

Kaizen—Good Change

Using Video to Onboard New Clients

CHANGE! Change is difficult. Change interrupts the status quo. Likewise, when a new client engages with your organization or business almost everything you do with or for them is different than the way they did it before. There are new people to meet, new policies, new phone numbers, new emails, new departments, new schedules...and so on and so on. In the spirit of Kaizen, how might your business channel that difficult interruption in the status quo into one that embraces good change?

One innovative way to do just that would be to employ the power of video and even perhaps a YouTube Channel to help your organization more easily assimilate and engage with new clients. Here are some reasons to consider unlocking the power of video when onboarding new clients:

- People are used to getting information via video these days. In fact, videos are actually preferred over the written word.
- Videos allow you to “show” rather than just “explain” all that you do for your clients.
- Difficult-to-understand concepts can be more easily communicated using visuals.
- Producing a variety of short videos facilitates sharing key topics with the organization. Introducing short “snippets” of information promotes understanding and retention of information by the new client.
- Videos save time! They can reduce the amount of questions that a new client asks and can shorten the onboarding timeline.
- Videos are easily accessible and can be viewed by a new client on their computer, tablet, or smartphone—whenever and wherever!
- Videos can be referenced easily again and again—anytime by anyone at the new client’s organization.
- Videos can be used by almost any kind of organization—businesses that are highly visual and hands on (e.g., contracting firms) as well as businesses that are less visually intense (e.g., accounting firms).
- Delivery of information is easy! Video links can be easily shared with new clients via email.
- New clients will get to meet more members of your organization if staff members are presenters in all or parts of the videos.
- Producing and sharing videos reinforces to the new client that your organization is unique, forward thinking and interested in new ways to communicate.

Our client and colleague, Grey Sky Films, has been in the business of helping organizations of all types harness the power of video in a host of ways. In fact, Chris Vaglio, Co-founder and Director of Business Development, offered these additional insights on this topic: “It is always important to keep your message simple when using video. Do not try to cram too much into one video. Put yourself into the shoes of your new clients. Most people look at a video’s duration before playing, to determine the “time investment” on their end. Keep it short and engaging—ask questions or provide fun facts that they will remember.”

So, there you have it! A Kaizen idea on how to improve your business and facilitate new client onboarding by leveraging the power of one of the most easy-to-use and easy-to-share communications vehicles of today—VIDEO!



In This Issue

Using Video to Onboard New Clients	1
Get Time on Your Side!	2
Excel Functions That Increase Productivity	2
Proactive Maintenance Leads to Improved Computer Health	3
Kaizen Kraze... Fitness Trackers	4

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Get Time on Your Side!



Our fearless leader, **Cathy Colloff**, shares some tips learned over the years that have helped her make the most of her time.

Everyone knows time is finite and it should be used wisely. It is so easy to procrastinate in today's world, and so I've discovered my "golden hours." You know, those hours (or minutes if need be) where I tackle the hard stuff or sometimes do my least desirable but necessary work. When are your "golden hours?"

For me, it's the wee hours of the morning before the house wakes up between 5:00 am and 6:30 am. I pick one task that needs to get done, and I get started. There's a simple but good "*Are You a Procrastinator*" quiz on the MindTools.com website. Check it out. I was happy to find that because I've been successfully honoring my "golden hours," I'm not too bad. Of course, I've got room for improvement!

By following the advice of Brian Tracy's book, *Eat That Frog!*, I break down my bigger tasks and dive in. Even if I only spend 15 minutes on a particular task, progress is made. Whenever I skip those "golden hours," the day doesn't seem to go as smoothly or as productively. Recently, I started making my list of what to do the night before. It has only 1 to 3 items on the list because my "golden hours" really aren't that long. A small change but so effective—more *kaizen*!

Want to get a handle on your time? Just like with dieting, exercise or other, one of the best first steps is to start tracking how you use your time. Anything from a simple paper log to an automatic program can help you get a handle on how you use your time. I'm currently trialing a program called "DeskTime" to help me see how I'm using my time on my computer. The benefit—I can follow my Internet and applications use and habits which allow me to make smarter, more informed decisions about what I do in the future.

Another tip that I've finally integrated into my time management plan is time blocking. I love using the recurring feature of my calendar to block off time to review my goals weekly or to read and review industry newsletters and more. By simply putting them on my schedule, it gets done; even if it's not exactly in the scheduled time window.

Time management is a challenge for most. The good news is that by focusing on *kaizen* or making small, systematic, good changes, your use of time and ultimately your life can improve.

Thanks for the referrals!

Referrals are the best form of compliment! We would like to thank the following for referring us to their friends and colleagues:

Alan from Yukon Graphics
Angela from Bluebird Auto Rental
Deb from DNS Computing
Kurt from Mahwah Public Library
Stuart Greenberg from Greenberg & Co.

Visit us at www.it-radix.com to learn more about our **Referral Rewards Program!**

Excel Functions That Increase Productivity

Microsoft Excel is a powerful tool. We typically use the program for data collection and simple calculations, but it can do so much more! The problem for most is that there are too many functions and tools available in Excel—we don't know what to use and, subsequently, don't even try.

To help you out, we picked three of our favorites to share with you. Using any one of these functions will simplify your job and make you more productive:

- **Conditional Formatting** – Did you know that you can apply this simple tool to a collection of data, and Excel can automatically format your data via color coding so it will "pop out" based on any criteria you choose? If you have

(Continued on page 3)

OUR CLIENTS SPEAK OUT:

THE BUZZ

"The thing I like most about IT Radix is the knowledge and friendliness of everyone we work with...from scheduling, to servicing and follow up. IT Radix has made our new Windows 7 transition very smooth. Everyone in our office has many positive comments about the IT Radix staff!"

Marissa Esposito, Marketing Manager - Esposito's Electric

Excel Functions That Increase Productivity

(Continued from page 2)

any size dataset to analyze, this function greatly simplifies your life.

- **CountIF, SumIF and AverageIF** – These rarely used functions are amazing when you apply them. If you have a spreadsheet full of data with common classifications or labels, you can easily count, sum or average each label using these three formulas. The supercool part is that if you modify any data, your functions will automatically update based on your changes.
- **Paste Special** – You may have used this function before, but you probably never realized the power it contains. You can use the Paste Special function to divide/multiply a whole series of numbers, convert your spreadsheet data from rows to columns (and vice versa), and much more.

By incorporating these small, good changes into your daily work routine, you can greatly unlock the power of Excel and become more productive! Kaizen!

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SPECIAL OFFER

IT Radix Cloud Reflection

No time like the present to take advantage of cloud file synchronization and sharing! Purchase a 1-year subscription to ITR Cloud Reflection during the months of **October, November** and **December**, and get the 1st month free!

Call **IT Radix** today to learn how you can sync, protect and share. Everywhere!

Proactive Maintenance Leads to Improved Computer Health

“We are what we repeatedly do,” Aristotle proclaimed. We all know that we should brush our teeth twice a day, eat healthy, and get regular exercise. Sadly, not everyone does this.



Just as we should take care of our bodies, in business we should take care of our computer network because quite often it's what makes everything flow through the business. And as with our personal health, quite often a business' computer network is not well maintained.

A computer network has many components that make up the complete system. The maintenance required for each component varies as does the recommended frequency. Quite often, businesses will elect to maintain their computer network themselves. And if they are well-disciplined or designate someone within the organization to actually perform the maintenance, then this approach can be successful. However, in our experience, most companies assume the maintenance is being done but do not track it nor can they easily confirm it.

With the rise of various compliance requirements and the increased knowledge in business about computer networks, more and more businesses are being required to not only perform maintenance but also prove it. At IT Radix, we feel this tracking requirement is a good thing. Why? Because it leads to better computer maintenance habits which ultimately reduces your overall total cost of ownership for a computer network.

Have you filled out a business insurance application lately? The insurance companies have realized that proactive maintenance is a process and not an event. Nowadays, their applications include questions about what your business is doing to protect itself from cybercrime, data loss and more.

Here's where IT Radix' proactive maintenance plans can really help a business. We have processes in place to check anti-virus status daily, to confirm successful backup completion daily, to monitor event logs for critical conditions real-time, to roll-out and confirm the successful installation of Microsoft patches, to upgrade firewall firmware, and more. Just think—you don't have to “brush your teeth twice a day” when it comes to your computer network because IT Radix will do it for you.

We understand that not all businesses are ready to outsource this responsibility. If that's the case, we'll gladly share our knowledge and advise you as to how you can do more to proactively maintain your computer network yourself.

If you prefer “DIY-computer network maintenance” or are ready to let someone else handle computer network maintenance so you can focus on your business, give us a call today to learn how IT Radix can help you improve your computer health.

“There’s always room for improvement. It’s the biggest room in the house.”

— Louise Heath Leber

Just for Laughs!



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“Just once I’d like to seize the day before it seizes me!”

From the desk of: Cathy Coloff
Subject: Moving Mountains with Kaizen

I recently purchased an activity band to track my movement throughout the day. As you go through the setup process, it asks you a series of questions about your activity and goals. While I heard of the recommended 10,000 steps rule, realistically I knew I wasn’t hitting that target. I thought I was probably half of that or 5,000 steps. Well, was I in for a shock when after the first day, I barely hit 2,000! Oh boy—not what I expected at all. It was so tempting to simply put the band aside. Instead, since I really love the Kaizen concept, I decided to see what effect adding a few trips up and down our office steps would have. Next, I added a walk around the building while on a conference call. And so on. Slowly, my daily step count crept up and now I hit 5,000 steps pretty consistently without too much trouble. I haven’t given up on the 10,000 target, but I’ve been able to see progress with small good changes that were oh so easy to do—Kaizen!

Confucius says “The man who moves a mountain begins by carrying away small stones.” I think I’m going to have to pick up some slightly bigger stones to hit 10,000 steps on a regular basis. In the meantime, I’ll keep making those small changes or carrying away those small stones and have confidence that by doing so, I can move mountains.



I hope that you have a safe and happy holiday season and that you too can move a mountain in the upcoming year!

Enter and Win!

Trivia Contest

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win an Amazon gift card!

Q: What was the first SMS text?

Fall Trivia Challenge

Q: What was the name of the all-female parody pop group whose picture was the first ever uploaded on the WWW by Tim Berners-Lee?

(Answer: Les Horrible Cernettes)

Congratulations to our winner, Liz Pezzillo of Health Waters, Inc., recipient of an Amazon gift card.

Kaizen Kraze...Fitness Trackers

We know that Kaizen is a tool used by corporations to achieve greater excellence. Without a doubt, Kaizen is an approach that we can learn from and apply to our own lives as well.

The overriding principle of Kaizen is that it is daily, continuous, and long term.

Let’s face it; we live in a hectic society. Most of us have demanding schedules that leave little time for personal fitness. However, studies show that even moderate physical activity offers big benefits, including better immunity, healthier body weight and even a sharper mind.

So what’s shaping up in the shiny new gadget market? Fitness trackers sales are exploding! A fitness tracker will monitor how much activity you do... or don’t do. Fitness tracker wristbands will track your daily activity, including steps taken; calories burned, and much more. Sync your stats to your computer or smartphone and see real-time progress.

At the very least, fitness trackers will make you more mindful of your present activity level, and may motivate you to take the stairs. You don’t need to set aside large chunks of time to get fit. For most of us, prioritizing health doesn’t necessarily mean a major overhaul—daily, continuous, small (Kaizen) steps can make a big impact.

Maybe you should consider adding a fitness tracker to your holiday Wish List? Whether your health goals are modest or you’re looking for a full fitness transformation, we encourage you to check out the many fitness trackers on the market today. That’s one Kaizen step towards a healthier you!