



“Trusted Advisor”

In this day and age, you don’t hear a lot about TRUST. However, most of us still realize that trust is a fragile thing. With technology growing and speeding up nearly every day, we also don’t get to focus on relationships, and the trust that builds them, as much as maybe our parents and/or grandparents did. It seems that in our society today, everything is throwaway and disposable, even trust and relationships. This month, in light of these changes in our world, I thought it important to go back and focus on this idea of trust. You and I both need to trust and be trusted, otherwise we wouldn’t have customers, friendships, families or businesses that could survive. It is far too easy to forget that. So, I want to share with you from a book called *The Trusted Advisor* (by Maister, Green, & Galford), the 6 “Insights on Trust” that can help us build better personal lives, secure family lives and successful business lives. Here are those insights:

1. Trust grows, rather than just appears.
2. Trust is both rational and emotional.
3. Trust presumes a two-way relationship.
4. Trust is intrinsically about perceived risk.
5. Trust is different for the client than it is for the advisor.
6. Trust is personal.

Out of all of these insights, the third insight really struck a chord with me: Trust is a two-way relationship. In *The Trusted Advisor*, the authors point out that “one can love, or hate, or respect, or be fascinated by someone else, without the other person doing or thinking the same, or being in any way involved in the first person’s activity. The same is not true for Trust. While there are things you can do to improve your trustworthiness, you do not have the ability to create a trusted advisor relationship on your own. Your client must participate and reciprocate.” So, Trust is a two-way street, especially in a customer relationship role.

This month I want to encourage you to take some time to reflect on trust and those you have relationships with. How can you build more trusting relationships? How can you be more trustworthy? Our lives can become so much more full and rich if we focus on trusting others and becoming more trustworthy. Here at DCS Netlink we strive to build relationships on trust, are you ready for a business consultant you can trust? Give DCS Netlink a call today to begin your technology consulting.

Dane Deutsch, CEO

DCS Netlink 4th Quarter Themes

<u>Month</u>	<u>Character</u>	<u>Technical</u>	<u>Book</u>
October	Leadership	LEAP	Flawless Execution
November	Teamwork	DCS Tower	Flawless Execution
December	Accountability	DCS Gauntlet	Flawless Execution

Upcoming DCS Netlink Events

October 21 - 23, 2009
 Watchguard Class
 DCS Netlink, Rice Lake, WI

October 30, 2009
 Character Building Blocks Seminar #5
 Leadership
 DCS Netlink Conference room

November 4, 2009
 HTG/CW Conference—Keynote Speaker
 Orlando, FL

November 11, 2009
 Rice Lake High School Career Day
 Panelist for Technology Company

November 18 - 20, 2009
 Watchguard Class
 Schaumburg, IL

December 9 - 11, 2009
 Watchguard Class
 Indianapolis, IN

December 10, 2009
 MN Government Symposium
 “Character evidenced by Leadership Behavior”

From our team to your team, have a safe and happy Holiday Season!

Leadership and "RESPONSIBILITY" - the 3rd Character Counts Pillar -

I want to focus on another Character Pillar this month with Responsibility. Most of the companies we service recognize that the "soft skills" in their work force are critical to their success as an organization. Yet, many leaders in those organizations also recognize that the soft skills are really lacking in our work force today. In addition, what is not talked about a lot and is also lacking, is a focus on the importance of living a life of good CHARACTER.

The character traits for the Character Pillar of Responsibility (i.e.- Response + Ability) include: Duty, Accountability, Pursuit of Excellence, and Self-Control. During this newsletter, let's explore the concept of "accountability" further, since I believe that once we make ourselves accountable to others, and to each other, many of the other Pillars of Character (i.e.- Trustworthiness, Respect, Fairness, Caring, and Citizenship) just seem to take care of themselves and allow good leadership behavior to follow.

Accountability can be defined by what you should DO or NOT DO, in terms of your actions, and as they relate to Responsibility. Here are the DO's and DON'Ts:

- DO: Accept Responsibility for the consequences of your choices, not only for what you do but what you don't do.
- DO: Think about consequences to yourself, and others before you act.
- DO: Think Long Term.
- DO: Do what you can do to make things better.
- DO: Set a good example.
- DON'T: Look the other way when you can make a difference.
- DON'T: Make excuses or blame others.

Finally, if we make ourselves accountable to others, we can be the difference maker in their lives. Try this in your home, church or organization: create a Code of Conduct with a principle that says you are willing to "Call or Be Called." To Call or Be Called means that you can actually call out someone's behavior when it is inappropriate and to praise it when it is appropriate, but the real key is that as an individual you are willing for someone to call you out when your action is not responsible.

Remember, be accountable to each other in friendships, partnerships, marriages, relationships of any kind and the glue (i.e.- Trust) that binds relationships together will be stronger than ever. You can be the difference maker in the lives of others and make a difference in your own life as well.

FEATURED PROGRAM:

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Dane Deutsch, CEO



Welcome Our New Chief of Operations Chuck Hile

Chuck has been the Chief of Operations since January 2009. He comes to us after several years in the Healthcare IT arena. Chuck is married and has 2 children and lives in the Haugen area. Chuck is very involved in the Rice Lake Wrestling club and the Rice Lake Youth Baseball club. He enjoys hunting and the outdoors.

Positive Notes....
 "Attitude is Everything."
 From Sally "D"

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Upcoming WatchGuard Firewall 2009 Training Classes

<i>October 21 - 23</i>	<i>Rice Lake, WI</i>
<i>November 18 - 20</i>	<i>Schaumburg, IL</i>
<i>December 9 - 11</i>	<i>Indianapolis, IN</i>

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InterSec 2010

Serving IT up securely to grow and protect people and businesses
Tentatively scheduled for May 2010



DCS Netlink Chippewa Valley

The Devil's in the Details!!

The world would be a much easier place if we didn't need to worry about security so much. In many ways, hackers have it easy. A hacker only needs to find one single opening and then exploit it. As security personnel though, we have to ensure that EVERY hole is closed!

In the last newsletter, I mentioned about Wireless Access Points (WAP) and getting them locked down. A WAP is a perfect way for a hacker to try to get into your network. They don't even have to get out of their car!

There are countless other possible holes for someone to take advantage of as well. Do you operate a website, a mail server, allow users to connect from home or hotels? All of these are ways for someone to find that one little opening that someone should have been paying attention to, but it got overlooked and now you're vulnerable.

At DCS Netlink, it's our job to pay attention to the details! We are committed to assisting you make sure that your security is in place and effective.

*Mike Vaughn,
President
DCS Netlink
Chippewa Valley*

DCS Anything Computers
& Everything Networks
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