

BUSINESS FORUM

INSPIRING BUSINESS, LIFE, AND REAL PRINT SOLUTIONS



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Precision Graphics Centers

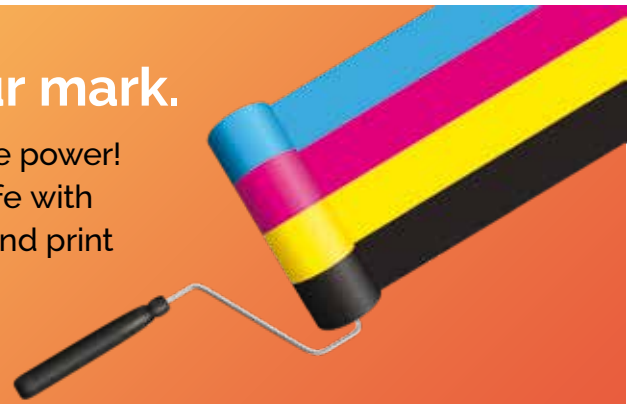
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Make your mark.

Your words have power!
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to impress.





ARE YOU IOT READY?

IOT or the Internet of Things is sneaking up on many businesses in ways that are surprising and, in some ways, predictable. It doesn't take a stretch of anyone's imagination to understand that almost any device you have purchased in the last few years can connect to the Internet. However, IOT does not stop there.

Those connected devices can, and do, automate everything from reordering bottled water for the drink cooler to notifying you when your delivery van is due for an oil change.

Where businesses are starting to get taken by surprise is when IOT devices like your sweatshirt or wristwatch are also hooked up to your bank account and become your method of payment. The majority of brick-and-mortar locations are not yet equipped

to handle these kinds of transactions.

It is essential for all companies to take a look at IOT not as a place that is just machine-to-machine but something that is also driven by customers' interaction with devices in unanticipated ways. Prepare for the unexpected when it comes to how customers' relationships with their chosen IOT solutions start to affect the way you do business with them. 



IOT categories that may affect you:

- » Wearable Payments
- » Remote Monitoring
- » Telematics/Connected Car
- » Smart Solutions
- » Sensors/Beacons
- » Platform & Network

PRINT DRIVES ONLINE SEARCH

Print and online are not separate entities never to exist in the same arena. Print can drive online traffic more than you realize. People research what they are interested in, and when they see your advertisement, they are more likely to look you up online. You can influence their search behavior with great print pieces.



Start with a coupon or other statement stuffer. Entice people to want to learn more or redeem a code for a gift or digital giveaway. Give them enough to pique their interest and an online address to learn more. No matter what it is, it's crucial to drive traffic to your website or social media to capture their information.

Print advertisements of any kind can be a perfect partner to your digital presence. They put your product and brand in front of your customers in person. Then, by providing an invitation to learn

more online, you can direct them to resources that can capture their information or how they interact with your brand.

Successful brands take advantage of this relationship between online and print, and consider how the digital traffic can work together with the printed piece that created the traffic to a significant effect. Drive search traffic to messages you want your customers to hear. They will feel like they are doing due diligence for any of their research needs, all because you planned it that way. 🕒



"Chase the vision, not the money; the money will end up following you."

— Tony Hsieh

"When you find an idea that you just can't stop thinking about, that's probably a good one to pursue."

—Josh James

"Even if you don't have the perfect idea to begin with, you can likely adapt."

—Victoria Ransom

"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying."

—Jeff Bezos

"Ideas are a commodity. Execution of them is not."

—Michael Dell

"The secret to successful hiring is this: look for people who want to change the world."

—Marc Benioff

"Data may disappoint, but it never lies."

—Jay Samit

"I am always doing that which I cannot do, in order that I may learn how to do it."

—Pablo Picasso

"Never give up on something you can't go a day without thinking about."

—Winston Churchill



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Did You Know?

- » New Zealand was the first country to give women the right to vote. It was in 1893.
- » Sweden has not fought a war since the Napoleonic Wars in 1814, making it the oldest neutral country in the world.
- » The most common, non-contagious disease in the world is tooth decay.
- » The Sea of Tranquility is not a sea at all. It is a specific area on the Moon.
- » It is illegal to catch mice in Ohio without a hunting license.
- » The Empire State Building was built using 10 million bricks.
- » Crocodiles swallow large stones to use as ballast, or else they would float.
- » Trivia is not just a question game; she was the Roman goddess of sorcery.
- » *Psycho* (1960) was the first Hollywood movie to show a toilet flush.
- » Gmail, Google's email service, was launched on April Fool's Day—April 1, 2004.
- » Every letter in the alphabet is used in naming the 50 states except one: Q.

The Art of **Family**

STUDENT LOAN REPAYMENT TIME

If you graduated in May, it's just about time to start repaying your student loans. If you, or your son or daughter, are facing this seemingly mountainous moment, we have gathered some top advice from experts on the subject.



Opt out of the grace period

Consumer Help Central—a law firm specializing in student loan debt—advises borrowers not to wait to start paying on their loans. Even though you have a six-to-nine-month grace period, the interest doesn't have a grace period. That interest will compound over time and balloon your total amount owed.

Don't ignore financial problems

New borrowers who have trouble securing a job that pays enough sometimes ignore their financial trouble and overlook their repayment obligations. There are deferment options with student loans. Telling your lender about your hardship allows them to offer you the solutions that are available by

law for financial hardship, advises StudentLoanHero.com.

Automatic payments

Many lenders offer interest rate discounts for automatic payments. Any small percentage off will add up to significant savings over time.

Keep living like a student

Remember living off of ramen noodles? Try to keep the forced frugal lifestyle of your college days.

Understand the numbers

Making and sticking to a budget will help make sure you can pay your bills. It's also good to understand how your loan works, what the interest rate is, and how that affects the cost of your loan over time. 🎯

Featured Product

SMALL BUT RESOURCEFUL

Everyone likes to feel like they're getting a little extra discount or something special. Statement stuffers and coupons are the perfect way to give your customers a bonus on their patronage.

Coupons are not just for discounts. They can drive traffic to your brand in person and online. Consider getting creative with what you offer, and you could see incredible returns. Discount codes, or retrieval codes for online downloads, will do double duty, gaining you online traffic and a new customer.

Stuffers and coupons are relatively inexpensive options for making a big impact on driving sales and traffic to your physical or virtual business location.

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Customer Care

Not to Be Overlooked

When we think of customer service, we think face-to-face interaction. However, an often-neglected type of interaction is videos and instruction guides provided on your website or social-media platforms.

How is your help section on your website? A searchable knowledge base filled with digital resources is like taking your customer service to the next level. Consumers are more likely to refer others to a brand when they can find instructions without even having to talk to a real person.

An added benefit to having videos hosted on YouTube or downloadable instructions is for online search results. You will have more online real estate that potential customers can find as well as more resources for customers to share with their followers on social media. 🎯



Here It Comes!

Flu season is upon us. Whether you get a flu shot or not, there are some surprising ways you can protect yourself from catching whatever is traveling through your workplace.

The Pen Is Mightier

Actually, pens are collectors of germs and viruses. They are often overlooked for sanitizing purposes. Keep pens to yourself and don't let others borrow them. Wipe them down occasionally so that anything that you picked up from a door handle or other surface doesn't also take up residence.

Full Steam Ahead

There's a reason a hot, steamy bowl

of chicken noodle soup is the go-to for colds and flu. The steam opens up nasal passages and stimulates the cilia—your body's natural defense against intruders. So indulge in afternoon tea, drink that morning coffee, and find comfort in the soup bowl. It really can help fight off illness.

Clean It Up

That goes for everything from the break room and coffee pot, to your keyboard and armrests. Germs can live for days on surfaces, and you never know who's touched things before you. Washing your hands is a given, just do it more often than you normally would.

Nighty 'Night

Get some sleep! If we don't give our bodies the tools we need to fight for our health, we will continue to catch the bug every time it goes around. 🕒

Apps Scene



Unroll.me
Android & iOS

This Webby-award-winning app will "change your life" according to its ranking on the Apple App Store list. Not only can this app manage your email subscriptions, quickly allowing you to unsubscribe to an email list with a single swipe, it can also help control your in-box. Imagine leaving all of your subscribed emails to one delivery time instead of being disrupted throughout your day. Manage multiple email accounts all on one app.



KillApps
Android

It takes forever to go through all of your apps' settings to turn them off when not using them, turn off notifications, or set permissions. This app allows you to close all running apps through one tap. And, it doesn't need Internet permission, which means when it says it's not collecting your information, it really isn't.



1Password
Android & iOS

If you've ever tried to manage passwords for an entire team, this might be the app for you. If you have decided to create secure passwords for all of your log-ins and then can't manage how to store or remember those passwords, this app might be for you. Secure and easy to use, 1Password is a solution for the individual user all the way up through your entire enterprise.

REMOTE POSSIBILITIES

Working from home may not be for everyone, but for those professionals whose job can be done from a distance, setting up the right workspace is crucial to productivity. Then there are situational considerations that also would lead to remote work, like working while on an extended vacation, or because schools are closed for the day. No matter the reason, if you plan to work anywhere but the office, take a few of the following steps to make sure you have what you need, where you need it.

Connectivity

If you don't have reliable Internet or phone service, you can't work remotely. If you are working from a hotel, either on vacation or even on a business trip, it is worth it to pay any upgrade fees to get access to a more secure connection. Often hotels will have free Wi-Fi included, but those services get bogged down with everyone connecting their phones, and the bandwidth gets strained fast. Ask ahead of your stay to see if they have a dedicated connection for business customers or even an Ethernet connection in the room.

Space to Concentrate

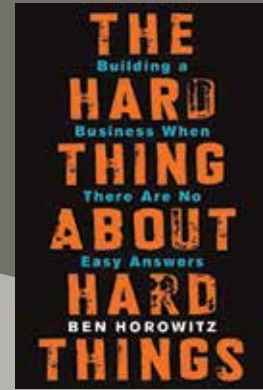
If you're working from home, make sure you can set up in a room where you don't have many distractions. If you're working

from home on a snow day when kids are out of school, that might be a difficult task, but in general, try to find a space that lets you concentrate on your tasks at hand.

Working while on vacation can also pose difficulty in finding a place of less distraction. If your hotel has a business center, often that is an excellent alternative to a hotel room full of family. Many cities offer day rentals of an office workspace that might help you be more productive. Services like ShareDesk have locations all over the world in most major cities for hourly to weekly temporary workspace. 📍



Books in Review



The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers

by Ben Horowitz

Successful venture capitalist and blogger Ben Horowitz has reworked many of his best blog posts and combined them with a keen narrative that weaves stories of his own experiences into a book that every entrepreneur or manager needs in their collection. His inside perspective on running and scaling startups puts him in the perfect position to discuss what to do and what not to do with those "hard things" that are part of running a business.

A few examples of the "hard things" he discusses in the book are what to do when the best-laid plans start to fall apart, and what it looks like to hire a loyal friend or a friend of a friend and they turn out to not be a good fit. He also offers advice on how to "lead when you don't know where you are going."

Filled with great stories, funny situations, and hard choices made less hard when you look at them from Horowitz's perspective, this book is a great addition to any business leader's reading list. 📍



Personality tests, from the most popular ones like the Myers-Briggs Type Indicator and Strengthsfinder to much lesser-known tests like Core Passion, developed by a life coach in Minnesota, are very popular activities for team building.

A TEST OF PERSONALITY

No matter which one you choose for your team, it's important to be clear about what the test measures and what it does not.

Motivation

Every person has a slightly different view of the world. A personality test can help identify the motivation of each person and give it a name. Sometimes this can be called "finding your 'why.'"

Behavior


You can also go deeper by exploring behavior in personality tests. You can take a look at a person's motivation and then see how a person will interact or behave based on their particular motivation.

What Cannot Be Measured

Leadership is not a personality trait and cannot be predicted by a personality test. While some personalities may lend themselves better for leaders to be effective, it is not a prophecy for promotion.

Creativity is not a personality trait even though many tests include this in their results. The truth is that creativity is nurtured, and everyone's creative skills are different.

A Word of Caution

Personality tests tend to categorize people and characteristics as more extreme than what people are in the real world. Be cautious in thinking the results will forecast how your team will react to all situations. 



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