thousands of companies across the globe use to drive profit. He is the author of multiple books, including Get Different *and* The Toilet Paper Entrepreneur. *Mike is a former small-business columnist for the* Wall Street Journal *and currently leads two new multimillion-dollar ventures as he puts his latest research to the test.*