Straightforward Tips to Enhance Your Leadership Skills

Show your humanity. Demonstrate your personhood, rather than simply being a figurehead within your company. Doing so builds trust and, ultimately, respect.

Know your staff. Get to know your staff. Know their children's names and how they spend their weekends. If you show interest in your employees, that care will trickle down to your customers.

Admit when you're wrong. Leadership is about accountability, not about confusing errors for weakness. A simple apology can go a long way, moving your team in a positive direction.

Be quick to praise. Let your team know when you are impressed with their work, dedication, flexibility, creativity, or attitude. Doing so is a pivotal part of staff retention and boosting individual and team morale.

Be slow to criticize. Rather than acting on emotion, ensure that you have collected and analyzed all relevant information before reprimanding or criticizing individuals or workgroups.

How to Maximize Cloud Potential and Protect Business Data

How can you make the most out of cloud storage, while maintaining strict security standards concerning your business data? Here's a quick overview:

Optimize Your Cloud – Cloud computing allows for continual collaboration across systems, making all of your business data available to your team regardless of physical location. Files stored in the cloud are automatically updated, or synced, across all devices, ensuring that the most recent version of your document is available at all times. When it comes to data backup, cloud services simplify the process through automation. Also, cloud storage services should be scalable, so that you only pay for the storage space you use.

Protect Business Data – If secured correctly, data can be better protected in the cloud than on the hardware containing sensitive business data in your physical office. Working with your IT partner or in-house staff to ensure that firewalls are updated and consistent security encryption policies are in place is key. Data should be encrypted both during transmission to the cloud and while "resting" in the cloud, guaranteeing that only authorized users can access, modify, or print your files, whether they are on a laptop, mobile device, or desktop computer.

Align IT with Business Strategy

It is vital that your IT resources align with your business goals so that you keep moving forward.

Increase Security - Advancements in technology have spurred user productivity but also increased security risks with greater sharing of confidential data. Organizations can minimize data loss and breaches by performing a third-party security assessment.

Develop Business Buy-in for Your IT Strategy - To implement an effective IT strategy that aligns with your company goals and mission, you will need to have buy-in for your plan from stakeholders and management, as well as your IT and operation teams. You also will need to secure customer buy-in, especially if your strategy involves the use of new or different technology that changes the user experience and end product or service provided.

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Document Management Enables Workflow Automation

Your staff searches for information, acts on it, moves it, and archives it every day. This process, with its manual searching, faxing, photocopying, and hand distribution, is costly and time-consuming. The inefficiencies of this process can prevent your employees from making productive use of the information.

Document management solutions with an automated workflow feature deliver more efficient and cost-effective document-centered work processes. A workflow solution reduces costly paper handling with intelligent document routing, and saves time and money by reducing photocopying, hand delivery, and repetitive dragging and dropping.

Customizable workflow rules automatically route documents from one employee to the next, based on your settings. Automated email messages alert team members when documents require their attention. A quality workflow solution doesn't treat your valued staff as stations along an assembly line, but rather as key cogs in an efficient process whose time is better spent on more productive tasks.

A workflow solution enables your organization to do the following:

• Create a virtual work process model.

• Design rules-based routing systems to streamline document-handling procedures.

• Copy and move documents using routing services and your computer network.

• Automatically notify staff and supervisors when certain events, such as placement of a document in a folder, opening of a document, or a change in an index field, take place.

• Monitor user activity, guaranteeing efficiency and project completion while enabling enhanced staff efficiency reporting.

Document management gives you the power to recapture lost hours, reduce your overhead expenses, and increase profitability through workflow automation, all while improving the level of service you provide to your customers. Time saved can be devoted to cultivating new customers and generating additional revenue.

Commonwealth is recognized throughout the Washington-Baltimore area as an innovator and leader in the sales and service of office equipment, document management systems, managed print solutions & IT services.

Established in 1977, we are known for introducing outstanding equipment at the best pricing and service, supported by unparalleled warranties and guarantees. We believe that there are three parts to the equation that result in a happily satisfied customer. A great product, fabulous service, and the very best price. These three components equal value and that's what makes a customer truly satisfied.

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Bring Your Scanned Documents to Life with OCR

As the business world continues to move closer toward the paper-free office, Optical Character Recognition (OCR) is one of the technological advancements helping make this transition feasible and painless. Here are some of the advantages of OCR:

Improved efficiency – The ability to search through digital content immediately increases both the efficiency and effectiveness of your staff. By converting material into electronic and searchable text, OCR enables you to do searches electronically by keywords or phrases, saving enormous amounts of precious time.

Editable text – OCR enables users to easily edit or manually correct the text in a scanned document. Those useful copy and paste tools that are so helpful in everyday work can also be utilized on these converted files.

Greater accessibility – Your documents and files can be displayed online and conveniently shared electronically between employees and departments.

Reduced space – Scanning your documents and storing them digitally takes up far less storage space than the hard copy originals. Storing your files and records more compactly will provide much needed space in your office, and reduce storage costs.
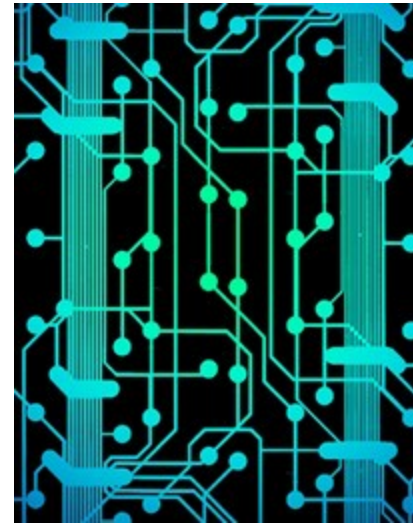
Advantages of Social Networking for Business

Here are some reasons why businesses are taking advantage of social networking:

● **Tremendous Branding:** Marketing online gives you access to a massive audience of potential customers and increases awareness about your business and services.

● **Minimal Cost:** Networking online is inexpensive and requires very few costs. An average social networking site requires no fees and most blog-hosting sites are free to use or very inexpensive.

● **Establish Credibility:** If you consistently post to your social networks, it lends credibility and integrity to your business. Prospective and existing clients appreciate and value active "real people" resources.

● **Find Business Partners:** Search through profiles and uncover a broad selection of businesses that specifically relate to your product or service. This provides you with the opportunity to connect with numerous people that otherwise would take years to meet face-to-face.

Add a Personal Touch to Your Customer Service

Adding a personal touch to your customer service can help you deftly resolve problems and keep your customers satisfied.

Here's how to make it more personal:

● **Prioritize support.** Automation is helpful, but impersonal. Your customers want to speak to a human being. Don't make them jump through hoops to directly reach someone who can help them. Make it easy for them to get a hold of a real, live person, one-on-one, and have their issue resolved personally in a reasonable amount of time.

● **Know your customers.** By understanding their needs, you can provide relevant solutions to them in a timely fashion.

● **Be empathetic.** Good listening skills are essential. Listen to what your customers have to say, and be sure to address their needs.

● **Follow up.** Make sure customers are satisfied with the resolution of a given problem. They will appreciate that you care whether or not their issue was resolved satisfactorily, and provide you with the opportunity to make things right in the event they weren't happy.

Color Your Business Successful

Here are some reasons you might consider using color more frequently for your business documents and marketing materials.

Color attracts attention. People are drawn to things in color, that's just the way our brains work. Studies show that readers pay attention up to 82 percent longer when color is used.

Color motivates people to act. The brain is stimulated by color, releasing chemicals that cause a reaction. Consider highlighting your invoices with color to increase your payment response by up to 30 percent.

Color increases the likelihood of a sale. Color has been shown to improve brand recognition and the likelihood of a sale by as much as 80 percent. So, always print sales brochures and consumer communications in color.

Contact us to learn more about the color production systems that are ideal for your business needs, and start using color to make your business more successful!

▶ Hot Products

bizhub C654e

Award-winning INFO-Palette design now incorporates enhanced functionality for a faster, smoother workflow. The bizhub C654e color MFP brings powerful benefits for accessing more sources of information while protecting client, student and patient confidentiality.

- Print Speed: 60 PPM in Color / 65 PPM B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 12" x 18"
- ENERGY STAR Qualified

bizhub C754e

Award-winning INFO-Palette design now incorporates enhanced functionality for a faster, smoother workflow. The bizhub C754e color MFP brings powerful benefits for accessing more sources of information while protecting client, student and patient confidentiality.

- Print Speed: 60 PPM in Color / 75 PPM B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 12" x 18"
- ENERGY STAR Qualified

bizhub PRESS C1085

The bizhub PRESS C1085 digital color printer increases the output capabilities, color quality and cost-efficiency of professional print providers -- delivering up to 85 ppm full color output, simplifying production setup, accepting a wide range of paper stocks and offering pro-quality finishing options.

The Konica Minolta flagship model bizhub PRESS C1085 extends the print provider's range of high-volume job possibilities. With unmatched performance, high image quality and stability, they offer everything required to satisfy the growing demands of customers of in-house print rooms and graphic communication providers. This digital color press provides extensive configuration options to grow the printer's business.

- Print Speed: up to 85 PPM in color and B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 12" x 18"
- Max Paper Capacity: 13,600 sheets