



THE *INTEGRATED AXIS* TECH CHRONICLE

What's New

Events Around Town

- Japanese New Year Festival 13th @ Yume Gardens
- Tucson Jazz Festival 11th-20th
- We Care Tucson Recycling Event @ IA, Monday the 22nd
- Barrio Viejo Walking Tour
- Gem & Mineral Show 24th



A "CULTURE OF APPRECIATION" HOW TO MAKE IT YOUR OWN

The desire to feel valued, recognized and appreciated is universal in Western culture, not only in our personal lives but also in the workplace. According to Great Place To Work's 2023 discretionary effort study, 37% of respondents said that more recognition at work "would encourage them to produce better work more often." Additionally, employees who feel consistently recognized are 2.2X more likely to innovate and bring up new ideas and 2X more likely to say people at work go above and beyond. Working harder, smarter and happier – that's a significant ROI.

Similarly, customer appreciation drives loyalty, engagement and company growth. A Forrester survey of 85,000 consumers found that the top three emotions that "inspire or discourage loyalty" among people are to feel valued, appreciated and respected.

We can all agree that appreciation is important, but how you show it matters. Appreciation isn't a one-and-done event. (Sorry, but your annual Christmas party or Facebook customer appreciation post doesn't cover it.) To reap the benefits of appreciation in your organization, you must weave it into company culture.

Tips To Create A Culture Of Appreciation

A culture of appreciation is about being consistent. While significant events like anniversaries, birthdays and holidays are great opportunities to recognize and appreciate employees and customers, you need to do it in small ways throughout the year.

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CARE²

**Customer Focus
Accountability**

Respect

Excellence & Empathy

January 2024



This monthly publication provided courtesy of Sean Oseran, CEO of Integrated Axis Technology Group

CULTURE OF APPRECIATION

It's important to note that there is a difference between appreciation and recognition. Appreciating an employee is to acknowledge their value as a person to your organization. Recognition is related to performance and effort. Consider both when you are planning your acts of thanks:

- Find out what's meaningful to them. Everyone has preferences for how they want to be appreciated. So ask! Food, a note, a personalized gift – there are many simple ways to show appreciation.
- Create more opportunities for recognition. You can't see everything, so ask for submissions from your entire team and post the shout-outs on an office bulletin board or internal team e-mail.
- Be specific. Did they put in extra effort for the presentation? Are they always on time for team calls? Specific comments are more genuine.
- Don't wait. Don't recognize an employee for their work on a presentation a month after the conference. The sooner you say it, the more impact it will have.
- Align with the bigger vision. Recognize how employees contribute to your organization's mission during team meetings. You could even offer to pay for a training course or industry conference to invest in their professional growth.

APPRECIATING CUSTOMERS

In a study by the Rockefeller Corporation, 82% of customers will stop doing business with you if they feel they're undervalued. Here are tips for creating a culture of customer appreciation in your organization:

- Personalize their experience. A handwritten thank-you note is meaningful to customers, but personalizing the customer experience can go even further. Figure out how they like to be contacted or set up marketing campaigns relevant to their unique preferences.
- Follow up. After a service or purchase, check in with your customer to ensure they're happy. Proactively showing up and addressing questions or problems before customers get frustrated helps them feel valued and respected.
- Create loyalty programs. Programs, where customers earn points for purchases or get discounts for loyalty milestones, help express how important their business is to you, ensuring you keep getting it!
- Offer perks or gifts. Customers love getting perks on their birthdays, on holidays, as a surprise or to celebrate a significant purchase from you. But gifts like a free product, gift card or discounts are essential if there's a problem. Once solved, gifts provide a way to recognize and rectify the inconvenience.

Infusing appreciation and recognition into your organization isn't just a pleasant gesture – it's a strategic move that yields tangible results like improved employee effort and innovation, stronger relationships and loyalty. Whether acknowledging an employee's hard work or sending a personalized note to a customer, let's make every interaction a testament to our appreciation and respect for them – not just this month, but all year-round.

**KNOW A BUSINESS
IN NEED OF OUR
SERVICES?
REFER A FRIEND
AND GET PAID!**



CYBERSECURITY CORNER: HEALTHCARE GIANT BREACHED

Kentucky-based healthcare giant Norton, suffered a cybersecurity attack in December. The attack involved ransomware, with hackers demanding millions in cryptocurrency as payment. The breach underscores the pervasive threat businesses face in the digital landscape, emphasizing the critical importance of robust cybersecurity measures. In response to the attack, Norton is likely employing its own cybersecurity tools to mitigate the damage. The incident serves as a stark reminder for businesses to prioritize and invest in cybersecurity. As exemplified by even a cybersecurity giant falling victim to such an attack, no entity is immune, emphasizing the need for constant vigilance.



For businesses, this incident reinforces the importance of regular security audits, employee training, and the implementation of cutting-edge cybersecurity solutions. The financial and reputational consequences of a breach can be severe, making proactive measures imperative. Cybersecurity is not just a technological concern but a fundamental aspect of risk management and business continuity.

The Norton cyberattack illustrates the ever-present threat of cybercrime, urging businesses to elevate their cybersecurity efforts to protect sensitive data, maintain customer trust, and ensure the resilience of their operations in the face of evolving digital threats. Call IA today if you want to ensure your business remains secure.

NEW YEAR'S RESOLUTIONS: HOW TO STAY ON TRACK



As we usher in the New Year, resolutions are crafted with the best intentions, yet many find it challenging to stay committed beyond the first few weeks. Here's a brief guide to help you stick to your New Year's resolutions and make lasting changes.

Set Realistic Goals: Be specific about your resolutions and ensure they are achievable. Break down larger goals into smaller, manageable steps. Realistic expectations set the foundation for success.

Create a Plan: Outline a clear plan of action. Whether it's a daily schedule, a weekly to-do list, or a monthly milestone, having a roadmap will keep you focused and accountable.

Accountability Partner: Share your resolutions with a friend or family member who can offer support and motivation. Having someone to share your journey with can make the process more enjoyable and less daunting.

Track Your Progress: Keep a journal or use apps to track your progress. Celebrate small victories, and learn from setbacks. Regularly assessing your journey will help you stay motivated.

Adaptability is Key: Life is unpredictable. Be prepared to adapt your plan if circumstances change. Flexibility is crucial for long-term success.

Reward Yourself: Treat yourself when you achieve milestones. Rewards can reinforce positive behavior and make the journey more enjoyable.

Mindset Matters: Cultivate a positive mindset. Believe in your ability to overcome challenges and stay committed. Positive affirmations can be powerful motivators.

Remember, the key to sticking to your resolutions is consistency and determination. Small, sustainable changes lead to lasting results. Embrace the journey, stay focused, and make 2024 the year you turn your resolutions into reality.



START JANUARY WITH A CHAMPION'S VISION

When former NFL running back Emmitt Smith was six years old, he told his dad that one day he wanted to play for the Dallas Cowboys. "He said, 'Son, life is gonna do some things, and you're going to have to learn how to overcome,'" Smith recalls. He did overcome challenges, setbacks and mistakes in his career, lessons he took to heart. By embracing humility, accountability and passion for the process, he didn't simply succeed – he became legendary.

After 15 seasons in the NFL, and holding the record for leading rusher, Smith won season three of the hit show *Dancing With The Stars* and is today a successful real-estate entrepreneur. Though his accomplishments may feel like the stuff of dreams to us, his advice remains remarkably grounded.

January is often when we contemplate our goals and visions, whether in business or personal endeavors. By embracing Smith's advice, we can realize our own meaningful aspirations.

Hold Yourself Accountable

Smith has had many coaches, teammates and other entrepreneurs challenge him in his career, and they've played a critical role in holding him accountable both as an individual and as part of a team. "Who made the most mistakes and who did not? What marketing plan is working, which one is not, who's not communicating upstream or downstream? All these things are important to the level of success you're trying to get to," Smith explains. Accountability helps you improve, especially if you surround yourself with people who are more experienced. "It's a beautiful thing to have wisdom... Some of your accountability partners have a little bit more experience than you do, so never be afraid to ask and seek guidance and help."

You Do Not Become Successful By Yourself

"I could not have become the all-time leading rusher without the Great Wall of Dallas in front of me," Smith says. It takes everybody to succeed in every organization; nobody can shoulder all the weight by themselves. The people who are not the most recognizable in the organization are often the ones who are doing a lot of the grunt work behind the scenes to make you look good.

"Success is there to be shared. Not reserved for just you. It's enjoyable when you have others to share it with," Smith says.

Be In It For The Process

People often ask Smith how he became an all-time leading rusher. "Well, you got to be consistent. So, you can't be missing work. There aren't any shortcuts in life," he says. Fulfilling a vision is about taking small steps consistently so actions become habits and habits become sustainable routines.

"At the end of the day, when you get done, you will look up and you will look back on your journey. And you will see the process. And the things you put in to become successful work out for your good."



RECYCLING EVENT

PURGE

THE NEW YEAR

Do you have old equipment around the office?
Integrated Axis is hosting a technology equipment
recycling event in partnership with We Care Tucson

JANUARY 22

11 AM - 2 PM



Come by the IA office at 6147 East Grant Road
If you donate a working device, you eat for free!

Please bring your old technology devices such as phones, laptops, desktops,
tablets, etc. If it doesn't work, We Care Tucson can recycle it safely.



**WE CARE
TUCSON**

refurbished electronics
& durable medical equipment