



THE RIDER REPORT

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Time Isn't On Your Side

Managing time, to many, is as elusive as a magician's sleight-of-hand. It slips away and the to-do list gets longer and longer. Here are some tips to organize yourself more efficiently:

► Examine How You are Using Existing Time

Where is it going? Simply analyze how much of your time is used in accomplishing tasks and how much of it is being diverted by emails and other computer time, travel, conversation and diversions.

► Make Crucial Tasks a Priority

Determine what is most important today and attempt to complete those assignments before going on to lesser important ones.

► Write Things Down

Not only does it improve memory, but writing down your to-do list, professional or personal, can do wonders in separating the paramount things in your life. Many businesspersons use Smart phones, day planners or both.

► Turn Off Email Notifications

Eliminate reminders that can divert your attention when focus and awareness to the tasks at hand is most important.

► Recharge

Procrastination is the disease of time wasters. But it can steal into your life if you are physically or mentally fatigued. An exercise schedule can keep ambition high. So, too, can appropriate vacation and down time. Try not to take your business with you on vacation and take appropriate breaks during the day to recharge and regain momentum.

► Avoid Instant Access

Depending upon your responsibilities, make it your choice how to respond to messages and meetings that require your attention. Not everything is urgent. Decide what is and what isn't.

► Be Flexible

Find your own muse. What works for your friend may not work for you. Try different strategies until you are comfortable with the one that works best for you. ■



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DIGITAL SPRING CLEANING

We've said this before, but using the same passwords can only lead to trouble. Yes, it is convenient. But the cyber hackers know this, too, and once breached, your private accounts can give you one king-sized headache.

You know better than to use "password" or "12345" as your codes. Using "Dadada" is how Facebook CEO Mark Zuckerberg got hacked.

Rob D'Ovidio, Drexel University cyber security expert, insists users not use the same login or passwords for more than one account. "A strong password has a combination of letters, numbers, using capital letters interchanged with lower case letters," he said.

"And – if the account services allow – using some special characters."

I know what you're thinking: How am I going to keep track of all these codes?

That's where a password manager, like Dashlane, LastPass or 1Password, can prove beneficial. They create very hard to break credentials, and make it less painful to access your account using an app or browser, especially if you make sure that the software is updated.

It beats a note pad or 50,000 post-it notes! ■

IT'S NOT EASY TO FIND WORKERS

Looking for that right person for the job? Keep looking. A recent report released by recruiting software service company, Lever, suggests that an average small business requires 86 applications to find the right worker. It's worse for large companies, where they pore through 100 applications.

After reviewing resumes, companies only have conversations with 17 percent of applicants and, not surprisingly, the candidates who have the greatest chance at interviewing (almost 60% of the time) come as referrals.

The pickiest candidates, says the study, come from engineers, product managers and business development people who reject offers about 60 percent of the time. The easiest people to hire are salespersons. Almost half of those (44%) who submit resumes for jobs get interviewed.

It may not be a needle in a haystack, but it ain't easy pickings, either. ■



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