

Brought to you by Gold Gerstein Group

856-727-0100

info@g3cpa.com

LINKS YOU CAN USE NOW



This Month –New Hires

Finding the right job candidate comes with extra challenges in this new business environment. These resources will help you hire with confidence.

Job Description Example and Format Learn how to write job description that can attract the best candidates for your next available role. More:
<http://tinyurl.com/links0320241>

15 Surefire Ways to Find Employees You'll Love Think outside of the box to reach the best applicants. Here's how to help the perfect person find you. More:
<https://tinyurl.com/links0320212>

8 critical talent acquisition and recruitment trends Here are the latest recruitment trends in the era of experience management. More:
<https://tinyurl.com/links0320215>

Best Free Job Posting Sites Compare the pros and cons of 2024's best free job posting sites. More:
<https://tinyurl.com/links0320214>

Small Business Hiring Guide: Surviving COVID-19 Whether on the hunt for new talent or in the process of rehiring, check out these tips on navigating new expectations, health and safety. More:
<https://tinyurl.com/links0320213>

Spruce up Your Business (and Keep it Safe) with Digital Spring Cleaning

Whip out the digital broom and dustpans. A cyberattack can paralyze businesses overnight and create a long road to recovery. In fact, the Better Business Bureau (BBB) estimates cybercrime costs small businesses an average of \$80,000 each year.

Here's an overview of basic steps to protect yourself and your customers' data.

Polish the passwords. Using the same password for multiple accounts or creating one that's easily guessed is like Christmas for hackers. Share some internal guidelines about how to create secure passwords. Providing access to password management software can also encourage employees to follow this guidance.

Disinfect devices. Keep employees up to date on the latest phishing and malware trends to keep them from clicking on that "convincing link." Remember: malware can be lurking on *any* device that can connect to the Internet.

Scrub the digital archives. Regulatory compliance mandates that we take proper steps to protect personal information for both customers and employees. Customer relationship management (CRM) systems, server archives and all electronic communications are a hotbed of juicy logs that hackers would love to get their hands on. If you're having difficulty confirming that you are in compliance, consider hiring a third-party provider that specializes in securing your data.

Rinse the routers. Ideally, purchase new routers that come preinstalled with the latest protections against recent cyberattacks. At a minimum, keep your router's firmware (the basic coded instructions that serve as the foundation to make your device work) up to date. Lastly, never use the default login information that comes on the router: be sure to change and customize your password.

Quotes on ... Renewal

If there is nothing new under the sun, at least the sun itself is always new, always recreating itself out of its own inexhaustible fire.

Michael Sims

Renewal is not just innovation and change. It is also the process of bringing the results of change into line with our purposes.

John W. Gardner



Brought to you by Gold Gerstein Group



When Is It Time to Consider a Brand Refresh?

Reinvigorating your brand doesn't have to mean starting from scratch. A brand refresh capitalizes on your existing brand equity and thoughtfully applies a fresh coat of paint to bring it back to life.

Here are some indicators that it's time to breathe new energy into a lethargic brand image.

It's old. Was your logo designed 20 years ago? Have your business goals or company culture changed over the years? Are your messaging and overall positioning still in alignment with who you are now? Run a checkup to see if you've outgrown your old image.

It isn't grabbing attention. If your customer satisfaction levels have stayed consistently positive, yet you still see a decrease in sales, this can be the first sign that your brand's relevancy and potentiality have gone dormant.

It looks like everyone else. Distinguishing yourself from the competition is paramount to building brand awareness than lends itself to customer loyalty. Don't blend in. Stand out!

It isn't consistent. Campaign slogans that have accumulated over the years can make your brand's positioning a bit hazy. Consistency is key to being an easily recognizable, memorable and trusted brand.

Rein in all of your outward- and inward-facing content (collateral, sales presentations, customer service scripts, website content and more) and realign to a consistent voice and outward-facing image.

It doesn't meet your goals for growth. Refreshing a brand image to be more inclusive of new audiences is critical to successfully tap into new markets.

For example, if you are expanding to include a younger target audience, you'll want to shift your brand voice to be more "hip" with modern vernacular and update imagery to feature younger people and their interests alongside your other demographics.

Remember: before investing in any changes to your brand, it's important to make sure that you have a good (and profitable) reason for doing so. Be sure to have a well-planned strategy both in creating the refresh and as you roll it out to both internal users and external audiences.

Contact me today:

505 Pleasant Valley Avenue
Moorestown NJ 8057

856-727-0100
info@g3cpa.com
www.g3cpa.com

Worth Quoting ...

If there is nothing new under the sun, at least the sun itself is always new, always recreating itself out of its own inexhaustible fire.
Michael Sims

Renewal is not just innovation and change. It is also the process of bringing the results of change into line with our purposes.
John W. Gardner



This Month's Quick Quiz Question

For an answer, email me at info@g3cpa.com or call 856-727-0100.

Which country was the first to implement Daylight Saving Time?