

# TECHNOLOGY TIMES

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

## BE USEFUL: SEVEN TOOLS FOR LIFE

By Arnold Schwarzenegger

Bodybuilder.  
Immigrant. Actor.  
Father. Governor.  
In *Be Useful*, Arnold Schwarzenegger details how those 2 words from his father shaped his life. Through personal stories revealing highs and lows, he shares his principles for overcoming challenges and achieving success.

You'll find this read inspirational either way, but for a special touch, listen to it read aloud by the author himself!



## New Year, New Goals: How AI Can Help You Stick To Your Resolutions



## January 2025



This monthly publication is provided courtesy of Paul Marchese, President of Marchese Computer Products, Inc.

We Specialize in Security and Technology solutions for Small and Medium Businesses in our area.

We Look forward to helping you achieve all of your business goals in 2025 and beyond.

January 1 is a fresh start for many – an opportunity to set exciting career or personal goals like getting a promotion or saving for that trip to Paris. Yet in 2024, only 30% of Americans set a New Year's resolution, says Pew Research. The 70% who didn't set goals cite breaking resolutions too easily, struggling to create meaningful goals or simply disliking the process. For those feeling that resolutions are often a losing game, AI-powered tools like chatbots and apps can help make this year different by helping you set resolutions that are practical and unique to you.

### AI Is An Excellent Active Listener

For many people, traditional goal-setting feels static, nothing more than a conversation with ourselves that results in a sticky note on the bathroom mirror. In contrast, generative AI is interactive. It asks questions, rephrases ideas and can suggest new ideas based on input, mirroring the way humans engage in active listening. AI is also fast – it responds in real time, making it an ideal brainstorming partner.

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## Marchese Computer Wants to Thank you for your support.

We would also like to wish everyone a very prosperous 2025.

Coming into 2025 we have seen a 76% rise in cyber crime's across the board. The biggest sector being hit is Small and Medium Businesses. We've heard numerous times "we're too small" or "we have nothing they want" both are simply untrue as these hackers have no idea who you are and their goal is to take whatever information you have.

They want to destroy your organization, it's finances, it's data, and it's reputation. No one is too small for them!

So, for this month, we are offering a free no obligation Phishing Network Scan of your current environment, Why? Because we want to make sure you are actually protected from these cyber criminals. So, call us today to schedule your scan at 585-343-2713 or sign up at [mcpinc.com/cyber-security-assessment-survey](http://mcpinc.com/cyber-security-assessment-survey). Let us put our 40+ years of experience to work for you.

Our goal is to remove the burden of IT from your plate so you can spend your time growing your business.



## Apps You Should Take Off Your Phone Right Now

These days, our phones are jam-packed with apps. However, apps are more than clutter – they're data collectors. Apps from China-based app developer ByteDance, such as TikTok, CapCut and Lemon8, track extensive details: your IP address, biometrics, messages, credit card numbers, people and places in your videos, information about the content you post and more. TikTok's data privacy is so bad that it's banned in many countries and on government devices in several others, including the US, the EU, Australia and Canada.

While harmful apps are the obvious ones to nix, experts also suggest you delete any app you aren't using regularly. To ensure the app stops collecting and sharing your data, you must deactivate or delete your account first. Log in to each app and find the page where you can delete your account, then uninstall it from your phone.



Today's employees desire more than a paycheck; they want purpose – a meaningful connection to their work that enriches their lives. As John DiJulius, speaker and author of *The Employee Experience Revolution*, puts it, "Work makes up a large part of nearly every human being's life. If we don't find value in what we do professionally, it will trickle into other areas of our lives."

Purpose-driven work not only increases engagement but also supports retention and well-being. At a recent industry conference, DiJulius explained three crucial elements in attracting and retaining rock-star employees: cultivating purpose, creating an ungameable recruitment process and delivering a memorable onboarding experience.

### The Power Of Purpose

To create a culture of purpose, trust and meaning, DiJulius says, "employers must make sure every employee understands how their job impacts customers' lives." This can be straightforward for customer-facing employees, but it's harder for those in less visible positions, such as warehouse or assembly-line roles, to make the customer service connection. Medical device company Medtronic does this through its annual gala, where all staff can meet the patients who benefit from their devices, reinforcing the real-world impact of their efforts. Find ways to cultivate these connections between your employees and those who benefit from their work.

Purpose also stems from who we work with. DiJulius reminds us, "Employees don't quit companies; they quit people." Today, hiring isn't about filling seats. It's an opportunity to welcome purpose-driven individuals who align with your mission into your company.

### Creating A Recruitment Experience

An excellent recruitment experience, DiJulius says, takes steps to make what your company stands for

overwhelmingly obvious. It will either turn them on to your company or off – and that's the point. "We are not for everyone, nor do we want to be," DiJulius says.

Use the interview process to scare away wrong-fit prospects, identify potential rock stars and make the potential rock stars want to pick YOU. Interview experiences should showcase what your company stands for. For example, greet candidates with a coffee, offer them a reserved parking spot and involve employees in the interview process. These details convey your company culture and help candidates feel like they belong.

### Creating The Ultimate Onboarding Experience

The first day at a new job can either affirm a hire's decision or make them question it. Even for remote employees, purposeful introductions and engaging activities matter.

DiJulius offers onboarding best practices:

- **Reorientation:** Hold regular orientations for all staff, connecting newcomers with current employees and updating them on any company changes.
- **Gamify The Experience:** Send new hires on a gamified "quest" around the office or virtual workspace to learn important details. This will encourage relationship-building and ease the transition.
- **Stagger Training:** Don't overwhelm new employees with too much information. Instead, provide need-to-know knowledge early, then gradually add professional development to support long-term growth and reduce burnout or boredom.

Employees want purpose and a work culture where they feel welcome. This year, prioritize creating an environment where employees find meaning, can engage fully and stay committed for the long term.



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# CYBERSIDE CHAT



### FTC's New Click-To-Cancel Rule Coming This Year

Beginning as soon as March or April 2025, the FTC will enforce a new rule that requires businesses to make canceling a subscription to their product or service as easy as signing up. For example, a company can't force you to call a service agent on the phone to cancel a subscription if you signed up in 10 seconds

using an online form. The rule also says that businesses must clearly outline the terms of their subscriptions and gain customer consent before accepting payment. It's about time!

### Put Your Business On The Map

Apple Business Connect is a free tool for businesses to manage and update information across Apple Maps, Siri and Spotlight. It enables businesses to control details like hours, contact information and photos, create promotional "Showcases" and access insights on customer interactions, improving visibility and accuracy across all Apple device users. This free service puts your business on the map – literally – making it easier than ever for you to connect with customers.

pinpointed the most common words hackers use to trip you up. "Money" topped the charts as one of the most common and harmful words in hacker e-mails, with an 83.5% infection/damage rate. Other words to watch out for include "free," "income" and "investment." Always verify a sender before opening e-mails and look for red flags in e-mails.

### Google "Unfiltered"

Google Image users are reporting a noticeable uptick in hyperrealistic AI-generated pictures in search results, right next to real ones. However, many of these images aren't labeled as AI-generated, leading to concerns about misinformation. For example, image searches of baby animals are rife with AI-generated images. Companies, including Google, are working on better ways to label AI-generated photos, but until then, pay attention when you're scrolling and verify images if you plan to reuse them.



### "Money" Is The Most Dangerous Word In Your Inbox

Someone is after your money, and no, it's not your teenager. ZeroBounce, an e-mail company,