

New Update

As we've met with our clients over the past few months, we've heard more and more concerns about costly phone bills. We've been testing a cutting-edge solution over the past several months and have found one that meets our extremely high standards. We are rolling this out to a few clients each month, and they have seen an average 40% cost savings on their monthly phone bill. If you want to be one of the first to experience the savings, call quality and ability to use cutting-edge features, just give us a call.

Like Us on Facebook for a chance to Win a free Gift Card

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This monthly publication provided courtesy of Fusun and Michael Bubernack, President and CEO of ET&T.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"



If you'd rather have a root canal than move your office, you're not alone...

The No. 1 lament from anyone who's ever gone through a stressful office move is "Sheesh – I never would have guessed THAT would happen!"...followed closely by "Yikes! We have to wait how long for our cable to get hooked up?!"

A smooth move requires careful planning. And a critical part of your planning process is knowing what pitfalls to avoid. Here are three things to NOT do when moving your office:

Moving Blunder #1: Letting your staff try to move your computer network just to save a few bucks

Your computer network is a complex, delicate and mission-critical system. You wouldn't let your dentist's receptionist pull a tooth or fill a cavity for you, would you? Allowing untrained staff members to move your computer network

3 Office Move Blunders That Will Stress You Out, Demolish Your Budget And Waste Hours Of Your Time...And How To Avoid Them

almost always leads to unexpected glitches, frustration (on your part, and theirs...) and added expense. Even professional movers can mess things up – they simply are not specialists in computer networks...and neither is your staff.

Moving Blunder #2: Hiring the WRONG IT firm to move your network

There are several warning signs that you may be dealing with an inexperienced or downright incompetent IT firm to move your network. If you don't see these in the IT firm you're considering to run your office move, then run away:

- A systematic, well-organized approach to moving your network
- References from other clients whose networks they've moved
- Proof of liability insurance
- A service-level guarantee limiting your potential downtime
- A policy in place that will apply the charges for conducting a site survey against the total cost of the move if you choose them

If they don't INSIST on visiting your current location as well as your new one to conduct a detailed site survey, beware. And NEVER hire anyone who wants to quote moving your network over the phone.

Moving Blunder #3: Not giving your electricity, phone, Internet and cable vendors sufficient advance notice of your move

Waiting 'til the last minute to map out a moving plan for your computer network virtually guarantees you'll be dealing with emergency rush fees and band-aid fixes to make things work...

An estimated 80% of unexpected communications blackouts and cost overruns during a network move can be avoided simply by planning your voice, data and electrical transfers ahead of time. Internet and telephone connections require as much as six weeks' notice to be installed, tested and ready the day you move in.

And if you are building a new office, leaving it up to the builder to decide how many power outlets and network and phone connections you get may leave you woefully shorthanded. Consult with your IT provider during the design phase to ensure that you have what you need before the drywall goes up.

When it comes to moving your office, it pays to remember that Murphy's Law prevails (in spades).

Your best defense against the painfully unexpected is to invest the time it takes to map out your game plan before the fun begins. It's easy and all too tempting to underestimate how much time it takes to create an effective plan.

Yet it's the one thing that controls whether your move is a success – or disaster.

The key to a stress-free move is to plan well in advance. Avoiding pitfalls with careful planning will ensure that your calls and connec-

tions don't get crossed – or worse yet, lost – in the transition.

MOVING? Hire Us For Your Next Office Move And Get A \$500 Toolkit...FREE!

If you - or someone you know - is planning an office move, contact us for a FREE Office Move Toolkit. You'll receive:

- "The Office Relocation Planner": This step-by-step guide for relocating your office - and keeping your data and systems intact - could save you untold hours of downtime and frustration.

- FREE Office Move Checklist to make sure you don't miss the critical action items, dates and deadlines you'll need for a stress-free move.

- FREE Site Survey and Network Move Plan. At no charge, we'll map out your move to help you cut costs and minimize downtime.

To Receive Your \$500 Office Move Toolkit - FREE- Call Us Today At (610) 433-1000.

“The key to a stress-free move is to plan well in advance.”

The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

WORK FROM HOME GAMEPLAN

“The Ultimate Small Business Guide To Setting Up A “Work From Home” System For Your Staff”



Secrets Every Business Owner Must Know Before Installing A “Virtual Network” To Allow Employees To Work From Home, On The Road, Or From A Remote Office

You will learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- How to get a FREE “Home Office Action Pack” (a \$97 value).

Claim Your FREE Copy Today at www.ET-T.com/WorkFromHome

Services We Offer

Our clients have Less Issues with us than their previous provider. When there is an issue, we fix it faster than our competitors.

By influencing the reactive support, we provide dramatically different results than what our customers have experienced in the past.

We form a true business partnership with every client, not just a technical one. This allows us to deal with the root cause of issues as it relates to our core value of "keeping up the network."

Service You Trust since 1968, we are ET&T



The Government Leadership Challenge

I have a challenge for you.

If you are a business leader at the very top of your game, it will help you avoid career stagnation. And in so doing, it will also contribute to solving a broader problem: broken government.

A recent Gallup survey shows a record-high 81% of Americans are dissatisfied with the way the country is being governed. So here it goes: I challenge you to do a two-year, full-time stint in government leadership, and to do it before your 70th birthday.

"What?" you might be thinking. "I would never work in government."

That is what I used to believe.

Then in December of 2010, I received an e-mail that changed my perspective, and my life. It was from a client who was running the transition effort for the newly elected governor of Colorado, John Hickenlooper, who is a former entrepreneur. He asked if I would be willing to donate some consulting time to assist in selecting top leaders for his cabinet. I nearly said no, because I thought it would be an exercise in futility. Weren't all cabinet hires just political decisions?

What I discovered, much to my shock, was that at least in this one case, a governor wanted to make hiring decisions based not on politics, but on leadership talent. I also found that a private-sector leader who goes into government does not necessarily have a miserable time. Rather, a stint in government leadership can be the

most fulfilling and exciting leadership adventure of a lifetime.

I'm not here to urge you to do a stint in government because others will benefit. There will be no "Do your patriotic duty" platitudes from me. As a corporate leader, you have already contributed value by building successful businesses, bringing innovative and high-quality products and services to market, and creating jobs. You have paid far more in taxes than the value of services you have received from government. You don't "owe" your country anything at this point.

So let's say you are finally at the head of the boardroom table, finally calling the shots, finally making an impact on a global scale. This is the moment when you should be detecting the landmine lying hidden ahead. You find yourself beginning to wonder, "Is this it?" Or worse yet, "Gosh, what am I going to do next?" If that prospect of career stagnation is looming, make the Leadocracy Pledge today. It is a commitment to yourself to do a two-year full-time stint in an appointed role in government by your 70th birthday.

To help make that plan a reality, I've created a non-profit, The Leaders Initiative, which matches private-sector leaders with government roles. It's modeled after Teach For America, and the flagship chapter is up and running in Colorado, in service of Governor Hickenlooper.

Just agree to do a stint in government because it will be one of the best experiences in your life.



Geoff is Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from Northwestern University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

Your Goals

■ “SMART” goals can actually be kinda dumb. So says author and leadership consultant Mark Murphy. He argues that leaders like Steve Jobs and Jeff Bezos don’t ask employees to set goals that are “Attainable” and “Realistic” – things they already know how to do. They insist that employees set goals starting with customer needs in mind first, then work backwards from there. It can be uncomfortable, even nerve-wracking, because it may require gaining new skills. But companies – and leaders – who seek to, as Steve Jobs put it, “make a dent in the universe” stretch themselves and their employees to acquire the skills needed to delight their customers. Most people are capable of doing amazing things – they just need gutsy, challenging goals to get there. – *Forbes.com*

Your Commute

■ Do you love your commute? I didn’t think so... Here are a couple of ways to make it more productive – and maybe even fun. 1) Tweak your to-do list for the day. Top to-do list apps Wunderlist and Evernote make it easy to get organized across all your devices.

And if your commute involves drive time, Dragon Dictation can help you keep your eyes on the road as you plan your day. 2) Clear your in-box. Gmail lets you do e-mail on any device with a web connection. If you’re driving, you can use ASAM, a free app that reads your e-mails word-for-word – and lets you dictate a reply. There’s nothing quite like arriving at the office with a clean in-box! – *Blog.Hubspot.com*

Your Workspace

■ What can we learn from companies like Google, Facebook and Apple about office design? Plenty, according to a study published in the Harvard Business Review. As it turns out, chance encounters at work affect the bottom line. In a good way... An engineer chats with a sales pro, and a successful new product is born. Or a better way of serving customers takes hold. One company tore out tiny coffee rooms in each department and replaced them with bigger, company-wide open areas. Now marketing folks talk with operations peeps; accountants chat with customer-service reps. Ask yourself, what kind of outcomes would you like to improve? Redesigning your workspace could transform your real estate from a

passive asset into a powerful profit-builder. – *Harvard Business Review*

Your Body

■ Okay, so your Numero Uno resolution this year is to get fit and lose weight... You may be tempted to “cleans” your way to a tiny waistline, just like they do in Hollywood... Well, before you buy that new skinnier pair of jeans, here’s a reality check on a couple of common myths that marketers promote about juice-cleansing your way to a sleeker, sexier you. Myth #1: “You must detox to get fit.” No. Your body cleanses itself naturally, thanks to your liver, kidneys and gastrointestinal tract. Myth #2: “Cleansing is a good way to lose weight.” During the first few days of a juice fast, your body burns stored glycogen, which can show up as weight loss. Yet once you come off a cleanse, if you go back to eating Twinkies and tacos, that number on your scale has a nasty way of popping back up again. Remember, just because Oprah mentions it doesn’t mean you’ll enjoy long-term health benefits. – *LiveScience.com*

Your Family Time

■ You may be spending way too much time with your kids. That’s the surprising outcome of a recent study about the quality versus quantity of time we spend with our children. It revealed that the sheer amount of time parents spend with their kids between ages three and 11 has zero effect on how they turn out. What does matter is the state the parent is in when they’re with the child. Time spent reading stories, at dinner or just playing with them makes for happy kids. Time spent watching TV or doing nothing, or when a parent is upset or stressed, has the opposite effect. Bottom line? Don’t count the minutes – make the minutes count. – *Washington Post*



“Your numbers are down, and your attitude stinks. I’m afraid you’re on shelf duty until you can turn things around.”