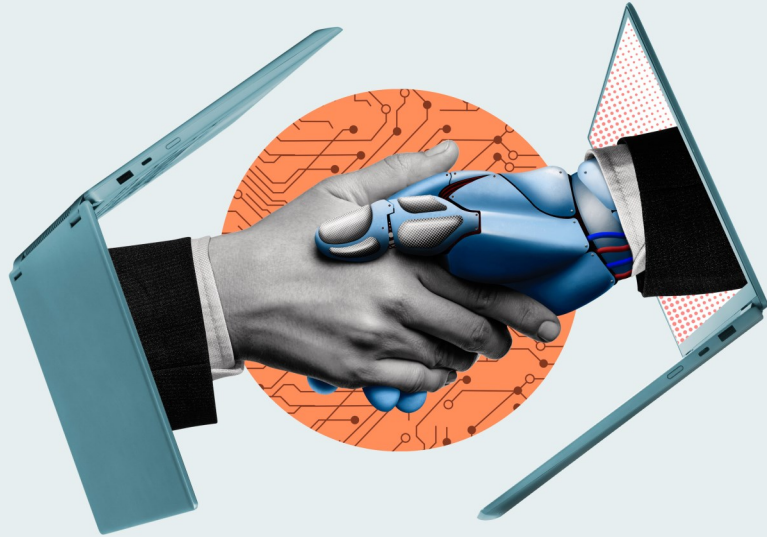# CD TECHNOLOGY TIMES

Insider Tips to Help Your Business Run Faster, Easier and More Profitably

Thomas Hill, President & Founder

"I wish you wisdom, good health and prosperity for 2025. May it be your best year yet!"

Happy New Year 2025

TRIVIA

CONGRATULATIONS

Jerry Bivins
Dana R. Martin Orthodontist

DANA R. MARTIN Orthodontist DMD, MS

Who knew that the slinky was sometimes used by the U.S. Army as radio antennas in the Vietnam War.

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

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.

AI is also highly customizable. Because it tailors recommendations to your inputs, it offers personalized plans for your goals based on your habits and preferences (but sensitive data should be avoided). AI can also help you set SMART goals – Specific, Measurable, Achievable, Relevant and Time-bound – making tracking progress easier and increasing your chances of success.

How To Write Your New Year's Prompt With AI

If you're ready to try using generative AI tools for your resolutions, start by crafting a clear, thoughtful prompt. Here are some prompting best practices to get you started:

1. Tell AI about yourself: You don't need to share your life's story, but tell AI some goals you might like to achieve, your
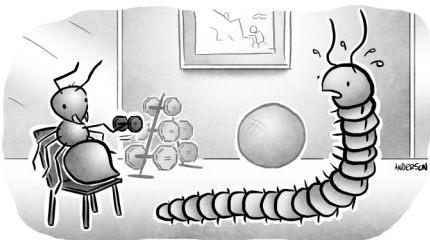
continued from cover

strengths and weaknesses and what you'd like help with. This context helps AI customize its ideas specifically to you.

Example Prompt: "Please help me create a New Year's resolution. Here is information about me that you can use to suggest helpful resolutions [insert your strengths, challenges, hopes, goals, etc.]…"

2. Define your focus areas. After introducing yourself, ask AI to suggest a list of five to 10 New Year's resolutions. If you only want ones related to fitness or work, then say that. If you're open to other ideas, you can ask AI to think outside the box when coming up with suggestions.

Example Prompt: "With the information I gave you, please suggest a list of resolutions I may find useful this year relating to fitness and my career."

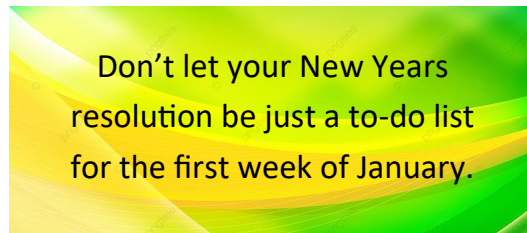**3. Review and refine AI suggestions:**

"Man I hate leg day."

You can provide more information to AI and get different responses or ask it to change the wording or goal to match your needs.

Example Prompt: "Can you rewrite X resolution to be met within six months?" Or, "Can you adapt this resolution to focus on small business owners?"

4. Create SMART goals: Once you know your resolution(s), ask AI to create SMART goals to help you meet them!

Example Prompt: "Please suggest SMART goals to help me achieve my New Year's resolution."

Don't let your New Years resolution be just a to-do list for the first week of January.

2025
NATIONAL CHAMPIONSHIP
JANUARY 20 | ATLANTA

Here is your chance to win Lunch On Us!
This Month's

TRIVIA

While building magnetrons at MIT in the 1940s, Percy Spencer noticed a chocolate bar was melting in his pocket. Deeper investigation and exploration led to the invention of a household device – what was it? Spencer received no royalties for this invention, first marketed as the Radarange.

Email your answer to RHill@CDTechnology.com
A winner is chosen randomly from all correct responses.

THE EMPLOYEE EXPERIENCE REVOLUTION

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.

The bad news is time flies.

The good news is that you're the pilot.

Michael Altshuler

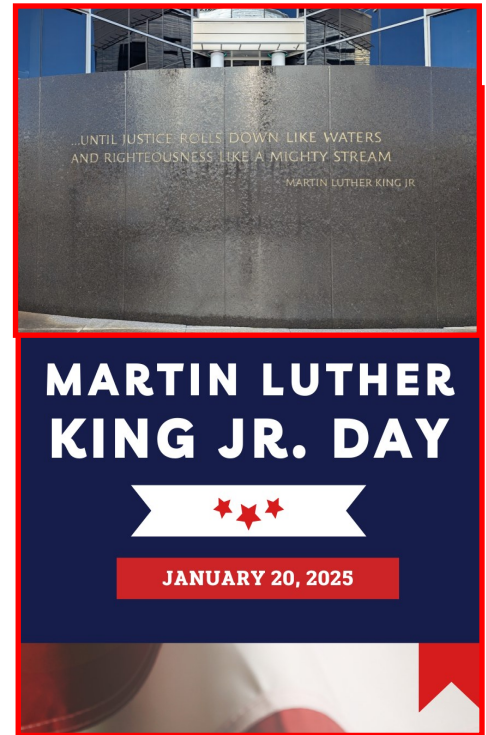## Thank You

Kim with K&S Bookkeeping for your recent referral. We appreciate your trust and loyalty!

YOUR
Referrals
ARE OUR GREATEST
Compliment

...UNTIL JUSTICE ROLLS DOWN LIKE WATERS AND RIGHTEOUSNESS LIKE A MIGHTY STREAM

MARTIN LUTHER JR

MARTIN LUTHER KING JR. DAY

★ ★ ★

JANUARY 20, 2025

Announcing...

We can help *you*

Exclusively for CDT clients! Do You Have a special event you would like to share with the community? Are you planning an open house, blood drive, block party, anniversary celebration, meet & greet... or any lead generating event open to the public? Let us help you get folks there. We would love to help you promote your special occasion by putting it in our next newsletter and share on all our socials! Just give us the details - make sure to include contact info and we will share your news.

WE ARE MAKING A BIG MOVE

CD
CD TECHNOLOGY

**COMING SOON
A NEW, LARGER, CENTRALLY-LOCATED
TECHNOLOGY COMMAND CENTER**

IMPORTANT NEWS:
Windows 10 Support Ends In 2025 – What Are Your Options?

In 2025, Microsoft will stop providing critical services like security updates, leaving your business vulnerable to threats and potential downtime.

Here Are Your Options:

✓ **Upgrade To Windows 11**
Not all devices will be compatible, so make sure to check with an IT expert.

✓ **Buy A New PC**
For businesses with older machines, a hardware upgrade might be your best bet.

✓ **Pay For Extended Security Updates**
Only available for up to three years (and it's not free).

✓ **Switch To Linux**
For those willing to explore new systems.

✗ **Do Nothing (NOT RECOMMENDED!)**
This could expose your business to cyber risks and compliance violations.

**Don't Gamble With Your Business!
Plan Your Next Steps Today**

January 2025

INSIDE THIS ISSUE

WELCOME

We want to officially welcome Helton's Electric to our CD Technology community. Helton's Electric proudly serves the Smoky Mountains and the surrounding areas with over 30 years of experience in the electrical business. Helton's Electric is available for residential, commercial & industrial service repair, upgrade, and new install needs. Helton's Electric is licensed and insured.

CD TECHNOLOGY - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

Apps You Should Take Off Your Phone Right Now-And How To Do It

Between work, sports, school and family apps, our phones are jam-packed. Often with apps we rarely use. However, apps are more than clutter – they're data collectors. The more apps you have, the more vulnerable your data becomes, so it's critical to clear out apps that:

⇒ You rarely use
⇒ Came preinstalled but aren't necessary
⇒ Duplicate the services of another app
⇒ Have questionable privacy policies

Some apps, especially those linked to foreign data laws, are especially invasive. For instance, apps from China-based app developer ByteDance, such as TikTok, CapCut and Lemon8, track *extensive* details about you: your IP address, biometrics, the content of your messages (and exactly when you send and receive them), credit card numbers, the people and places in the background of your videos, all the information about the content you post and *much* more.

It's Time For An App Audit

While harmful apps are the obvious ones to nix, you should also delete any app you aren't using regularly. Conduct an app audit by scrolling through your phone jotting down the apps you don't use regularly or ones that provide duplicate services.

For assistance, check app activity on iPhones under Settings > Screen Time > See All Activity, or on Android under Digital Wellbeing > Dashboard. Note the ones that get very little usage.

Once you have your list of unwanted apps, it's time to delete them.

Properly Deleting Apps And Accounts

You can't simply delete an app and have it disappear forever. To ensure the app stops collecting and sharing your data, you must deactivate or delete your account first. Here's how to correctly delete apps:

Log in to each app and find the page where you can delete your account. Sometimes, this can only be done from your web browser.

Delete or deactivate your account.

Once your account is deleted, you can delete the app on an iPhone by long-pressing the app and selecting Remove App -> Delete App -> Delete. For Android, hold down on the app and tap App Info -> Uninstall.

There's no reason for harmful or useless apps to take up space on your phone. A quick app audit can help