



Coaches Corner: Driving Critical Success Factor

By Barry Knepper

Every once in a while, good luck may come your way. However, if you base running your business on good luck, you are more than likely going to find yourself out of luck or possibly even out of business. In these difficult economic times we are facing it's more important than ever to have your greatest efforts be focused on your Driving Critical Success Factor (DCSF). Your DCSF is the success factor strategically most important for your company to excel in, for it to succeed.

Once you've identified your DCSF by yourself, with key executives or people you trust, you can share this with your entire team so they too have clarity and know in which direction the compa-

ny is heading. This will be one of the greatest benefits you can give your employees because it will allow them to clearly identify their priorities.

A key element to achieving your DCSF is helping your team see how their efforts and contributions are directly impacting the DCSF and the success of the organization. Don't assume they understand how important a role they are playing; take the time to communicate this with them. To keep employees driven, it's a good idea to tie-in incentives— typically something that is short-term and related to the DCSF.

Benefits of identifying your DCSF include: reduced stress level through elimination of work that isn't critical, better communication to your stakeholders as to where your company is headed,

providing a sense of accomplishment that inspires employees to move forward and by making decisions that allow you to decide what projects you do and do not take on based on whether or not they support your DCSF.

Be sure your DCSF is measured frequently with you and your team and adjustments are made accordingly to keep your company moving in the right direction—this is most critical in these challenging economic times.

To find out more about how your company can identify its DCSF and create a strategic plan contact me at 516-724-0351 or bknepper@tab-queensny.com

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TECH TALK

A feature from the Queens Chamber Info Tech Committee

Save Money With Linux And Open Source

By Scott Wolpov

Linux is a free operating system that is almost 18 years old. Rather than reworking the entire OS every few years, it has undergone constant, almost daily improvement. It is quite free of all the viruses and problems that Windows faces. To be fair Windows is a much larger target than Linux and Linux may have more issues in the future.

Until recently, Linux has mostly been used for web servers and now super-computers. Linux for the desktop has been an ambition of the community for years. That goal has arrived, at least for business owners and the slightly more tech savvy consumers.

When I first started using Linux everything was at the command prompt. That was complicated and hard to use. Now, most installations

have an interface similar to Windows, in fact you often have a choice of different desktops versions to use. Linux is superior to Windows in that you have multiple desktops active at the same time. Instead of having one window minimized, you can have an open application in each desktop. You just switch between them.

Many PC's are now available with Linux pre-installed, saving you the effort of loading yourself. Should you want to, most Linux books have an install disc. I installed Linux on my laptop in under one hour, and that included updates. It took three hours for Windows XP.

The hottest new PC is the Netbook. These lightweight mini laptops are great to carry. They are low cost and small enough to serve the needs of information on the go. The Linux versions run faster because the companies can customize what gets loaded. Linux also uses less RAM than Windows. It also does not limit you

to three open applications.

In terms of productivity, there are Open Source versions of almost every type of software. Instead of paying over \$100 for Office, get Open Office free. It does almost everything Microsoft Office does and is 100 percent compatible. Skype was created on Linux and works very well. You can still Twitter away on Linux and use your favorite Instant Message service.

My laptop is set up to perform as a web server. One can create a self-contained web site or application to meet the exact needs for a presentation.

Most version of Linux also makes it very easy to install new software from the Internet. Just go into your setting, search for what you want and install. You will be asked if any drivers need to be installed, so you remain in control. If you use Wordpress and have installed a

free plugin, you have seen this concept.

The last and biggest plus is the security. Besides from being free of all those pesky spyware and other threats, files can only be accessed if the proper password is used. In Windows, unless you encrypt the files, the files can be accessed by placing the hard drive as a second drive in another computer.

For business owners that want service contracts, most qualified IT people know there way around Linux, in fact use it on their own systems. The major Linux companies also offer service for you systems.

If you have any questions contact me at qcc@scottwolpov.com

Questions? E-mail Scott at qcc@scottwolpov.com Scott Wolpov is a member of the IT committee and helps companies with Internet related issues. You can reach him at qcc@scottwolpov.com

Yahoo And Ecademy May Help Businesses

By Jaclyn Miccio and Jon Lawrence Postyn

<http://www.yahoo.com>

Yahoo Groups allow people with a shared interest to meet, get to know each other and stay informed. Group membership gives you access to shared message archives, photos and photo albums, group event calendars, member polls and shared links.

In order to create a group you need to register as a Yahoo user, which involves entering a minimum amount of personal data. Once your account is created, you have a free Yahoo web-based email address.

There are many business related groups. It is extremely easy to create and post to a group. Yahoo users may join and create any number of groups. Users control their own access to groups and their group membership.

There is very little control over group cre-

ation and group membership. Yahoo Groups are free to both members and moderators. The service is advertiser supported and is partially supported by advertisements inserted into the emails sent to group members.

<http://www.ecademy.com>

Ecademy connects business people on a worldwide basis. Initially, I was very impressed with Ecademy, however, most contacts, messages and updates are strongly European in nature. There are three levels of users: free, *PowerNetworker, and *Blackstar.

*PowerNetworkers profile and all (public) content are indexed by Google and other search engines. They can have an unlimited network of contacts, unlimited messages, join unlimited clubs, can start up to 25 clubs, can post unlimited Marketplace listings and can post unlimited blogs, comments and polls. To upgrade to become a *PowerNetworker costs \$14.95 per month.

*BlackStar users have all the capabilities of *PowerNetworkers, plus have prime positioning of company logo/banner advertising on the Ecademy web site, you have access to advanced software tools to help you find or get introduced and meet the appropriate people faster and generate revenue, personal introductions to selected individuals worldwide through trusted relationships between members, private meetings and exclusive events with your chosen peer group, access to private Mastermind mentoring groups - BlackStar Inner Circles (BIC's), and access to business advice and guidance. To upgrade to a *BlackStar costs \$140 per month.

Ecademy offers a full range of social networking services; messaging, building contact networks, clubs, events, blogs and marketplace listings.

If you are an international business, Ecademy might be right for you.

Personal settings include a 50-word profile and a profile text description. *Blackstar

users also have the ability to include Search Engine Optimization keywords and descriptions.

You have the ability to have one professional/business email address, but can also have several alternative email addresses as well. Since this is a free service there are a considerable number of advertisements. If you upgrade to be a *PowerNetworker or *Blackstar then Google Ad links at the top of pages are NOT displayed. Ecademy has the ability to send out daily news, weekly news and monthly newsletters and events. Be careful to select only what you wish to receive. My first experience was to accept all email and I was overwhelmed.

You have the ability to build networks of users. However, I was unable to successfully find many of my known contacts that were already Ecademy users. Actually, I only found one of my contacts. Note that I do not have an international business.