



If you think you're working too hard, then you're doing things wrong!

Here's how to work smarter, not harder!

There's no doubt that you work hard. That is not up for debate. However, are you working as smart as you could?

Probably not.

You can live a balanced life without sacrificing your productivity at the office. Here are five ways:

Take more breaks:

On average, your brain is able to remain focused for only about 90 minutes at a time and then you need a 15 minute period of rest. This cycle is based on ultradian rhythms. By taking breaks every 90 minutes or so, you allow your mind and body to relax and rejuvenate for another 90 minutes of high activity.

Have a cat nap:

Research shows that naps lead to improvement in cognitive function, creative thinking and memory performance. In particular, naps help you absorb and retain information better. So if you want to avoid burnout, make sure that you take a chance to get in a quick power nap.

Stop and smell the roses:

Studies indicate that spending time in nature helps you reset your attention span and relax your mind. By focusing on nature, your mind is occupied with things outside of work, so when you return, you'll be able to attack your problems with a fresh mindset. Plus, you'll be able to focus longer.

Get a change of scenery:

Try setting up your workday in blocks at different locations so that you get chunks of work done throughout the day. You begin your day with a clear, to-do list and create a plan for what you will accomplish at each location so that you can be working immediately. The change of scenery will provide new inspiration for your projects.

Check your email first thing:

Despite alternative reports, checking your email first thing isn't so bad. If you have a remote team, you might have a situation where some members of your staff are working while others are sleeping so you'll need to be in constant communication to keep things moving along. There's nothing wrong with checking things out in the morning.



Book of the Month: People over Profit: Break the System, Live with Purpose, Be More Successful by Dale Partridge



In the latest installment of our Book of the Month series, we're bringing you a transformative book by Wall Street Journal and USA Today bestselling author, Dale Partridge. The book, called *People over Profit: Break the System, Live with Purpose, Be More Successful*, discusses the new businesses of the 22nd century, the socially responsible organization.

Partridge reveals the seven core beliefs that create success by putting people first—a mindset that is being reflected in the American marketplace today. Established businesses are beginning to reevaluate the quality of their products, the ethics of their supply chain and how they can give back by donating a portion of their profits to meaningful causes. On the reverse end, entrepreneurs have collaborated together to launch a new breed of socially focused business models. These changes to an era of corporate responsibility and treating employees well makes the days of profit-before-people thinking antiquated.

Dale Partridge, founder of Sevenly, brings to light years of personal experience and market research to determine seven core beliefs held by consumers, starters, and business leaders who are achieving their business goals by being sustainable. In addition, he asserts that these beliefs are the secret to creating a sustainable world that values honesty over deception, transparency over secrecy, authenticity over hype, and ultimately, people over profit.

3 Ways to Make Stress to Work for You



We've all been there before, stressed out trying to finish that last minute assignment before a deadline. As time passes and the due date comes closer, we find ourselves becoming increasingly anxious. Our hearts beat faster, our palms start to sweat and we might even feel uneasy.

While these feelings are indeed uncomfortable, they are necessary in order to progress forward. As they say, stepping outside your comfort zone often leads to growth and advancement.

Here are three ways to harness the power of anxiety and stress to make them work for you.

Set multiple small goals:

According to the National Institute of Mental Health, when we experience threats, our amygdala triggers stress and anxiety responses. When these responses are activated, our brains release certain chemicals into the body: Norepinephrine and cortisol to boost our perception and reflexes, and endorphins, serotonin and dopamine to help us relax and calm down. Dopamine has been shown to help induce motivation. So when you accomplish a goal, your body rewards you with a boost of dopamine to help you feel better.

View stress differently:

Most people see stress as a negative thing, having crippling effects on productivity and progress. However, [studies](#) show that by changing the way we perceive stress, instead as a positive force, we may be able to perform better. Researchers found that participants who were in a test group in which stress was portrayed as a positive thing, experienced fewer stress-related physical symptoms such as headaches, backaches, muscle tension and insomnia than those who were in a test group in which stress was seen as bothersome.

Solve simple problems first:

When you're working with a lengthy to-do list, it's easy to let the length of your list overwhelm you, which can end with inaction. Instead, prioritize your workload based on how much creativity is required for each task, starting with the most mindless activities first. Anxiety will help you solve problems quickly so by doing the simplest tasks first, you save your brainpower for your more complex issues.

6 Pieces of Technology Every Business Owner Should Consider



We live in an age of innovation. Each day there are new apps or pieces of software released to help make our business lives easier. From productivity apps to exercise trackers, new technologies are popping up constantly. It's enough to make your head spin.

So where does a business owner begin? What are the technological investments that an entrepreneur should make? **Here are 6 technological investments that you should consider making this year!**



Cloud computing software: Businesses today are mobile. From benefits like remote access to increased collaboration, cloud computing offers a means of conducting business without having to be physically present in your office. Save on expensive hardware purchases through the power of virtualization services. Say hello to an office without walls!



Dual display monitors: Let's face it. Trying to work on one screen just isn't practical anymore. With two monitors, you gain more space to work and the capability to truly multitask by opening multiple apps and screens at once without having to close and minimize tabs all the time.



Online Storage: Paperwork can easily overcrowd an office. Not to mention, too much of it is environmentally unfriendly. An online storage solution like Dropbox for Business, provides an easy way for you to store your paperwork, without cluttering your workspace. While you might have questions about security, most storage solutions offer two-step authentication.



Marketing automation tools: Every business needs new business. This is apparent. But it can be challenging to try to reach out to prospective businesses on a regular basis without some sort of automation tool. Investment into a marketing automation service will allow you to get your time back to work important tasks at hand, rather than trying to segment an email database or to send individual emails.



Managed Services: The beauty of managed services is that it ensures that your entire IT environment is properly installed and managed, all for one flat rate. No more having to waste time trying to solve technical issues yourself or experiencing costly downtime when you experience a technical glitch.



Business Continuity Solution: Disaster demands to be felt and often times, its results are detrimental for a business. That is, they are unless the business has a continuity plan in place. When your data is lost, there is no data store that you can go to in order to retrieve it. Ensure that your business can survive with a backup and disaster recovery device.

5 Ways to Minimize Your Online Risk



We live in a world connected by the internet. Every day more of our lives and business is being conducted online making the risk of having our personal information compromised or used against us increases.

While it's nearly impossible to lower your security risk to zero, there are ways for you to bridge the gaps to reduce the impact of your largest potential issues.

Here are five:

Use a VPN: VPN or virtual private network is essentially a means of protecting your profile when you're online. When you login to free wi-fi in coffee shops, hotels or even airports, you run the risk of exposing yourself to hackers who notoriously trick people into logging onto fake networks in order to steal their information. A VPN will block your identity online so that hackers aren't able to see your movements online.

Be smart with your password: Make sure that your online passwords aren't anything that is easily guessable like "password" or "your name." This is not the time to be ironic folks. Also, ensure that you aren't using the same password for multiple accounts because if one account is hacked, you put all of your others at risk. Minimize this risk by using different passwords for different services and changing them every six months.

Visit secured websites: Many web browsers such as Google Chrome will show a green icon in the URL address bar when you visit a website that is secured. A second indicator of security is if the website starts with "https" vs. "http." If the site has the 's' added, then the site is considered secure and safe to use. This is especially important when shopping online or accessing any website that requires sensitive data.

Install anti-malware software: Most people have anti-virus software but anti-malware software as a distant related cousin. This isn't a good mindset to have. Anti-malware software is good to have as a direct defense against malware attacks like phishing. Remember to keep all of your security software up to date with the latest versions.

Avoid phishing attacks: Scammers frequently use emails that look legitimate in hopes of tricking users to click on links and provide them with private, personal information like banking account information, social security numbers, physical addresses, etc. These are known as "phishing" attacks because the hacker is "fishing" for information. To avoid these, simply visit the website itself in your web browser instead of clicking the link in the email.

