

# THE TECH CHRONICLE

Insider tips to make your business run faster, easier and more profitably

## THIS MONTH

We followed the journey of the #ERGOSducks from Digital Construction Week 2024! Our photo competition's winner Emma took our ERGOS duck for an exclusive concert on Taylor Swift's Eras tour, which we explored in more detail on our LinkedIn page - @ERGOS\_UK. We received photos of many other #ERGOSducks in the wild and we're so excited to see where they go next!



## 5 ANNOYING TASKS YOU CAN AUTOMATE RIGHT NOW

*This monthly publication is provided courtesy of Gino Choucair, CEO of ERGOS.*



### OUR MISSION:

**Ensuring your technology success, securely & simply.**

Odds are that right now you're doing a handful of tasks manually that you don't need to, like sorting through an endless email inbox. According to Microsoft, employees spend just under two hours daily on emails – that's more than eight hours a week spent in your inbox instead of on more creative or strategic projects.

But many businesses and employees have found a way off the relentless merry-go-round of to-dos: automation. By using software to manage repetitive tasks (without human intervention), you can complete your to-do list faster, spending less time on menial tasks and more time doing the projects you enjoy.

#### **Task #1: Get Your Inbox To Zero** *(without wasting a day of your life)*

Email is essential to our work today, but managing an overflowing inbox is an endless job. Automation tools, however, can quickly organize and prioritize emails, schedule responses and even convert emails to actionable tasks.

*Here are a few ways to automate your email tasks:*

- 1. Automating inbox organization.**  
In every mainstream email platform, you

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can create filters and rules. Start by setting up filters in your email to automatically sort incoming emails based on criteria like sender, subject or specific keywords. For instance, emails containing the word “invoice” can be directed straight to a designated folder.

**2. Use labels and categorisation.** Most email platforms have an automatic label feature that helps you categorize emails more dynamically than folders will allow. You can apply multiple labels to a single email, making it easier to retrieve emails that may fall into several categories.

**3. Scheduling and automating email responses.** Delayed send or scheduling tools automatically send your emails at predetermined times, which can be particularly useful for reaching recipients in different time zones. Write now, send later.

**4. Automate task creation from emails.** Automation services can integrate your email with project management tools and automatically convert incoming emails into actionable tasks, so you never miss an important action item!

**5. Utilizing AI and advanced automation.** If you want to level up your email automation, some automation tools let you use AI to label new emails based on their content, which can

streamline how you prioritize and handle incoming messages.

## Task #2: Hands-Off Appointment Scheduling

We're all busy people, but booking a meeting shouldn't require 10 back-and-forth emails. Calendar automation tools remove this annoying exchange by enabling people to book directly on your calendar and sending automatic event invitations and reminders.

*With calendar automation tools, you can:*

**1. Allow clients to book directly into your calendar.** With automated calendar tools, customers or team members can view your available time slots and book directly.

**2. Sync schedules across devices and team members.** These tools can also sync with most email platforms, ensuring all team members are updated in real time when a time or location changes.

**3. Send automated appointment reminders.** Calendar tools also support sending automated appointment reminders. These can be customized to go before the appointment, reducing no-shows and making sure everyone is on time and prepared.

## Task #3: Streamline Bookkeeping

Tracking the ins and outs of finances manually

is tedious and can also be subject to more human error. Here are three ways automation improves bookkeeping:

**1. Automatically import and categorize transactions.** Automation software can automatically pull in and categorize transactions from your bank accounts and credit cards, dramatically reducing the need for manual entry and helping maintain cleaner, more organized financial records.

**2. Generate custom financial reports with one click.** Automated reporting tools also have robust capabilities for generating detailed financial reports instantly. These platforms allow for real-time insights into financial performance, enabling leaders to make informed business decisions quickly.

**3. Integrate with your bank and payment processors:** There are tools that also provide comprehensive integration with banking systems and payment processors that track cash-flow management and ensure that all transactions are automatically recorded and reconciled in your accounting software.

## Focus On The Work You Enjoy

Email, appointments and bookkeeping are critical to running your work and business, but they don't need to be a mind-numbing time suck. Use simple automation tools to take manual tasks off your plate so you can focus on the creative and strategic parts of your business you enjoy most.

## FREE DOWNLOAD:

If you are considering cloud computing for your company, don't proceed until you read this...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is crucial that you obtain and review this special e-book on Managed Cloud Services.

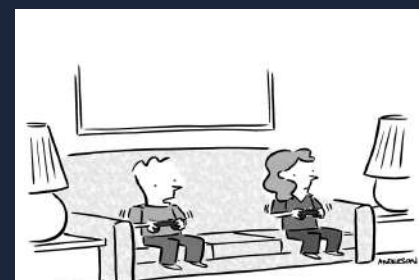
In it, we explain the pros and cons of cloud computing in simple, nontechnical terms, covering data security, advising on selecting a cloud provider, and revealing three little-known facts about cloud computing that many IT consultants overlook or do not disclose. These insights could potentially lead to more problems and unexpected costs.

Even if you are not yet ready to transition to the cloud, this resource will equip you with the necessary information and questions to consider when the time is right.

**Get your copy today: <https://ergos.uk/managed-cloud-services-ebook/>**



## CARTOON OF THE MONTH



"It's interesting - Mom hates early Christmas sales, but she loves early back-to-school sales."

# DR. JORDAN PETERSON

## ON WHY CHALLENGE IS THE KEY TO A FULFILLING LIFE



Although it can be difficult, we don't protect our children from every challenge they face. We let them fail, learn and grow. Otherwise, they'd never really know what they are capable of. As adults, however, we tend to shy away from challenges, seeing them as obstacles to a better life. But clinical psychologist and University of Toronto professor Dr. Jordan Peterson warns, "All the avoidance in the world isn't going to save you from your fate... There are endless pathways to tragedy, and that's the basic condition of life in some ways."

It sounds hopeless, but Peterson explains that it's the opposite: people bold enough to face challenges head-on hold the key to unlocking life's most tremendous potential. Peterson has made significant contributions to psychology, religion, ethics and growth with his renowned books, including *12 Rules For Life: An Antidote To Chaos and Beyond Order: 12 More Rules For Life*. He recently spoke at an industry conference and explained how, by embracing difficult circumstances with an "upward aim," we have the opportunity to find true satisfaction and meaning while having the adventure of our lives.

### How To Face Challenges With An Upward Aim

A bad boss, a fight with a loved one or even being let go from a job – it feels like something is always standing between us and happiness. But Peterson encourages us not to avoid challenges. By opening our eyes to them and mustering the courage to overcome them, we transform into better versions of ourselves and move closer to a more fulfilling life.

"That's how you find the pearl of greatness," Peterson explains. "You face up to the genuine catastrophes of existence, and what happens is

you find out that you can do it... No matter how hard or how bad it gets, there's more to you than to whatever it is you have to face."

However, Peterson explains that when we face challenges, it's important to approach them with an "upward aim" or vision. This prevents us from becoming bitter or resentful during the process and lets us see the path through the challenge more clearly.

"You see the things that will help you, the things that will get in your way and the opportunities for transformation," he explains. "The aim specifies the landscape, and that's something remarkable to know."

If you're not clear on your aim or vision, Peterson suggests spending time thinking about these questions:

- If you could have what you need and want in work, life and your relationships – within reason – what would it be?
- What do you need to keep you going another day, another year?

We embark on a transformative journey by confronting our fears and flaws and taking responsibility for our actions. This practice of self-improvement benefits us and ripples out to our families and communities.

"Remember, everything you do is an up-aim ... The way you talk to people, the way you look at your wife, the way you greet your customers, the orientation for the money you make, your attitude toward yourself – every single bit of that, all devoted to that upward aim," Peterson says. "Then life reveals itself as an upward adventure – and that's the truth."

### MOST EMAIL PLATFORMS STINK AT KEEPING OUT DANGEROUS EMAIL ATTACHMENTS

In 2024, computer and network security company SquareX ran a study testing the effectiveness of popular email platforms in keeping out emails with dangerous attachments. One hundred malicious documents were sent through a third-party email provider to platforms including Gmail, Outlook, Yahoo!, AOL and Apple iCloud Mail. What they found was that the majority of the harmful documents successfully evaded email provider antivirus and malware scans. "It genuinely scared us that it was this easy," the company wrote. Remember, you are the last line of defense in your inbox. Never click on an attachment you weren't expecting, verify the sender before opening and ensure your device is protected with the most up-to-date security software.



### CLIENT SPOTLIGHT:

#### Sterling Healthcare Group

"We came to ERGOS with a project to fit out the entire IT infrastructure for a newly purchased medical diagnostics facility; They greatly impressed us with their understanding of the situation, going above and beyond with the groundwork, sourcing and negotiating competitive pricing of all of the key medical-grade specification IT equipment required."

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