

ATTITUDE CHRONICLE

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

WHAT'S NEW

In our May issue feels very timely, our topic is how to use small changes to make big impacts in your business. In April we attended the Whitby Chambers Power of Partnerships event and really took a lot with us back to the office.

A lot of our partners in the community are looking for ways to offer value, show their competitive edge and find ways to support local businesses now more than ever. Our goal this month is to provide support for businesses who are negotiating new contracts and need to show they are doing all the right cybersecurity in their business. Talking about partnerships, we have a really big one coming up with Campkins RV, it is their 52nd Annual Open House Event. Supporting Big Brothers and Big Sisters over the May 3rd and 4th Weekend. We hope to see everyone there to enjoy a great BBQ, Door Prizes and Kids Fun Zone. Remember security is a must. Start yours today.

This monthly publication is provided courtesy of Brandon Jones Attitude IT



OUR MISSION:

To build a community of secure Ontario businesses that are protected and educated about cybersecurity, do not suffer from downtime and can spend their time growing and supporting their clients.



POWER MOVES:

HOW SMALL BUSINESSES ARE WINNING WITH SMART TECH STRATEGIES

May 4–10 is National Small Business Week, so we're celebrating the business leaders who use smart tech strategies to work smarter, serve customers better and grow stronger. Here's how small businesses are making big moves with smart technology – and how you can, too.



Getting Your Business Seen In The Age Of AI Search Engines

Once upon a time, ranking on Google was the holy grail of online visibility.

Today, AI-powered assistants like ChatGPT, Google Gemini and Microsoft Copilot are the new gatekeepers of information. If you're not showing up in their answers, you're missing out on potential customers.

The secret? Keep your website fresh, relevant and easy to understand. AI tools prioritize well-structured, informative content – so make sure your site answers the questions your customers are asking. A regularly updated blog, an FAQ section that reads like a helpful conversation, and clear descriptions of what you do can boost your visibility.

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It's like Mom used to say: "It's not just about what you say – it's how you say it." AI prioritizes real-world language, so write like a human, not a robot. Focus on clear, engaging content that is relatable to your audience. And don't underestimate the power of customer reviews. AI systems scan feedback for mentions of your company, so encourage happy customers to share their experiences.



AI: The Secret Weapon For Small Business Agility

Small businesses have a natural advantage: They're not held back by the legacy systems that often slow larger corporations. This agility makes AI adoption easier – and the results speak for themselves. Nearly one in four small businesses have integrated AI into their operations, seeing a 12-point increase in profit growth potential compared to non-AI users, according to the U.S. Chamber of Commerce.

With AI-powered tools, small businesses can automate tedious admin work, optimize inventory with predictive analytics and enhance

customer service with chatbots – all without the friction of outdated infrastructure. The key, however, is to start small. Pick one challenge, such as improving inventory management. Then, try a simple solution, like a low-stock alert powered by an AI-assisted system. Even a simple strategy like this can make a big difference in optimizing inventory without a significant upfront investment.

But success with AI isn't just about using it – it's about using it wisely. Customers still value human connection, so the most successful small businesses will be those that leverage AI to enhance, rather than replace, the human touch.



Tapping Into Consumer Trends For Growth

Staying ahead in business isn't just about adopting the latest technology – it's also about understanding what customers want right now. Consumer habits are shifting, with growing demand for self-care, comfort and experiences that spark joy. Small businesses that recognize these trends and adapt their offerings can build deeper customer connections and gain a competitive edge.

But nostalgia isn't the only factor driving consumer choices. Shoppers are increasingly drawn to businesses that align with their values – whether it's sustainability, inclusivity or ethical sourcing. Transparency and authenticity matter, which is where small businesses have an advantage. Unlike large corporations, small businesses can cultivate genuine relationships with their customers, authentically tell their stories and create brands people trust and want to support. By staying attuned to these cultural shifts, small businesses can position themselves ahead of the curve, meeting consumer demand in ways that resonate on a deeper level.



Smart Tech, Smart Business

Running a small business has plenty of challenges, but technology can make things much more manageable. Whether streamlining daily tasks with AI, improving your online presence or paying attention to shifting consumer trends, small changes will lead to meaningful results. As you celebrate Small Business Week, think about how tech can help you work smarter and connect with customers in new ways. Your next big move starts now.

Campkin's

52nd Annual **OPEN HOUSE**

OUR BIGGEST EVENT OF THE YEAR!

SATURDAY, MAY 3rd: 9 AM - 5 PM
SUNDAY, MAY 4th: 10 AM - 4PM

Giveaway to the 1st 50 people on each day!

Up to 40% off our RV's

★ Fun Zone for Kids ★ Charity BBQ

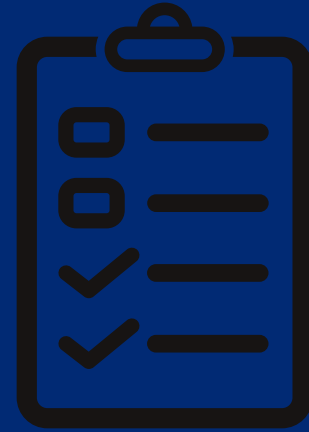
RV parts from \$1

PRIZES

DOOR CRASHERS

9760 Baldwin St. N, Whitby 905-655-8613 www.campkins.com

TECH PLANNING AND BUDGETING: A WINNING COMBINATION FOR YOUR BUSINESS



A solid tech plan is non-negotiable for any business that wants to succeed in today's competitive tech landscape.

When paired with effective budgeting, this plan ensures that your technology investments not only align with your organizational goals, but also make the best use of your resources.

As we approach a new year, now is the perfect time to reassess your technology strategy. Join us as we explore the intricacies of tech planning and budgeting to set your business up for growth.

Crafting an Effective Plan

A tech plan is a roadmap for your tech investments and can help you in several key ways:

- **Alignment with business goals**
Ensures that all technology investments support broader organizational objectives.

- **Proactive resource management**
Allows you to anticipate needs and allocate funds efficiently, reducing the risk of unexpected expenses.

- **Enhanced decision making**
Provides a clearer picture of priorities and helps in making informed choices about technology investments.

Crafting your tech budget: A step-by-step guide

Ensure you focus on these four critical areas:

1. Routine IT services

Ensuring IT systems are running smoothly and efficiently is crucial for minimizing downtime and maintaining productivity. Additionally, regular monitoring and maintenance of your infrastructure are essential for identifying vulnerabilities and safeguarding against cyberthreats. A robust vulnerability scanning solution is key to protecting your network.

2. IT projects

Don't overlook key initiatives to improve or expand your technology capabilities, such as strengthening defenses against cyberattacks, implementing new software, or upgrading outdated hardware.

3. Technology refreshes

While sticking with legacy systems may appear cost-effective, it can hurt productivity and expose you to security vulnerabilities. Annual refreshes are critical for optimal performance and compliance.

4. Incident preparedness

Reinforce your cybersecurity measures to prepare for potential threats like ransomware attacks. Adopting a proactive stance can lessen the impact of sophisticated threats.

To enhance the effectiveness of your tech budget, consider these best practices:

- **Plan ahead**

Develop a comprehensive strategy that addresses both routine and unexpected expenses.

- **Audit needs**

Assess your current technology landscape, considering routine services, projects, refreshes and potential incidents.

- **Survey employees**

Gather insights from team members to help prioritize investments based on their experiences with existing technology.

- **Quote a wishlist**

Create a detailed cost map for achieving annual goals, adjusting based on priorities and feasibility.

- **Establish a safety net**

Invest in cyber insurance to protect against potential incidents. Collaborate with an IT service provider to identify suitable policies that comply with regulations.

CARTOON OF THE MONTH





ATTITUDE IT

Keeping Your Technology On Course

TRIVIA

This month it's Mother's Day in the U.S. Mother's Day has the highest number of these every year.



- A. Phone calls made
- B. Greeting card purchased
- C. Flower bouquets purchased
- D. Massages booked

Answer: A. More than 122 million calls are made on Mother's Day every year, more than any other day of the year.

VACATION SMARTER, NOT HARDER WITH THESE SAVVY TECH TOOLS

You've earned your vacation—don't let travel stress ruin it! These smart tech tips will keep you organized, secure, and stress-free.

Logistics Made Easy

Road Trips: Apps like Roadtrippers help you easily add 20+ stops (you can only add nine in Google Maps). Plus, you can plan trips in advance in the app.

Itineraries: Skip the e-mail digging – apps like TripIt or TripCase automatically compile travel details into one master itinerary.

Travel Prices: Apps like Hopper predict when to book for the best deals on flights, hotels and car rentals. For bus or train travel, use comparison apps like Wanderu.

Accommodation: Stick to trusted platforms like Vrbo or Airbnb and keep payments and communications within the platform so customer support can step in if something goes wrong.

Local Deals: Find local discounts on excursions, spa treatments and restaurants through apps like Travelzoo.



Pack Smart

Digital packing assistants like PackPoint create lists based on your destination, activities and trip length so you pack only what you need. In crowded areas, a phone lanyard can also be a lifesaver. For extra security, an RFID-blocking wallet can protect your credit cards and passport from electronic pickpocketing.

Protect Your Data

We would be remiss if we didn't mention data protection. Update your devices, enable multifactor authentication, and if you'll rely on public Wi-Fi, use a VPN to encrypt your connection. Bon voyage!

CYBERSIDE CHAT

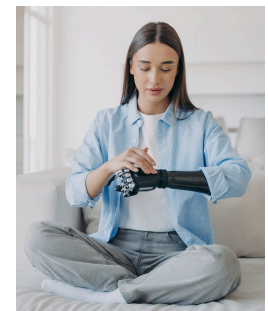
One Dance And You'll Feel Better

Stop glaring at your running shorts because a new study shows that just 20 minutes of dancing is as good as a gym session or jogging! Dancing combines aerobics, balance, coordination and strength-building exercises, so even just 20 minutes of boogying can have substantial health benefits.

Going Abroad? Turn Off Uber's Preferred Pricing:

If you're traveling abroad this summer, make sure to turn off Uber's new Preferred Currency Pricing feature that sneakily adds a 1.5% conversion fee. It keeps prices in your home currency but makes you pay more. Here's how to turn it off: Open the

Uber app > Account > Wallet > Preferred Currency > No preferred currency.



Woman Receives First AI Bionic Arm

After being run over by two underground trains in London, a woman received the world's first AI bionic arm. Using AI, the arm continually learns and translates muscle twitches into arm movements. It's pretty cool when the stuff of fiction meets reality.

7 Days

That's how long Google says you have to enter your correct recovery phone number to get access to your account if it's been hacked. Go to your Google Account > Personal Info > Phone > Set-up to make sure your number is correct!

REGISTER NOW
<https://redshirtday.org/walk/>

RED SHIRT WALK FOR ACCESSIBILITY & INCLUSION
AN EASTER SEALS ONTARIO EVENT IN PARTNERSHIP WITH THEIR OPPORTUNITY

LET'S COME TOGETHER AND WALK FOR ACCESSIBILITY & INCLUSION
SATURDAY MAY 24
SUNRISE WHITBY LAKE PARK
10:00 AM - 12:00 PM

About Our Event!
 Join us for the Red Shirt Day® for Accessibility and Inclusion, an inspiring event dedicated to promoting a world where everyone, regardless of ability, has the opportunity to thrive. Hosted by Easter Seals in partnership with Their Opportunity, this walk symbolizes our collective commitment to empowering individuals and building inclusive communities.

CHILDREN 5 & UNDER - FREE
YOUTH 6-17 \$10
ADULTS 18+ \$20
TSHIRT INCLUDED

SUPPORT AS A SPONSOR
(2) WATER STATION \$750
 Opportunity to showcase your business at a prime location throughout the trail to hand out waters to participants (table not included), logo & visibility on all marketing collaterals & six participants to attend

(5) REGISTRATION SPONSOR \$500
 Opportunity to showcase your business at a prime location near the registration area (table not included), logo & visibility on all marketing collaterals & six participants to attend

(20) TRAIL SPONSOR \$250
 Includes branded signage along the walk route, plus visibility in all event-related communications and marketing materials & four participants to attend

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THEIR OPPORTUNITY
CREATING OPPORTUNITIES

Easter Seals
Helping Kids with Physical Disabilities Succeed