

6 I.T.

STUMBLING BLOCKS HOLDING YOU BACK





SUMMARY

When it comes to IT, the most important thing to most small businesses is that “it works.” Business owners and employees want ready access when and where they need it but don’t think much about how to make this happen. This means, along the way, that the business could unwittingly undermine its own success.

Read this eBook to learn about common stumbling blocks when it comes to IT and how to avoid them.



Making your business a success is the number-one goal. You want to believe that a self-sabotaging attitude could be getting in the way.

Read on to learn about common attitudes about IT that can be stumbling blocks to future growth. We'll also share what to do about them.

1. Thinking it works is good enough

Smaller companies too often settle for “it works.” The systems are limping along and not performing at full functionality. Yet no one wants to risk making things worse with a change.

Instead of seeking improvements to grow the business, they hope for the best, and only if the worst happens will



they act. Yet this can mean that when something untoward does happen, it is devastating to the business. Processes are disrupted, and the business experiences unexpected downtime, all because it avoided looking ahead and anticipating what might go wrong and how to address it.

This is a particularly problematic approach to cybersecurity. A “nothing’s happened yet” perspective isn’t going to keep the business safe from cybercriminals. In fact, you might have already been hacked and not know it yet.



2. Getting trapped in the old way of doing things

Running a business means wearing many hats while also spinning several plates in the air. You can be forgiven for wanting to set up your IT and then forget about it. As long as there are no problems, you will remain loyal to how things are done.

Finding a new software solution or exploring whether new hardware would work better for you is both time consuming and resource intensive.

However, you could be missing out on growth opportunities by sticking with the same old, same old. You are in an IT rut, and it is holding you back from taking



advantage of new technology that could streamline your business collaboration or improve your productivity.

Your unwillingness to examine new ways of doing things, especially with the rate of digital transformation across industries today, could really be undercutting your competitiveness.

3. Wanting to DIY to save money

There are many reasons you might choose a do-it-yourself approach to IT. Commonly, it's because the business is looking to save money. Others try to do it themselves because they don't trust a business partner. They want



full control, whether securing IT or understanding the business's unique needs.

But distrusting experts or avoiding paying for tech know-how can prove costly. You're risking lost productivity and overwhelmed employees. You could also expose the business to cybersecurity vulnerabilities.

Micro-managing IT, especially when it isn't your area of expertise, can backfire. It is exhausting and far too important to cobble together based on best guesses and online tips.



4. Avoiding complicated IT conversations

IT can be complex, and many business owners don't understand the actual technology. They want to send emails when they need to or access files from their home office, but they don't care which technology best supports business collaboration or secures remote networking.

With so many competing priorities, they can't learn tech jargon or track cyberthreats. Yet an oversimplified view of technology powering the business could mean missed opportunities. Digging deeper could mean streamlining processes, automating repetitive tasks, or preventing a data breach.



5. Giving up on staying current with IT

Many senior citizens don't bother with social media. They don't want to take the time to get up to speed on "the Twitter" or "that TikTok." Business owners can take a similar head-in-the-sand approach to IT.

They recognise their equipment is outdated, as it has been ages since they updated legacy IT, but making a change now feels like too little too late. And how could that particular small business afford the latest and greatest IT? They don't know where to begin, so they decide to stick with the status quo.

How often does settling for mediocrity serve your business objectives? You might look at an enterprise in your same industry and think you'll never be able to



compete, so why even try?" But that can hold you back from gaining agility and improving the bottom line.

6. Expanding IT resources without a strategy in mind

Many of the previous pitfalls have their roots in a lack of ambition. Yet expanding IT without knowing what you want to accomplish can also cause problems. Investing in new infrastructure without a strategy in mind can lead to:

- paying more than is necessary;
- duplicating existing infrastructure;
- adding unnecessary (albeit bright and shiny) new technology;



- setting down a transformative path that doesn't pay off;
- having to reverse direction because you've invested in inefficient solutions;
- finding better options in terms of budget, timeline, and desired objectives

What's the solution?

A key component of business success is knowing when to delegate: understanding you're out of your depth and replacing self-sabotage with smart insights. Rank IT higher, and recruit tech experts to consult and guide you.

Working with a managed service provider (MSP) you gain a partner who is asking the key questions such as:



- How to improve internal processes to enable productivity and empower employees?
- What software or hardware can do away with time drains and avoid employee overload?
- What overlap in IT is costing your business money it doesn't need to spend?
- Where is there room for improvement in the IT infrastructure?
- How can we replicate IT successes in other offices to support business growth?

An MSP has the technical necessary know-how to find the best tech tools and methods. The MSP gets to know business processes and determines what makes you unique. Then, it recommends IT strategies to suit the business and boost its bottom line. The right MSP will anticipate concerns and ensure IT doesn't cause more problems than it solves. They take an active role in helping to grow your business. Meanwhile, you gain an expert to proactively identify tech needs, corral IT spending, and secure systems.



CONCLUSION

The right IT offerings can optimise the way you run your business. With an MSP's help, customise your tech and invest in the solutions that best suit your particular needs. Enlist an MSP as your strategic consultant and overall IT problem solver.

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