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Understanding the Difference Between a CIO and a CTO



Many business owners actually face pressure to expand their corporate leadership team to manage their technology. There are plenty of “experts” who claim that a growing business cannot survive without hiring both a Chief Information Officer and a Chief Technology Officer. Unfortunately, this leaves an organization looking at hundreds of thousands of dollars in extra executive salaries.

You do not need to empty your company bank account to get the benefit of these distinct technical mindsets. To make the best decisions for your organization, you need to understand exactly what these two roles do and how their strategic responsibilities differ.

The Inward-Facing Strategy of the CIO

A Chief Information Officer focuses entirely on the internal technology operations of your business. Their primary objective is to ensure that your internal systems,

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How to Boost Team Adoption of New Technology Without Strict Mandates



Imagine investing thousands of dollars into a sleek, state-of-the-art software platform designed to eliminate operational chaos and boost productivity, only to discover six months later that your staff is quietly relying on sticky notes and secret spreadsheets just to complete their daily tasks. It is a scenario played out in businesses everywhere, every day, but this resistance to new tools isn't a modern phenomenon.

When technology additions fail to deliver results, the software itself is rarely the problem. Most often, the failure stems from treating a deeply human transition as if it were a simple software installation.

Users Are People, Not Assets

As you consider your cybersecurity and IT management, it is easy to focus primarily on administrative controls, network defenses, and system parameters.

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Stop Paying for Software Your Team Never Opens



When a business owner looks at their monthly operating expenses, they

usually keep a close eye on payroll and marketing spend. When those numbers spike, it triggers an immediate conversation. There's one...



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<https://dti.io/lesssoftware>

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We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

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"We are stuck with technology when what we really want is just stuff that works." – Douglas Adams



Why the "Fix" Doesn't Last and the Same IT Issues Keep Coming Back

It is one of the most frustrating experiences in modern business operations. A computer crashes, an application freezes, or the office network drops. You call for tech support, a technician jumps on the problem, works some magic, and gets you back up and running. You breathe a sigh of relief.

Then, three weeks later, it happens again. Same error message, same lost productivity, and the same mounting frustration.

When the same IT issues repeatedly rear their heads, it is rarely a case of bad luck. Instead, it is a glaring symptom of a fundamental flaw in how your technology is being managed. For small and medium-sized businesses (SMBs), understanding why these issues recur is the first step toward building a more stable, secure, and profitable operation...



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Password Hygiene Doesn't Have to Be a Nightmare... The Right Tools Make It Easy



Whether you're a business owner or office worker, you probably manage

dozens of different online accounts just to get through your workweek. Yet, security best practices say you're expected to have a completely unique, complex password for every single one of them. What usually happens instead? You end up playing password roulette. You try your standard password, then the version with an exclamation point, then the one with your dog's birthday.

Before you know it, you are locked out of your account and forced to hit "Forgot Password" for the third time this week; just to log into a basic utility you use every single day. It's frustrating, it eats up precious time,

and it leads to bad habits like re-using weak passwords or storing them on sticky notes stuck to your monitor. Don't worry... there is a better way.

The Secret to Great Password Hygiene

Password hygiene doesn't mean forcing yourself or your staff to memorize 50 different strings of random numbers and symbols. It means building a system where strong passwords happen automatically.

The most effective way to solve this headache for your entire team is to deploy a dedicated business password manager.

Instead of asking your brain to be a vault, a password manager acts as a digital safe. Your team only needs to remember one master password...



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How to Boost Team Adoption of New Technology Without Strict Mandates

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While keeping your infrastructure secure and controlled is non-negotiable, imposing new platforms on your staff without listening to their input turns your technology into an intimidating barrier rather than a helpful partner.

Your team members want to do exceptional work. This means that if a newly introduced tool feels like an annoying obstacle that makes their job harder, they will naturally invent workarounds to protect their workflow. To achieve genuine user adoption, leadership needs to step off the podium and invite employees into the technology conversation early in the decision-making process.

3 Strategic Steps to Cultivating True Team Buy-In

Fostering excitement around an upcoming technology shift doesn't require a complex background in corporate change management—it simply takes empathy, active listening, and clear communication.

Here is how you can set your next technology transition up for success:

- **Involve core users prior to purchase** - Before signing an agreement for a new platform, select a few employees who...



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Understanding the Difference Between a CIO and a CTO

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corporate data infrastructure, and day-to-day employee workflows run efficiently and securely. A CIO manages the practical, foundational components of your technology ecosystem, handling internal hardware, software licensing, and user permissions to keep your staff productive.

When a CIO evaluates a business network, they focus on specific, granular operational requirements. They oversee the deployment of

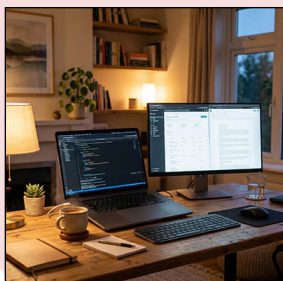
centrally managed security suites to every individual employee workstation and mobile endpoint. They verify that operating system security patches and critical software updates occur regularly during scheduled maintenance windows.

Additionally, a CIO enforces multi-factor authentication across 100 percent of corporate accounts to eliminate credential-based data...



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How to Build a Secure, Efficient Home Workspace for Less



Building an effective home office gets expensive fast, but spending thousands

on flashy hardware rarely solves productivity problems. Creating a functional workspace is about eliminating daily friction so you and your team can focus on getting work done.

Here are six practical strategies to build a reliable home office without burning through your budget.

Focus On Capabilities, Not High-End Specs

Most people start setting up a home office by comparing processor speeds, graphics cards, and system memory. Unless your work involves rendering 3D assets or editing 4K video, top-tier hardware is an unnecessary expense.

Focus on the exact tasks you need to perform every single day. Choose hardware that smoothly runs your

specific cloud applications, web portals, and office tools. Paying extra for processing power you will never tap into does not make you more productive.

Ditch Wi-Fi for a Physical Ethernet Connection

Unreliable wireless signals cause dropped video calls, lagging screen shares, and slow file transfers. A simple 15 dollar Ethernet cable connected directly from your router to your computer eliminates network instability immediately.

If running a physical cable across your home is impossible, invest in a reliable mesh Wi-Fi system or a powerline network adapter. Network stability is far more important than raw, inconsistent connection speeds.

Expand Your Screen Real Estate the Smart Way

Connecting a laptop to a large television screen stretches out low-resolution text and causes eye..



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<https://dti.io/homespace>



CYBERSECURITY TIPS

Wearables: What Makes Wearables Risky

Smartwatches, fitness trackers, and other wearables are more than health tools — they're internet-connected devices that can expose personal and work data if not secured.

In this Micro Training, you'll learn how wearables fit into the Internet of Things (IoT) and what you can do to stay safe.

View this tip and others at:
<https://dti.io/wearablesrisk>

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Thanks in advance!

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Marketing Ideas & Tips for Your SMB

More Activity Doesn't Mean More Results, Consistency Does



Most businesses do not lack ideas for

budget problem; it is a strategy problem... and until it gets addressed directly, no amount of activity will produce the pipeline you are looking for.

you flip whenever business slows down.

Most buyers rarely make a decision based on a single touchpoint. Research consistently shows that the majority of your audience will need multiple exposures to a brand before they feel confident enough to reach out.

marketing themselves. They write a LinkedIn post here, send out a newsletter there, and maybe sponsor a local business event when the timing feels right. The effort is real.

The results, though, are harder to pin down.

That inconsistency is not a content problem or a

The Difference Between Busy and Effective

Marketing activity feels productive. Posting on social media, sending a one-off email campaign, updating your website copy, and attending a networking event can all feel like progress.

That said, marketing does not work like a light switch

When your marketing appears and disappears, those accumulated impressions...



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MANAGED RESOURCES

Use the  icon in your desktop system tray for support options, quick links!

Spotlight: Rogers Environmental Education Center



Rogers Environmental Education Center connects the community with nature through expansive outdoor recreation. The center encompasses 600 acres of land and features seven miles of scenic trails for hiking, snowshoeing, and skiing. Visitors can also explore beautiful trout ponds and utilize the accessible paved walkways.

Friends of Rogers, the nonprofit organization that oversees the center, works to keep environmental education and outdoor experiences available to the community. Throughout the year, they host a variety of hands-on programming, seasonal camps, and special events tailored for both kids and adults. Dedicated staff and volunteers maintain the visitor center and guide outdoor learning experiences.

You can support these initiatives by becoming a member, volunteering your time, or making a donation. To learn more and plan your visit, go to <https://otsegooutdoors.org/listing/rogers-environmental-education-center> or call 607-674-4733.



Charlotte & Chris Chase

Tech Trivia

14% of marketers are leveraging mobile messaging in their marketing.

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