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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.

## "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, pinpointed the most common words hackers use to trip you up. "Money" topped the charts as one of the

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# TECH CHRONICLE

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

## Network Brainiacs Honored with Prestigious Industry Awards

We are thrilled to share some exciting news with our Network Brainiacs community! Network Brainiacs has been recognized as a *finalist* for the *MSP Titans of the Industry Award in Healthcare* and awarded the *Soteria Award for Most Trusted MSPs in North America*.



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



## January 2025



This monthly publication provided courtesy of Victor Magan, CEO of Network Brainiacs.

### OUR MISSION:

To make life convenient for our clients through the seamless integration of technology, driven by a passion for serving others and an unwavering commitment to excellence.

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.

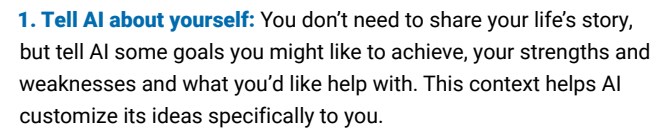
## AI Is An Excellent Active Listener

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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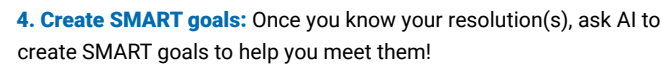
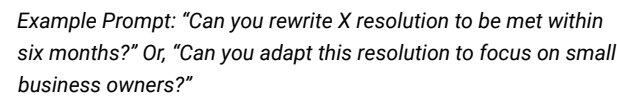


If you're ready to try using generative AI tools for your resolutions, start by crafting a clear, thoughtful prompt. Here are some prompting best practices to get you started:



**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.

**3. Review and refine AI suggestions:** You can provide more information to AI and get different responses or ask it to change the wording or goal to match your needs.



**5. Track progress:** Once you have your resolution, you can even use AI-driven apps or features (like reminders in productivity apps) to stay accountable. Regular tracking helps you stick to your goals and makes progress visible, even with a simple check-in.

If you've never had success with New Year's resolutions or you want to shake things up this year, let AI help you create some of your best resolutions yet!

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate

"Man I hate leg day."

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.

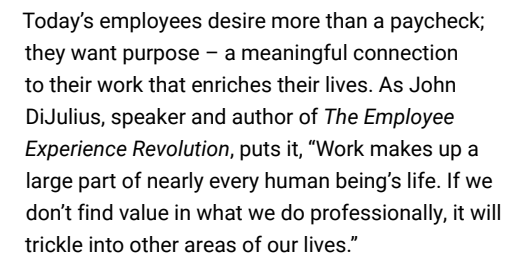
Google Image users are reporting a noticeable uptick in hyperrealistic AI-generated pictures in search results, right next to real ones. However, many of these images aren't labeled as AI-generated, leading to concerns about misinformation. For example, image searches of baby animals are rife with AI-generated 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.

We were honored to receive this award at the iconic *Beverly Hilton in Beverly Hills* on December 4, 2024. This incredible recognition reflects our unwavering commitment to delivering world-class IT solutions while prioritizing the trust and security of our clients. Being acknowledged at this level reaffirms the work we do every day to make lives more convenient through the seamless integration of technology.

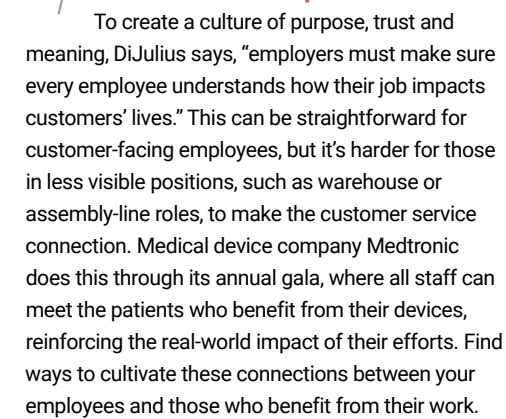
We could not have achieved this without the trust and partnership of our incredible clients. Your confidence in us fuels our passion for serving you better each day. We also want to express heartfelt gratitude to our amazing team, whose relentless dedication to our mission and core values makes accomplishments like these possible.

Thank you all for being part of our journey. We look forward to continuing to deliver exceptional service, helping you thrive, and earning your trust every single day!

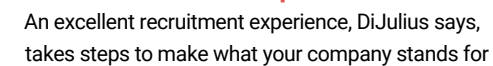
### **Your Network Brainiacs Team**



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.



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.



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.



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.