

KAMIND IT  
5200 Meadows Road  
Suite 150  
Lake Oswego, OR 97035

Prsrt Std  
U.S. Postage  
PAID  
Permit No. 2358  
Portland, OR

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the norm in a lot of businesses, so why are employees at Starbucks so good at dealing with it?

It all starts with training. Each **first year employee** will spend over **50 hours** in the classroom and more time at home studying workbooks or conversing with mentors. Starbucks spends hours upon hours **developing powerful habits** to prepare their people for the onslaught of customers. They have found that **following disciplined habits will enable their people to DEAL with almost any challenge they may face**. They focus on life skills and helping them to handle their emotions and show them how to deliver a **BURST of energy, pep, and enthusiasm when dealing with every customer**. They role play with them, interact with them, help, guide, nurture and **SHOW** them how to handle many different SITUATIONS.

Starbucks has spent millions of dollars creating courses that TRAIN their people on not just the steps of the process, but more importantly, on how to **maintain the self-discipline** to “do it” every time. One acronym Starbucks uses to help their people is **LATTE**. It stands

for **Listen** to the customer, **Acknowledge** their complaint, **Take Action** by solving the problem, **Thank** them, and then **Explain** why the problem occurred. Starbucks has developed numerous routines for their employees to follow to help them during stressful situations. By developing these routines, they are helping their people create the RIGHT HABITS to serve their customers. When an employee is PREPARED, EQUIPPED, and ARMED with the RIGHT HABITS to address almost any situation, delivering exceptional customer service becomes easy.

Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books “How to Soar Like An Eagle in a World Full of Turkeys” and “52 Essential Habits For Success.” Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who’s Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. [www.robertstevenson.org/](http://www.robertstevenson.org/)



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**KAMIND IT’s Mission:**  
Assisting Organizations to Utilize Technology to Drive Innovation



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# TECHNOLOGY TIMES

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



## What Are Managed Services, And Why You Should Demand This From Your IT Company

We all want to protect our businesses. They’re a part of who we are, and it would be devastating if anything bad happened – including an unexpected cyber-attack. But it happens. Businesses are attacked every single day. Some businesses are left in ruin. Some can pick up the pieces, but at a great cost. Then there are businesses that are back up and running in a matter of hours, almost as if nothing happened at all.

These are businesses that said “yes” to managed IT services and made the commitment to protect their business, employees and customers. If your business lacks managed IT services and you haven’t yet embraced total IT security, it’s time to say “YES!” and give your business the top-notch IT support it needs to protect it from the countless IT threats that exist in the world today.

Managed services essentially offer

complete IT support without the need to hire dedicated in-house IT support staff. You get full-time access to network and technology experts without having to pay a full-time team. In other words, you save money and you have someone keeping a close eye on your network. The good news is that the IT company you already work with may already offer managed services – you just have to ask for it! (If you don’t work with an IT support company or managed services provider, it’s highly recommended that you do!)

**Here Are A Few Reasons Why Managed Services Should Not Be Ignored:**

It’s A Proactive Service You Can’t Find Anywhere Else. Proactive IT support is HUGE. You have to be proactive because, guess what? Hackers and cybercriminals are proactive. They’re smart people

## WHAT’S NEW inside KAMIND IT

Don’t forget the *Into the Breach* event on March 18th. During this virtual experience, we are hosting a red team / blue team training session in which you will get to compete with other security professionals. Seats are limited. Call Brendan at 503-726-5933 to learn more about this creative event.

Our team is expanding. With our focus on CMMC (Cybersecurity Maturity Model certification), we have expanded our security team with the addition of a new team member, Antony Tevs. Jim Hodge, our CMMC expert, is taking over the leadership of this group. Expect it to grow even more in the near future.

Gary Cunningham has also joined the team as a server and networking engineer, focusing on MDM (Mobile Device Management).

Chastity Rippe has taken over the role of Office Manager and financial specialist.

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and they're relentless. Managed services will give you access to your own outside team of exceptionally smart people and systems that can identify IT problems before they actually become problems.

On top of that, proactive managed services ensure your network – and everything connected to your network – receives regular updates, security patches and routine maintenance. Basically, they help keep your business protected while minimizing downtime that can cut into your bottom line.

### **It Helps You Save Money – And You Know How Much You'll Be Spending Month To Month.**

Hiring in-house IT experts is expensive. It's one of the most common reasons why many small- to medium-sized businesses don't invest in good IT support. The sticker shock is too much. But managed services take away the sticker shock.

Instead, you get the exact support you need, and you pay a set fee every month. It makes it MUCH easier to set a quarterly or yearly budget. And because managed services are customizable, you can put together a specific plan for your business and pay only for those specifics – there are no fluff or padded fees. Managed IT is also scalable, so as your business grows or changes, your managed IT services can change as well.

### **It Protects You In Many Different Ways.**

You can count on your MSP to minimize malware, spyware, ransomware, phishing scams and other exploitative hacks. You're protected by advanced software, hardware and old-fashioned human knowledge and experience. But the protection doesn't stop there – far from it! Managed services providers can also protect you against potential natural disasters, such as fire or flood, or hardware failures – things that are impossible to predict yet possible to prepare for.

They can also protect you when it comes to compliance. There are many industries where compliance is a big deal, from banking to health care. If you operate in one of these industries, you know how important this is. Having managed IT services means your network is up-to-date with all the fine print. You don't have to worry about anything slipping through the cracks or breaking compliance, which can lead to all kinds of costly headaches.

### **It Gives You TIME.**

This is the most precious commodity of all. If you're running around dealing with network issues yourself – or trying to – you're spending a lot of time doing everything you DIDN'T want to be doing when you started your business. Wouldn't you rather be focused on taking care of the things you intended to focus on, like growing your business and taking care of customers?

When you bring managed IT into the fold, you have so



much less to worry about. No, it's not set-it-and-forget-it, but it's close. Your MSP handles your IT, while you handle your business – and you collaborate when you need to. You can rest assured that someone is keeping a close eye on your network and that your MSP is a quick phone call or e-mail away (should you have any questions or concerns).

These few points only scratch the surface of why managed services are so important. Stop putting it off and make the phone call. Tell your IT company you want managed services and you're ready to protect the future of your business!

## **3 Simple Yet Effective Ways To Boost Employee Morale**

Good employee morale is essential to any successful business. It's a reflection of company culture and has a direct impact on not just happiness but also productivity. Here are three surefire ways to improve morale within your organization:

### **1) Keep The Door Open.**

When supervisors or management vanish without a trace, it hits morale hard. It's crucial to be present and available to your team. Sometimes it's as simple as keeping the door open, but it also includes having transparent communication.

Keep people looped in, especially when there are good things to report on. On top of that, have regular one-on-one chats with everyone on the team and make sure their needs are being met.

### **2) Emphasize Mental Health.**

Everyone should have their mental health acknowledged. Always take time to assess the mental health of everyone on your team. If they need to take a break or refocus, make sure they do. If they need a mental health day (or a vacation), encourage it. Be flexible and understanding.

### **3) Reward And Recognize.**

Make sure hard work gets recognized and people get credit for that hard work.

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Shout out star players during meetings and make sure everyone (including management) sees the good work that's being done. And don't hesitate to dole out rewards (lunch, gift cards, etc.) in recognition of that hard work, as well. Inc., Nov. 4, 2020

## **How Big Data Reveals The Humans Behind Your Users**

The Internet is a data mine. From search engines to ad clicks, we can see what people are interested in. Big Data is accessible to just about every business, and it can tell you a lot about the people you do business with – or the people you want to do business with.

If you aren't tapping into Big Data (Google Analytics is an example), you're missing out. You can use data to home in on the customers you want to acquire and reduce those costs at the same time. You can better develop products and services you know customers will love. And you'll be able to adapt to changing trends driven by real people. Inc., Feb. 26, 2015



### **WELCOME**

We are proud to introduce Avila Grace. She was born on February 4th, 2021 at 7 in the morning. Avila's very proud daddy is our senior help desk technician, Felix. Not surprisingly, baby Avila already has Daddy wrapped around her adorable little finger.

## **Prepared, Equipped and Armed with the Right Habits**

**By Robert Stevenson**

At the peak of their expansion, Starbucks was opening 7 new stores every day and adding 15,000 employees every week. How did a small coffee shop in Seattle end up with over 17,000 stores and revenues of more than \$10 billion, selling \$4 coffee in a fancy cup? How did Starbucks build such an incredible organization that has over 135,000 employees? How do they get their new employees to show up on time and excel at delivering exceptional customer service, especially when many of them are young, unskilled, and lacking little if any experience in business? If you knew the answers to those questions, do you think it might help you expand your business or on a personal level ... help you to become more successful? Let me give you just a little insight to their formula for success.

Howard Behar, the former president of Starbucks once said, **"We're not in the coffee business serving people. We're in the people business serving coffee."** When your entire business model is built around delivering exceptional customer service, you have got to figure out a way to instill the necessary SELF-DISCIPLINE in your people so they can correctly handle almost any situation. Long lines, complicated orders ... and dealing with sometimes angry, mean, and in-a-hurry customers can be a daily routine for an employee at Starbucks. But, the customer and situation I just described can be

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*"IMPLEMENTING THESE CHANGES WON'T BE EASY. WE'RE PRETTY SET IN DOING THINGS THE WRONG WAY."*