

BUSINESS UPSIDE

March, 2022 Issue
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Information with
Analytical Insight

How can
PELOTON *Save*
Itself from
Going Down
Further,
TOWARDS A PATH
OF GROWTH?

**TRAITS THAT
MAKE A
PERSON
LIKEABLE TO
EVERYONE**

FedEx
A RESEARCH REPORT

Ways to Catapult
YOUR STARTUP
TO SUCCESS

CRAIG TAYLOR

FOUNDER OF IAPETUS HOLDINGS
SHARES HIS ENTREPRENEURSHIP JOURNEY

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“BUSINESS TRENDS AT YOUR FINGERTIPS”

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WHO ACCEPTS BITCOIN AS PAYMENT -

THE LIST OF CRYPTO-FRIENDLY COMPANIES IS EXPANDING

The severe environmental impact of Bitcoin mining has impeded popularizing digital currencies for making payments. Bitcoin mining relies on the Proof of Work (POW) protocol to secure any digital transaction on blockchain by using high-end computers and consuming enormous electricity. The costly process resulted in substantial carbon emissions that raised alarms and genuine concern about the adverse environmental impact. A new protocol known as proof of stake (POS) is now emerging as an alternative to POW. It's a greener technology for crypto mining that uses minimal energy to reduce environmental impact significantly. Although Bitcoin is out of its purview as POS is applicable for Ethereum 2.0 and some other cryptocurrencies, it raises hopes of popularizing crypto payments on a larger scale.

WHO ACCEPTS BITCOIN AS PAYMENT WILL BECOME CLEAR FROM THIS ARTICLE.

According to a 2020 survey by HSB, Bitcoin is an accepted currency for 36% of small and medium businesses in the US. The bigger tech companies were already accepting cryptocurrency payments and the addition of small and medium businesses shows the broader acceptance of cryptos in business transactions. Here is the list of who accepts Bitcoin as payment in the US.

WHO ACCEPTS BITCOIN AS PAYMENT – NAMES OF COMPANIES

Since 2014, Microsoft has been accepting Bitcoin payments apps, games, and other content. Initially, Bitcoin was in the nascent stage, and only a few people knew what is bitcoin. Today, only a handful of companies accept Bitcoin.

PayPal – PayPal, the payment company that contributed handsomely in popularizing digital payments, was the first to accept Bitcoin in September 2014, followed by Microsoft in December. The concept of cryptocurrencies was so unfamiliar that even media giant CNN described it as an independent currency that did not have any government backing. PayPal accepted Bitcoin mainly to attract businesses to the platform because the transaction fees for Bitcoin transactions are extremely low than the 2%-3% charged on credit card transactions.

Whole Foods – The collaboration between Flexa, a payments startup, and Gemini, a digital currency, was a game-changer in the digital currency landscape. The platform allowed big retailers to integrate Flexa into their existing digital scanners. It facilitated accepting bitcoin as payment through phone-based systems such as Apple Pay. For seamless transactions, the technology converted Bitcoins into dollars. Amazon-owned Whole Foods was the first large business to implement the technology and accept Bitcoins.

Overstock – The heavy investments made by the company in blockchain in 2018 made it appear as if the company was transiting to become a cryptocurrency company which was only speculation. However, the reputed online retailer in the US is a pioneer in accepting Bitcoin as payment as it started the process even before PayPal and Microsoft. Of late, Overstock is partnering with Coinbase to facilitate accepting many different cryptocurrencies in addition to Bitcoin. It is an aggressive step to widen the net and attract more customers due to the low transaction fees of cryptocurrencies.

AT & T – The major phone service provider in the US is accepting cryptocurrency payments from its customers through BitPay, a third-party crypto payment processing platform that acts as a payment gateway. When paying bills, consumers who want to make payments by using some cryptocurrency can direct the payments through BitPay.

Starbucks – Although Starbucks does not accept cryptocurrency payments from its customers directly for purchases made from the shop, it encourages the use of cryptocurrencies by customers differently. Although Starbucks should not figure in the list of companies that accept bitcoin as payment, it can claim to play the role of a facilitator. Customers who have access to Bakkt, a digital wallet, can pay in cryptocurrencies which instantly convert into dollars when reaching Starbucks's account.

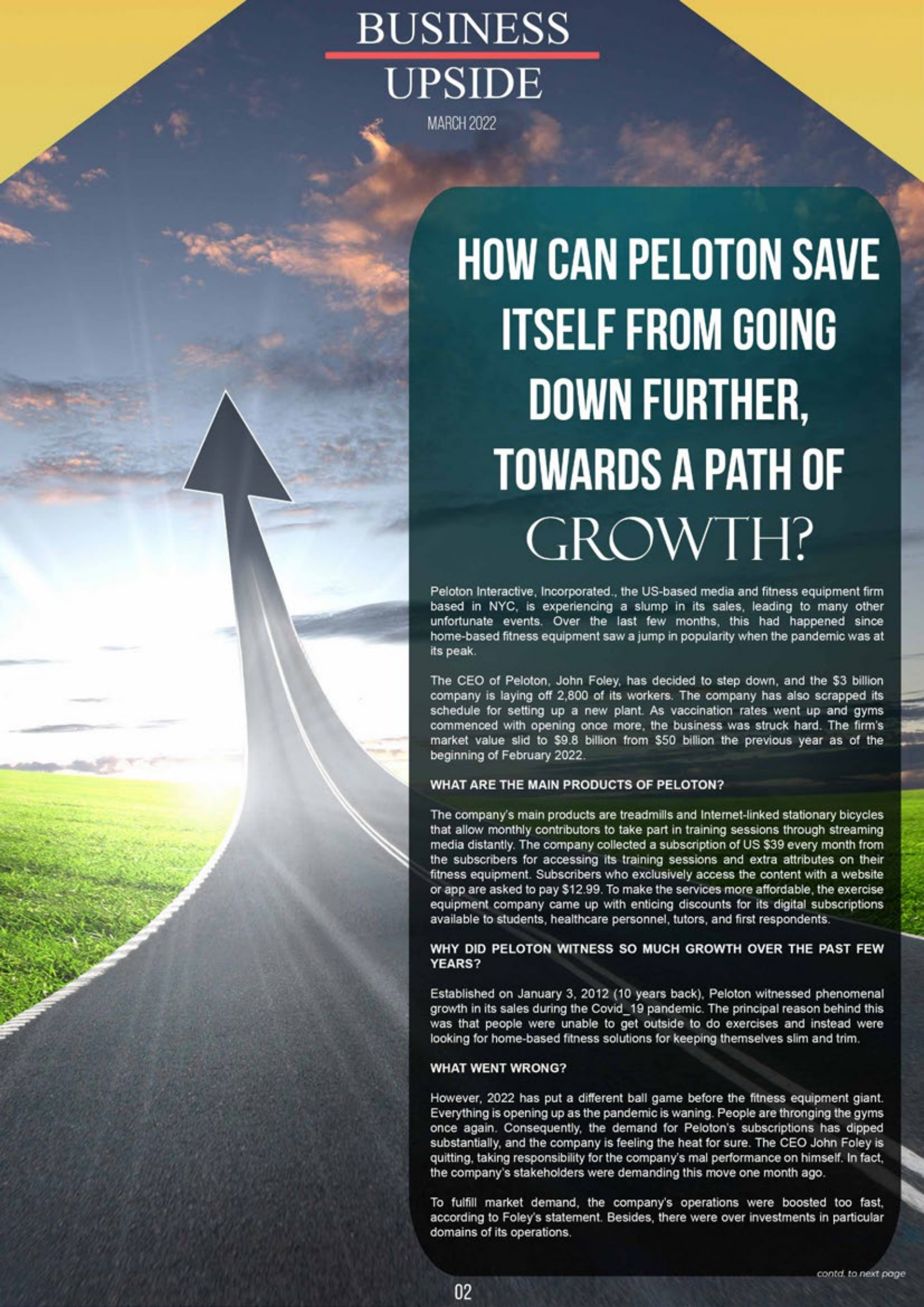
It can be seen from the above discussion that there are many companies and businesses that accept Bitcoin as a payment. You just need to find a company as per your need.

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BITCOIN FACT

There's a limit to how many bitcoins can exist in the market: 21 million. As of this moment, 17 million bitcoins are already in circulation; that means almost 80 percent of the 21 million have already been mined. But don't worry, until 2140, we will still have bitcoins to mine.

MARCH 2022



HOW CAN PELOTON SAVE ITSELF FROM GOING DOWN FURTHER, TOWARDS A PATH OF GROWTH?

Peloton Interactive, Incorporated., the US-based media and fitness equipment firm based in NYC, is experiencing a slump in its sales, leading to many other unfortunate events. Over the last few months, this had happened since home-based fitness equipment saw a jump in popularity when the pandemic was at its peak.

The CEO of Peloton, John Foley, has decided to step down, and the \$3 billion company is laying off 2,800 of its workers. The company has also scrapped its schedule for setting up a new plant. As vaccination rates went up and gyms commenced with opening once more, the business was struck hard. The firm's market value slid to \$9.8 billion from \$50 billion the previous year as of the beginning of February 2022.

WHAT ARE THE MAIN PRODUCTS OF PELOTON?

The company's main products are treadmills and Internet-linked stationary bicycles that allow monthly contributors to take part in training sessions through streaming media distantly. The company collected a subscription of US \$39 every month from the subscribers for accessing its training sessions and extra attributes on their fitness equipment. Subscribers who exclusively access the content with a website or app are asked to pay \$12.99. To make the services more affordable, the exercise equipment company came up with enticing discounts for its digital subscriptions available to students, healthcare personnel, tutors, and first respondents.

WHY DID PELOTON WITNESS SO MUCH GROWTH OVER THE PAST FEW YEARS?

Established on January 3, 2012 (10 years back), Peloton witnessed phenomenal growth in its sales during the Covid_19 pandemic. The principal reason behind this was that people were unable to get outside to do exercises and instead were looking for home-based fitness solutions for keeping themselves slim and trim.

WHAT WENT WRONG?

However, 2022 has put a different ball game before the fitness equipment giant. Everything is opening up as the pandemic is waning. People are thronging the gyms once again. Consequently, the demand for Peloton's subscriptions has dipped substantially, and the company is feeling the heat for sure. The CEO John Foley is quitting, taking responsibility for the company's mal performance on himself. In fact, the company's stakeholders were demanding this move one month ago.

To fulfill market demand, the company's operations were boosted too fast, according to Foley's statement. Besides, there were over investments in particular domains of its operations.

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NOW, WHAT SHOULD PELOTON DO TO SAVE ITSELF?

Currently, to save Peloton from slumping further in terms of revenue and once again head it towards the path of expansion by controlling its three million-plus dedicated members, the company must adopt the following steps:

1.

INCLUSION OF MORE PRODUCTS INTO ITS PRODUCT PORTFOLIO

Peloton has to add more products for fitness, other than treadmills and stationary bikes. This move would diversify its business and attract more customers.

2.

VIRTUAL PRODUCT SUBSCRIPTION IN SMARTPHONES

The company has to launch virtual products subscription in smartphones so that the customers do not have to invest in any fitness equipment. This is a boon for them.

3.

EXPANSION IN MORE COUNTRIES

To compensate for its drastic revenue slump, the fitness company has to grow its business in various unexplored territories and nations.

4.

SETTING UP PHYSICAL GYMS IN PROFITABLE LOCATIONS

The company has to seriously think about launching physical gyms in areas that would gain considerably. Maybe, a thorough market survey would help.

5.

LAUNCHING BRANDED SHOES AND APPAREL MIGHT HELP

If the company can introduce Peloton-labeled footwear and apparel, it can attract many new customers and start making money once again.

6.

DIET FOOD MAY BE A GOOD IDEA TO REVIVE IT

People have become quite conscious about nutrition during the post-pandemic years. The company can penetrate the diet food trade to try its luck by launching Peloton packaged healthy diet.

As the former CFO of Spotify and Netflix, Barry McCarthy assumes the new CEO's role in Peloton; the company is undergoing a considerable reorganization throughout all segments to prop up its operating costs. The company has also halted the production of its flagship treadmills and stationary bikes for a few months to cope with the situation.

THE 9 RULES FOR PERSONAL FINANCE HELP IN LEADING A HEALTHY AND STRESS-FREE LIFE



The more you can stretch the dollar, the better you can manage your personal finance. The better your financial management skills, the better will be the prospects of leading a healthy lifestyle by reducing stress and ensuring financial security. To attain prosperity over time, you must follow these 9 rules for personal finance.

THE IMPORTANCE OF THE 9 RULES FOR PERSONAL FINANCE

The rules of personal finance help people become more aware of handling money responsibly by improving their understanding across several areas like budgeting, saving, debt management, and even investing. The personal finance rules provide a framework for managing the finances by aligning the financial goals with life goals that give a sense of fulfillment and bring prosperity.

Now let us look at the rules one by one.

Do not overspend

Perhaps you know about the adage 'don't bite more than you can chew' and apply the same principle in the context of personal finance to know about the first of the rules of personal finance. It means, do not spend more than you earn. Stay alert about what you make and create a plan for spending every month to stay within the boundaries.

Stay away from debt

Living on debt is like living on a knife's edge because it will never allow you to rest in peace. Managing debt is never easy because the quick availability of money nowadays from credit cards and loans lures people towards overspending. Once the habit catches up with you, chances of being caught in a debt cycle are very high, which can ruin your family and future. This is one of the golden rules of personal finance.

Create an emergency fund

Have no second thoughts about creating an emergency fund because it is a must, as we all learned it well from the Covid19 pandemic in 2020. Not having an emergency fund is like walking on thin ice, and with uncertainties growing by the day, you could find it impossible to cope with some unforeseen adverse situation. Unexpected things like job loss and health expenses could deal a severe blow to your finances and future.

Create realistic budget

One of the 9 easy rules of personal finance is the importance of creating a household budget. It will provide a roadmap for balancing your earnings and expenses to avoid overspending. Make a spending plan by considering the essential and optional costs to cut unwanted costs. It will help you generate some surplus for saving.

Follow the 70:20:10 rule for budgeting

It is pointless to look for new rules of personal finance because the nine rules comprehensively cover all financial aspects that help manage your finances better. The 70:20:10 budgeting rule will help you determine your spending and saving ability according to your earnings. Since household expenses, including food and travel, constitute significant spending, allocate 70% of its funds. Keep aside 20% for saving and use the remaining 10% for paying debts.

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Avoid impulsive purchases

Let your head prevail upon your mind when making purchasing decisions, no matter how big or small the value might be. Make it a habit to make purchasing decisions based on a realistic evaluation of your needs. Before purchasing any item, you must research well to get the best deal that saves money.

Detach emotions from finances

When making financial decisions about spending or investing, ensure that you keep your emotions in check and let your head think. It will help to make the best and most practical decision by avoiding misuse of funds.

Work for credit score improvement

How well you manage your finances impacts your credit score. Spend judiciously and pay your bills on time without carrying over any balance as it positively impacts your credit score.

Limit food expenses by following a meal plan

The last but not most crucial rule among the 9 rules for personal finance is following a meal plan or having a fixed menu on different days of the week. It helps control extra expenses on food that happen unknowingly as we pursue our wishes and emotions to decide what kind of food we eat.

If you can master all the personal finance tips, then it will really make you financially stable and strong. You do not have to worry about finance anymore.

FINANCE QUOTE

“Financial education
is more valuable than
money”
.- MAC DUKE



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THE WALL STREET BULLS FORESEE A BULLISH MARKET IN 2022, AND HERE ARE THE REASONS FOR IT

Stock investors like to foresee how the stock market trends in 2022. Despite the stellar performance of Wall Street by overcoming the effects of the pandemic for two years in 2020 and 2021, there are reasons for some skepticism. A section of market watchers has a serious concern about the rising inflation and the possibility of interest hikes by the Federal Reserve. Added to this is the coronavirus case lingering by resurging in the new variant, Omicron. Another matter of concern is the stretched valuation of the US stocks. But at the same time, there are reasons to bet on the Wall Street bulls in 2022. This article provides some valuable insights into the reasons for optimism.

WALL STREET BULLS CAN CHEER BECAUSE THE END OF THE PANDEMIC IS IN SIGHT

Since Black Friday 2021, the global stock market has been experiencing high volatility as the emergence of Omicron, the new variant of the coronavirus, created new waves of global uncertainty. The variant first spotted in South Africa has been fast spreading due to its high transmissibility and making hordes of people sick. But as the virus progressed, it became clear to scientists that it lacked the sting of the earlier variants of Alpha, Delta, and Delta plus. Omicron poses no serious threat except causing flu-like symptoms with negligible fatality. Omicron is well manageable because the virus has become weak.

Scientists believe that Omicron will soon replace the Delta variant globally and become the dominant variant of the virus. Hospitalization cases will reduce significantly as home treatment and isolation should cure most people within a week. The death threat is almost non-existent because Omicron does not affect the lungs like the Delta and Delta plus variant. Scientists and the major pharmaceutical and biotech companies foresee that the pandemic will gradually enter the endemic stage and be a flu virus by 2023.

Modified vaccines to combat the new variant will further strengthen the fight against the virus. An exemplary development is the FDA recognition for the coronavirus pill, encouraging the bulls on Wall Street.

A ROBUST US ECONOMY WILL BOOST THE STOCK MARKETS

As the US economic fundamentals are strong, it will be the driving force behind the stock markets. The US economy will become fully operational as the signs are clear that the pandemic will peak this winter. Many prominent money managers and investment bankers have started recasting their financial models by removing the pandemic-related adjustments.

Another silver lining is that consumer demand which is the greatest driver of GDP remains strong despite the high inflation. The consumer sentiment and consumer confidence index reflect the strong faith of fellow citizens in the US economy. The government's infrastructure spending will make the economy stronger. The total expenditure in infrastructure in the next 5 years now stands at 1 trillion dollars, with the Biden administration signing a bipartisan infrastructure bill of \$550 billion on November 15, 2021. According to the projections, up to 8 years, the spending on infrastructure can go up to \$1.2 trillion.

The developments are enough to lift the spirits of Wall Street that can see good things happening in the stock markets in 2022.

THE US STOCK MARKETS ARE THE BEST WORLDWIDE

The bulls on Wall Street review are upbeat about 2022 as they see good prospects of the US stock markets riding on the wave of the new governmental thrust on infrastructure spending. Historically, the US stock markets have always been a haven for investors, as seen after the recession of 2008. During the post-recession recovery, the value of stocks in the US markets was four times that of the rest of the world. The outstanding performance of the US stock markets in 2020 and 2021 gives enormous confidence to the bulls on Wall Street. In 2021, the S&P 500 index reached 70, an all-time high after 1995 when it peaked at 77.

The colossal size of the US economy gives the US stock markets a clear upper hand over other markets in Europe and other emerging markets. It's another reason for the Wall Street bulls to remain bullish in 2022.

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WAYS TO CATAPULT YOUR
STARTUP TO SUCCESS

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They do say that Rome wasn't built in a day, and that's an accurate statement both in its literal and figurative sense. Equally, it's fair to say that it takes time to build up a business from scratch, and you shouldn't run before you can walk. It's not to say that there aren't specific "shortcuts" you might take that won't compromise on your quality or values but instead can make things a bit simpler in the early stages of your company's growth.

GET THE RIGHT ADDRESS

Startups for years have suffered from a lack of prestige in their addresses. They're often attached to personal residences, anonymous PO boxes, or a tiny box room in a distant derelict building in a suburb no one visits without cause. Thanks to virtual office and co-working office space services, things have changed a great deal now.

Joining a coworking office space or taking advantage of virtual office service provides your business with a main address, usually in desirable CBD and other downtown locales. Your mail can be sent there, calls answered there, and that same address can proudly adorn all of your stationery, email signatures, and more. When you're looking to make the right impression and present your brand-new company as a more established one, this is a big step in the right direction.

INVEST IN HIGH-TECH TOOLS

Modern companies need high-tech tools to make it happen. Many of the best tools businesses need are now software- or web-based. These tools invariably cost money in the form of annual subscriptions, but can really speed up day-to-day work, especially for marketing purposes.

Many companies suffer because basic marketing is left behind as everyone is laser-focused on getting the other fundamentals of the business right. If you want to grow your company faster, investing in these tools is essential.

GET FEEDBACK FROM CUSTOMERS

It's easy for a company to get complacent when receiving scores of glowing reviews online. That positive feedback is good for business, but a smart entrepreneur makes time to connect with clients and find areas to improve. This is truly valuable feedback. Those who rest on their laurels, basking in the glowing 5-star reviews online, are oblivious to even small things they can improve that would set them apart from the competition.

BUILD ON EXISTING REVENUE STREAMS

Establishing brand-new revenue streams and acquiring all-new customers is a time-consuming and expensive process. You will need to do it eventually, but while you're growing, spend more of your time and energy on your existing customers, trying to get them to buy more from you, upselling them, and being consistent in offering an excellent service and experience every time. Those existing customers will bring you new ones without you having to lift a finger if you focus your energies on them.

WORK THE SOCIAL MEDIA

Finally, don't forget to use your existing customer base and the various social media platforms at your and their disposal to spread the word about your good products and services far and wide. Social media marketing through your existing customers sharing and reposting content is free. Still, even a tiny investment in social media advertising can bring thousands more eyeballs to your brand and content. Eyeballs convert to business, so the faster you generate them, the quicker you can grow the business.

By following the above described aspects you will really be able to catapult your start-up business to its highest growth and potential.



WHY REPUTATION MATTERS SO MUCH TO LAW FIRMS?

When the time comes that you want to increase awareness for your law firm, one aspect that you might point to most strongly is your firm's reputation. It's arguably the strongest currency that you have in the ongoing mission to promote and expand your law business. But why? Why is it the aspect of reputation in particular that has such high standing? Obviously, reputation matters to all businesses, not just legal ones, but why do law firms put additional stock in it?

CLIENTS CARE ABOUT THIS REPUTATION

When clients choose a law firm to use, they will invariably choose law firms with an impeccable reputation. Furthermore, it's quite common for people to ask others which law firm they are using during any particular legal action. The law firm's reputation is carried so closely with the name that often no more is needed than to say the name of the firm that one is using for others to respond with admiration or agreement that they have certainly made the right choice.

With existing and potential clients putting so much stock into the reputation of any law firm they decide to work with, it's impossible not to see how much it matters to keep that reputation in good order. In a way, the law firm's reputation is linked to the client's own reputation. They don't want others to think of them as people who settle for a substandard product or service.

LEGAL MATTERS ARE SO IMPORTANT

People care about professional reputation across an enormous field of expertise, of course, but that reputation really matters when it comes to law firms. Legal matters affect critical aspects of our lives. The skill and ability of lawyers in a firm determine the outcomes of criminal trials, family court matters, lawsuits from customers over bad experiences or injury caused, and so on. In some countries, legal cases are even a matter of life and death.

The importance of all legal matters and the devastating effects on people's personal and professional lives when they go wrong means that naturally, people will gravitate towards law firms with impeccable reputations.

THE LAW IS COMPLEX

There's a reason that people make the decision to hire a lawyer or engage a law firm when it comes to legal matters, and that's because the legal system is too complex for a layperson to navigate alone. It may be legal for someone to represent themselves, but lawyers with a strong reputation have built that reputation on knowing the intricacies of the law inside and out. That comes with adequate training and practical experience, not just by having a lot of confidence.

REPUTATION IS MEANINGFUL IN LAW

Some businesses can still build reputation without being very stellar in the results they deliver. There may be a better ice cream shop in your neighborhood, but you might still favor the one with the reputation for being more generous with the scoops. The same can't be said for the legal profession. When it comes to law firms, a good reputation has to mean something, and what it invariably means is that a firm is good at winning cases and/or getting outcomes that are highly beneficial to its clients.

Reputation is a bridge to trust, and trust remains one of the most critical elements involved when it comes to people choosing a law firm to work with. When so many legal matters involve putting the fate of one's own reputation, business, family, or personal freedom into the hands of another, it's not hard to see why trust is important, and trust in law firms comes from an unimpeachable reputation.

I BUSTED A MIRROR AND GOT SEVEN
YEARS BAD LUCK, BUT MY LAWYER
THINKS HE CAN GET ME FIVE.

-Steven Wright

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Cornerstones of Creative Business Success

Some of the world's largest, most successful, and most profitable companies are within the realm of the creative industry. From music and fine art to film, television, and radio/podcast production, the creative sector is genuinely massive, from international blockbuster-producing studios to humble small-team outfits that serve their local area only.

Whatever the sizes of these businesses, they do have a few things in common, which are the main cornerstones of their success. It's done on different scales, but the principles essentially remain the same.

CREATIVE INDUSTRIES NEED TO DEAL WITH HUGE MEDIA FILES

Just about every creative industry has been subject to the digital revolution on some level, which means that large file transfer is a part of everyday working life for these companies. Many offices deal in single-digit MB files or smaller as their standard file sizes so that creative industries will see files of well over 100MB and even 100GB as commonplace.

Many platforms, through which files can be shared, especially email and instant messaging providers don't make things easy by imposing limits on the size of files that can be sent through. These industries need to invest in other solutions to keep files moving smoothly and the content flowing. Only with a nice flow of media files can any creative industry find its success.

CREATIVE INDUSTRIES RUN ON DEADLINES

The term "deadline" fills many people with dread, but it's just part and parcel of running a successful creative enterprise. Deadlines are set at all production levels, from drafting and concepts to production-ready material, followed by recording, filming, animation, graphic design, and various other processes to make the stuff happen. Each stage has its deadline to review and revise the content and get it just right.

When deadlines are missed, production is set back, so is payment. A missed deadline for a creative is a missed paycheck, and what's worse, it can mean a severe dent in reputation. This is why running on and delivering deadlines is one of the cornerstones of any creative industry.

CREATIVE INDUSTRIES NEED BEAUTY IN BRANDING

Finally, the extra ingredient essential to any creative enterprise is the need for aesthetic appeal in their brand. It's hard to scan the world's most successful innovative enterprises and find logos, colors, and other branding elements that can be objectively panned as ugly. This is because they have invested heavily in this small but critical element of success.

It is not easy to make a creative business successful. It is essential and significant to take care of various things in this regard.

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5 WAYS TO MAXIMIZE ENGAGEMENT AT YOUR ONLINE EVENT

There are a great many advantages to virtual events. Those potential delegates who find it challenging to travel for various reasons and are short on time, or cannot cover travel costs to attend an in-person event, are all more likely to jump at the chance of attending an online event. Holding your expo or conference online can increase reach.

However, there are some potential pitfalls, too.

While attracting large numbers of people to your virtual event may be easier, keeping them there and your events fully involved can be more challenging.

Screen fatigue is a possibility. The ease of leaving an online event is problematic, and it only takes a few clicks to go. The challenge is engaging and entertaining, connecting your delegates, and creating a real buzz, just as you want for an in-person event.

SO, HOW DO YOU ADAPT TO PLANNING FOR ONLINE EVENTS? HOW CAN YOU MAXIMIZE ENGAGEMENT?

As always, good planning and preparation are essential. Following the five steps below from industry leaders in virtual events will give you a head start.

Opt for shorter, faster-paced events

As with all events, your content needs to be utterly compelling. Of course, you should be lining up the very best keynote speakers, your content should be topical and valuable to your audience, and your event presentation should be lively and exciting. Industry-leading speakers who present insightful content will be as crucial as ever.

However, shorter and snappier content suits an online audience to prevent the drain of screen fatigue.

Concentrating on a screen for a long time is tiring. Therefore, create content in bite-size chunks to cope with shorter attention spans and build plenty of opportunities for delegates to take short breaks.

Provide multiple options for interaction

Building as many possible opportunities for interaction and conversation is crucial.

Just consider all the ways delegates would interact at an in-person event. These will need to be replicated online, and that means creating opportunities for informal and casual interaction is just as important as organizing formal presentations and organized workshops.

Build-in flexibility and personalization

As well as being able to personalize their agenda, there are other ways to give your delegates as much ownership of their event as possible.

Personalization can be built into every aspect of your event. Start with a few things like their event badge, where they can add their info, and choose wherever you can.

One helpful feature of good virtual events is that all key content can be consumed live or on-demand. Attendees should be able to playback content, and Rewatching then becomes a possibility. Offer delegates the best possible value by allowing them to recap on key messages, go over a difficult concept or watch a relevant video at a time of day that best suits them.

Make sure your event is on-trend

Likely, your online event will not be the only one each of your delegates attends this year. Now they have become so popular, and your attendees will be coming to your event with a wealth of experience of virtual events in general.

Expectations will be high, so your event needs to match and ideally be better than they previously experienced.

Start with an interface with visual solid branding.

Nobody wants to look at a dull and drab screen all day. The look of your event is essential for setting the right tone from the get-go.

Learning more about what are exciting event audiences is also a wise move. What has proved popular and engaging this year in other virtual events?

Pick your platform carefully

Choosing the right platform can be a make-or-break moment. You are looking for key elements, like usability and customizability.

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HOW TO ACHIEVE MIND MANAGEMENT IN 10 SIMPLE STEPS

Are you a rudderless ship thrown in life's sea, or are you on track to achieve your goals? Or do you want to make some alterations in your life? Do you want to acquire new skills or explore different things?

Your mind is a vast field where everything happens, both inside and outside of you. Every day, you have between 50,000 and 70,000 thoughts in your head. But still, your mind always manages to do various duties for you, and your intellect aids in proper functioning.

Although your existence is centred on your mind, nothing is done to tap into its latent potential. If no one has told you already, you must start with your mind if you want to put your life together. When the mind is better at managing itself, it can handle anything.

WHAT IS THE KEY TO MIND MANAGEMENT?

You control your mind by teaching it to think in specific ways, developing habits and ways of thinking that encourage change, happiness, and success.

Training your mind may sound far-fetched or like mental gymnastics, but all it entails is mastering a set of strategies and ways of thinking that you can learn through practice. Consequently, you may improve and modify your life and business by changing your ideas, beliefs, and actions.

So, we have listed these ten simple strategies to help you master the art of mind management and assist you in directing your life towards the path of betterment.

TEN STEPS AWAY FROM ACHIEVING MIND MANAGEMENT

Practice these simple steps to achieve an improved and successful life journey.

Meditation & reflect

Practising meditation every day for at least 10 minutes, morning or evening, can improve physical fitness, enhance focus and observation skills, sharpen attention and awareness, build positive vibration, and clears your mind. Meditation is being incorporated into the routines of everyone from Anderson Cooper and Congressman Tim Ryan to Google, Apple, and Target.

We can become more conscious of our condition by engaging in reflective activities such as yoga & Tai Chi. We may become more aware of our bodies, emotions, thoughts, and spirit by engaging in mindful contemplation. Five minutes of daily reflection allows us to re-establish a sense of harmony and balance.

Indulge in what makes you happy

Take time to identify the activities that make you happy and lighthearted? Is it writing, reading, playing games, photography, gardening, music, singing, running, tennis, or swimming? Spending some time on these activities regularly will help you feel lighthearted, lighten up your mood, and positively manage your mind.

Practice gratitude and positive interactions

Every morning after waking up, spare some time to maintain the practice of gratefulness. There are various techniques to practice gratitude. For example, you can keep a diary, speak out loud, or express appreciation now and then, but do it with a smile be

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because it improves your mood. Expressing gratitude does not always involve big things; it can be as mere as being able to watch your favourite movie.

Practising gratitude is beneficial when you want to stay away from the toxicity of negative people. Gratefulness automatically retreats you from negative people and brings you closer to like-minded positive people, enhancing your positive vibrations.

Motivate and inspire yourself

A question that we ask ourselves every day, how to motivate ourselves to do this or that? People suggest various methods like reading positive articles and news, inspirational books or quotes, motivational podcasts and radio stations, listening to positive and inspirational songs, or watching motivational movies. But it's your task to identify the best way that suits you the best and proves beneficial for you.

Daily doses of exercise

To gain the physical and mental well-being benefits of exercise, you don't need to take hours out of your busy day to go to the gym, sweat buckets, or run mile after mile. It's enough to do 30-minutes of moderate activity five times a week. If it's simpler, that may be divided into two 15-minute or even three 10-minute workout sessions. Invest in your physical health by exercising regularly.

De-cluttering to create a positive ambiance

Are you one of those people who know they don't need certain things but can't bring themselves to throw them away? People collect anything from old shoes and clothes to stuff purchased on the spur of the moment but never utilized.

While amassing items may give you a peculiar feeling of fulfilment, it also causes clutter in your house and, by extension, in your head. Overflowing cupboards and shelves are a source of irritation for anybody who hoards. Hoarding may have a negative impact on your mood, and as a result, it can also create hindrances in successfully managing the mind. Hence, create a positive ambiance by cleaning your house/workplace and putting things in order.

Time discipline is the key

Maintaining a time discipline and routine can provide healthy physical well-being and mental well-being. Wake up and go to sleep at a definite time and likewise, keep a particular time for your lunch and dinner. These practices keep your biological clock perfect and medical issues at bay. Thus, it also leads to better management of both mind and health.

Our diet and mental health have a complicated relationship. However, according to research studies, there is a correlation between what we eat and feel. Eating healthily can improve your mood. As food is directly linked to our mental health due to its impact on mood, having a proper and healthy diet can unswervingly help in better mind management.

Exclude bad habits

As stated in the previous point, healthy habits are beneficial for healthy mental well-being; healthy habits can also lead to better mind management. Unhealthy habits like bingeing, drinking, late-night partying can take a toll on your physical and mental health. Cutting these habits out and incorporating some positive habitual changes will provide better control of your mind, body, and emotions.

Don't overpromise, somewhat empathize and demonstrate EQ

Emotional intelligence is the capacity to sense, use, comprehend, manage, and handle emotions. Empathy, or the ability to understand how others feel, is an essential component of emotional intelligence. However, it entails more than merely perceiving others' emotional responses; it also includes your reactions to others depending on the knowledge you've gathered.

Being careful of what you say, listening to others patiently, sharing your and others' vulnerabilities, offering help, and never overpromising are some tips that might aid in building empathy and enhancing your emotional intelligence. These techniques equally help in mind management due to their contribution to mood upliftment.



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"DON'T WAIT UNTIL EVERYTHING IS PERFECT! MY MAIN ADVICE IS TO GET STARTED. YOU HAVE TO JUMP IN." - **CRAIG TAYLOR**

Craig Taylor, the founder of seven companies (with the alternative investments business), established a foundation to give mentorship, scholarships, and exposure to the energy and financial industries in a performance-based atmosphere to motivated students in Houston.

In this interview, Craig Taylor shares his thoughts on marketing methods for businesses promotion, tips on generating realistic ideas, hiring employees, and success in business with Business Upside.

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EDITED EXCERPTS FROM THE INTERVIEW:

BUSINESS UPSIDE [BU]: HOW DID YOU GET YOUR IDEA OR CONCEPT FOR THE BUSINESS?

CRAIG TAYLOR [CT]: My first business was a boutique energy trading brokerage firm, Atlas Commodities. I went into the military, then into law, then into trading out of college. Prior to my career in commodities, I worked on the legal side of the finance sector for White & Case, LLP in New York City. I began working for a law firm and then worked on Wall Street. I gained over 20 years of experience in finance and energy as a commodities broker. I got the idea to start my trading operation when the New York Mercantile Exchange was going electronic; therefore, there weren't a lot of barriers to starting that business. It went from all major firms on the trading floor doing open outcry to brokering on-screen, which leveled the playing field to start a business. It was a true opportunity to jump in and play at the same level as the big firms.

Managing contacts and creating relationships with multi-national banks, energy companies, and legal experts gave me the foundation I needed to build my ventures. A fellow Navy veteran friend introduced me to another line of business services related to a completely unrelated energy vertical, primarily for utility companies, called vegetation management field services. Identifying the opportunity to expand and grow new business ventures, I leveraged my connections from across the energy value chain with the formation of Atlas Retail Energy and Atlas Field Services, intentionally diversifying the business' service offerings. Although I didn't know much about those lines of business, I did bring important risk management expertise and skills I could apply as a consultant. Once I partnered with our COO, Tejpal Singh, and the rest of our experts, we had a winning combination to service clients with a different approach: a much more cohesive and strategic one. We bring a much more comprehensive view to business than most of the competitors in our space, who typically only are specialists in one aspect of their business line.

BUSINESS UPSIDE [BU]: WHAT WAS YOUR MISSION AT THE OUTSET?

CRAIG TAYLOR [CT]: My mission at the outset of all the four business lines I have started—ranging from energy brokerage to field services, energy procurement, and tech-enabled infrastructure inspections—has been to build long-term legacy-based businesses. I never planned to start businesses to just sell them. I've always aimed to provide services to clients from a boutique perspective that focuses on excellence in performance with strong company culture. That's how we've been able to break the mold in providing highly sought-after services. Today, the suite of businesses is a multimillion-dollar portfolio with more than four hundred employees across seven U.S. offices.

I did always have lofty expectations of building an enterprise, and I believe an entrepreneur, in that sense, is remarkably similar to an artist. First, you must develop a sharp vision in your mind's eye. Then, you go after it and make it a reality.

BUSINESS UPSIDE [BU]: HOW DO YOU MARKET YOUR BUSINESS, AND WHICH METHOD HAS BEEN MOST SUCCESSFUL?

CRAIG TAYLOR [CT]: Our business is primarily marketed by word of mouth and client referrals. We have built a reputation in the industries we serve by understanding our clients and our relentless commitment to excellence. Our sales cycles are long; therefore, we foster relationships through direct connections, bidding processes, participation in industry events, thought leadership content creation, website/SEO (search engine optimization), PR, social media, and lead sourcing. We leverage a CRM (customer relationship management system) to manage and nurture our sales pipeline and existing client base. However, our strongest marketing tool is each of the individuals who work for our company. The way they represent our values, what they say about our organization, and what is said of them speaks much louder than any marketing asset can.

BUSINESS UPSIDE [BU]: WHAT IS UNIQUE ABOUT YOUR BUSINESS?

CRAIG TAYLOR [CT]: What's unique about our business in our approach toward issues that have been around for over a century is that we have a team of diverse professionals who are the best in their field and bring unique perspectives to risk mitigation and management (legal, finance, human resources, operations, technology, communications). We are agile in our approach, and we're constantly reengineering how to deliver our services smarter, more efficiently, more sustainably. We aim to positively impact the communities we serve and leave a legacy of professionals who are proud of the work we do and how they go about it. What distinguishes are the cultural values that guide our T.E.A.M.S.: transparency, excellence, agility, meritocracy, and safety.

BUSINESS UPSIDE [BU]: HOW DO YOU GENERATE NEW IDEAS?

CRAIG TAYLOR [CT]: We generate new ideas as a team. We are big fans of whiteboards! Typically, the COO and I bounce ideas off each other and receive input from our teams. We are big believers in transparency, which is the first of our values... all team members contribute their ideas to the bigger picture. They are not afraid to speak up or come up with innovations or more agile suggestions to get the work done efficiently and safely, all our expected level of excellence. They are also safe to come forward with feedback on what isn't working well and improve it.

We also generate new ideas by being keenly plugged in. It's important to listen and know what's going on, and that's the



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best way to figure out pain points and new opportunities in the marketplace. My formal MBA education has helped shape my lens for business opportunities. Hence, I'm always interested in investing in new businesses, always applying the scientific and financial rigor approach. At the end of the day, trial and error lead to some of my best ideas.

BUSINESS UPSIDE [BU]: IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING OUT, WHAT WOULD IT BE?

CRAIG TAYLOR [CT]: My top advice for someone new to business is: don't wait until everything is perfect! My main advice is to get started. You have to jump in. You can't try to create the most perfect, manufactured situation. No matter how much preparation you have, you'll run into hurdles. You have to start, and then you cannot give up. You're not going to know it all when you begin, but it's particularly important to show up and give it your all. After that, the second most important piece of advice is to have grit. Don't give up. You will have obstacles and will make some mistakes along the way. You should learn from these opportunities and allow them to make you stronger. Never be a victim.

This is the advice I provide all the scholars of the non-profit program I cofounded, called Atlas Scholars. My entrepreneurial spirit and personal path inspired cofounder, Tej Singh, and me to give back to the next generation of business leaders through this program to offer motivated high school students a series of three paid summer internships that equip them with the hard and soft skills needed for college preparedness and career readiness.

BUSINESS UPSIDE [BU]: WHAT DO YOU LOOK FOR IN AN EMPLOYEE?

CRAIG TAYLOR [CT]: Cultural fit comes first and foremost. If we get along and share similar approaches and values, we will deal with conflict and accomplish our goals. I want people to work here who want to be doing what they're doing in this kind of organization. The cultural mindset is fundamental. Our organization is truly unique because we work hard, and we also play hard. We are all reliable and relied upon.

The second characteristic I look for in an employee is motivation. It's important to be passionate and dedicated and to make an impact as part of the team. I look for strong qualifications and experience because I depend on having an A-team for our business formula to work. I am also very tuned into assessing soft skills and integrity because we do deeply depend on each employee working well whether they're on their own or not. Each employee is expected to self-audit themselves and always bring their best foot in our culture.

BUSINESS UPSIDE [BU]: DO YOU BELIEVE THERE IS SOME SORT OF FORMULA OR PATTERN TO BECOME A SUCCESSFUL BUSINESSMAN?

CRAIG TAYLOR [CT]: Yes... without a doubt, I'm convinced the most important attribute to be good at business is to be open-minded. You can't see opportunities if you're dogmatic. You have to remain open-minded to be able to see opportunities come across... The best examples are in the textbooks: think of Jeff Bezos... what would have happened if he only thought of Amazon as a bookstore? The most important attribute is to see opportunities that may require you to shift business entirely. Blockbusters and Barnes & Noble did not see the shift. In that sense, you're required to have a sense of humility. Do you want to be successful, or do you want to be right? You don't have to keep using the same tool if it's not working.

Further, never give up. The challenges that arise cannot be anticipated, nor will you need the skills to succeed. What is critical is the ability to shake off the punches. I always quote Mike Tyson, "Everyone has a plan until they get punched in the face." You will get punched in the face many times. Successful business people must be determined to make the business work, no matter what.

The other formula that is crucial is to have a solid financial plan. That requires being extremely disciplined in managing expenses and reinvesting in the business, even after the company has turned a profit. Many new entrepreneurs make the big mistake of spending on themselves too early in the new company's life instead of looking at the long-term financial viability of the business.

BUSINESS UPSIDE [BU]: WHAT HAS BEEN YOUR MOST SATISFYING MOMENT IN BUSINESS?

CRAIG TAYLOR [CT]: For me, the most satisfying moment in business was when I felt that we had a collaborative and positive organization. To have a hardworking team that works cohesively—that has a collaborative approach to solve all problems—is truly priceless.

Otherwise, one of my gratifying moments in business was having supported one of our most important clients through bankruptcy and being a dedicated supporter for fellow contractors struggling with the situation. It was extremely rewarding to help see them through such critical challenges and be a valuable resource for the entire ecosystem. Also, it's been satisfying to hit our important benchmarks, such as doubling our headcount, exponentially growing our office space, launching a new tech-enabled innovation company leveraging drones (cleaner, safer, and more efficient than traditional methods), expanding our overall operations to seven companies.

BUSINESS UPSIDE [BU]: WHAT MOTIVATES YOU TO BECOME AN ENTREPRENEUR?

CRAIG TAYLOR [CT]: What motivates me to be an entrepreneur is that I can work with the people I work with to go after challenges and industries we want to go after, as opposed to being stuck in a small box. The world is our oyster; we go after anything that makes sense for us. That is freedom, and it's very attractive. It is our choice what we do every day. It's rewarding to contribute to our economy by providing significant value to the companies we serve. I am convinced we accomplish this by approaching traditional businesses with a fresh perspective, hiring top employees, and providing rewarding careers and growth opportunities, both on a personal level, because their work is impactful, as well as on a professional and economic level because I believe in offering competitive pay and benefits to get the best of the best.

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POEM OF THE MONTH

Random Thoughts

Sometimes, dreams make you happy
Sometimes, dreams make you sad
Stranded alone in a lonely island
The setting sun on your back,
Life tells us so many things
Of holding onto and letting go
Some prefer hugging the Death
Some, just thankful of the Breath
Just keep on searching -
For the lost soul, life, and love
Or feel relaxed basking in the sun, sitting in your lonely cove
The journey never ends.
Love comes, love goes, love finds a new home
My heart cries in empathy
As if in the womb - the unborn still fancies hearing
Of the untold stories, of inferis beneath the lake
May we all gather the courage
To get up, walk, and cross every bend
And keep on walking, falling, and walking -
To seek LIFE till the end.



~SUMITA DUTTA

BUSINESS UPSIDE

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UPCOMING TOP BUSINESS EVENTS IN THE WORLD

| DATE AND PLACE | |
|--|---|
| Kuala Lumpur, Malaysia, March 01, 2022 | 1097TH INTERNATIONAL CONFERENCE ON ECONOMICS FINANCE AND ACCOUNTING (ICEFA) |
| Montreal, Canada March 01, 2022 | INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE,HUMANITIES AND BUSINESS MANAGEMENT (ICSSHBM) |
| Christchurch, New Zealand March 08, 2022 | INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS,ECONOMICS, FINANCE & SOCIAL SCIENCES (ICGEFS) |
| ExCeL London, Royal Victoria Dock 1 Western Gateway, London E16 1XL March 08, 2022 | INTERNATIONAL CONFEX |
| MARCH 14 & 15 | KICKSTART EUROPE THE ANNUAL STRATEGY & NETWORKING SUMMIT ON TRENDS & INVESTMENTS IN DIGITAL INFRA |
| Paris, Porte de Versailles, March 16-17, 2022 | AUTONOMY PARIS, THE WORLD'S LEADING MOBILITYTRADE SHOW |
| London March 17-18, 2022 | AI IN REGTECH SUMMIT |
| Melbourne, Australia March 21-23, 2022 | AIME 2022 |
| Walter E. Washington Convention Center, Washington, DC March 21-24, 2022 | SATELLITE 2022 |
| March 24-25, 2022 | START SUMMIT EUROPE'S LEADING STUDENT-RUN CONFERENCE |



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FedEx **ALL YOU NEED TO KNOW ABOUT THE COMPANY**

Frederick W. Smith started Federal Express Corporation in 1971 as FedEx Corporation. On the first night of its continuous operation, 186 packages were delivered. Smith came up with the concept for a term paper when he was at Yale. By 1983, the company had a billion dollars in revenue. Today FedEx transports about 15 million shipments daily.

CORPORATE CASE STUDY



FIVE THINGS TO KNOW ABOUT FEDEX

1. FedEx claims to have coined the impression of express transportation

The company started in 1973, and by the 80s, it was already directly competing with USPS. FedEx claims to have coined the idea of express and overnight shipping as they introduced their overnight document-sized letter that could hold two ounces of documents for under \$10. From 186 packages on day one to more than 15 million daily shipments today, the company has only grown big.

2. It is one of the major ones when it comes to the industry

E-commerce and services, along with transportation, FedEx comes in the second position in package/courier carrier, right behind UPS. It operates across 220 countries and employs a vast number of people, and the number is somewhere between 475,000 to 476,000. The company, despite the pandemic, managed to bring in a revenue of \$69.7 billion last year.

3. More than shipping

The Company does more than ship packages, and its FedEx Office segments look after various document and business services, along with supply chain management, e-comm tech, and much more. It also engages in 3D printing.

4. Multiple locations

FedEx operates across 220 countries and has got about 13 major transportation hubs, 7 of which are located in the United States.

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5. THE FUTURE OF THE COMPANY

The Company has been seen with ambitious planning for the future, engaging itself in futuristic innovations. Roxo, the Company's delivery Robot in their testing stage, is said to be capable of carrying around 100 pounds and can even navigate stairs. If this isn't the future, then what is. It has also been seen that the company, together with Volvo, is coming up with technology that can help autonomous trucks close together. This is foreseen to be saving fuel consumption and regulating the traffic.

HOW LATE DOES FEDEX DELIVER?

There have been a few instances where the customers of Portland have complained about the delay in their packages being delivered and even missed deliveries. The complaints are piling up, and the company is answering these by saying that this is due to the shortage of workers. The pandemic has brought in many challenges, and the shortage of workers across all industries is one of them. Raj Subramaniam, FedEx President, and Chief Operating Officer said that the company is trying to hire about 90,000 new employees and that this should solve the understaffing issue.

They deliver between 8 AM-8 PM Monday to Friday. If you have a question like 'does FedEx deliver on Sunday,' the answer is yes. They do deliver on the weekends, however, only for residential deliveries. Their EOD (End of Day) is 8 PM, and hence your package should be delivered by this time if you have received any message saying EOD will deliver your package today.

FEDEX TRACKING

Tracking a FedEx package is easy. You just need the FedEx tracking number. This will be available in the receipt. In case you do not have the FedEx tracking number, you can track your package by the reference number that was assigned to your shipment. Please note that you will not be receiving the tracking number until the package has been shipped.

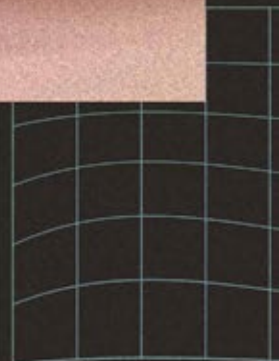
You can also track the package by address, but this option is not available online. You will need to contact customer service to get your shipment tracked as per address. FedEx tracking number is a 12 digit number, and they are usually alpha-numeric.

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TRENDS TRENDS TRENDS



SIGNIFICANT 8 ONLINE ECOMMERCE TRENDS WE WILL KEEP ON SEEING IN 2022



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2021 was quite interesting for business in various industries across the world. From major technological advancements to global challenges in the supply chain, the last year kept marketers and business owners on their toes, and this excitement doesn't seem to end in 2022. That said it's essential to track all the emerging trends to remain ahead of the competition curve. Here are the top eight online eCommerce trends we'll keep seeing in 2022.

1. Chatbots

With machine learning continually becoming more sophisticated, brands are beginning to leverage automation and artificial intelligence to enhance their customer's experience. Chatbots are an excellent example of how brands use these technologies, as the software can communicate and help shoppers through a live chat interface.

Chatbots offer instantaneous 24/7 customer support, making them an excellent resource for leading shoppers to the right places. Chatbots are also great tools for keeping the customers coming back to the business by leveraging machine learning.

2. Diverse payment methods

Diverse payment options are among the top online eCommerce trends searching for what ensures or the last several years. Customers want to know they can get the payment method of choice when checking out, whether they're playing at a no deposit casino or shopping for products online.

Businesses that show diversity in their payment methods are more likely to reduce cart abandonment, build trust and encourage the shoppers to spend more money. Seamless 1-click payment options and interest-free financing such as "buy now and pay later" will also keep growing in popularity, appealing to shoppers in search of more flexibility when buying online.

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3. Subscription and loyalty programs

In 2022, eCommerce will only continue being competitive more than ever. For many brands and businesses, customer retention will remain among their top priorities and they will keep implementing different techniques to achieve that. For that reason, subscription and loyalty programs will continue to grow, offering shoppers exclusivity, savings, and convenience. That creates a relationship with the customers while making them brand advocates.

4. Augmented reality for visualizing purchases

In 2022, customers want to know how a new piece of furniture would look like in their homes before buying it. Fortunately, augmented reality is making sure that customers are no longer guessing how a piece of furniture will look before buying it.

Businesses using augmented reality will allow their customers can use their laptops or mobile phones to see a video of their room with their prospective addition. That also goes for flooring, artwork, and clothing items. That's why eCommerce businesses are actively adopting AR where necessary to allow their customers to try products virtually.

5. Renewed Focus on Sustainability

Sustainable and renewable are more than just buzzwords in 2022. Governments and consumers are making significant shifts to sustainable environmental practices, renewable energy, and long-term sustainable thinking. Additionally, global investors are driving new environmental, social and governance practices in different markets as many consumers prefer shopping from businesses with strong sustainability practices.

6. Smarter Mobile Shopping Tools

Land-based retailers might not like their customers walking around their phones as it may be an indicator that the person is price shopping. The customer might also be using the store as a showroom before shopping elsewhere online. However, smart mobile shopping tools are among the key online eCommerce trends for tech-savvy retailers offering a personalized GPS-enabled shopping experience to help customers buy in their stores and online.

7. Enabling Personalization

Personalizing your customers' online shopping experience is crucial to keeping them satisfied. The customers need help finding the products they need and value a personalized shopping experience. As such, poor product recommendations will make online shoppers avoid buying from certain websites altogether.

Recent reports indicate that 80% of customers are likely to buy from businesses that offer personalized promotions and content. That leads to a 20% rise in the conversion rate for websites that show personalized content.

To tailor your customers' shopping experiences the way they like it today, your eCommerce platform will need to feature basic personalization tools. If your platform doesn't, then it's time to start considering restructuring it afresh.

8. More online Advertising Competition

The rise of eCommerce means that brands are increasingly advertising their online stores. That means that more businesses are continually competing for eyeballs online, contributing to more advertising competitions and higher inventory prices for these services. As a result, businesses can expect to pay more for popular keyword search phrases and common item listing ads.

GET READY TO LEVERAGE ECOMMERCE TRENDS AND TRANSFORM YOUR BUSINESS

In 2022, eCommerce customers will be expecting an online shopping experience that's more convenient, seamless, and more memorable than ever before. That's why businesses will need to invest in the right online eCommerce trends to allow them to adapt to their customer's fast-changing preferences and needs. Brands will also want to determine the areas that are growing in eCommerce and where to invest in these areas to create better online experiences.

It is really essential and important for you to go with the flow of the latest and upcoming eCommerce trends to grow your business. Most of successful businesses do this.



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WHAT ARE THE ROI OBJECTIVES

You can take crucial business decisions by making use of marketing ROI and more. Here are a few ways by which you can do so.



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BUYING EQUIPMENT, TOOLS, AND PRODUCTS FOR YOUR BUSINESS

It is quite likely that you might require tools and equipment to run your business smoothly. And when you do so, the best way to proceed is by calculating the ROI that the investment would fetch.

WORKING OUT SALES STRATEGIES

If you have implemented a new strategy lately, ROI will help you find out how effective it is.

IMPORTANCE OF ROI IN TRAINING

ROI is equally important when you are planning to send your employees for training. ROI will help you to find out how productivity will change for the better by sending your workforce for training sessions.

Incorporating a new department

If you think that incorporating a new department will improve productivity and add to the infrastructure of the company, calculating the ROI before that can give you visibility about the new addition.

WHAT IS A GOOD ROI FOR A BUSINESS?

There are a few factors on which ROI depends and which determines what a good ROI is.

Investors

If investors must determine whether they must invest or not in any business, investors consider two factors, namely, ROI percentage and time taken for receiving an investment return.

Small businesses

If a small-sized business intends to invest in new tools and equipment, it must calculate ROI for the same. This is usually calculated considering the company's value and the expense of the tool, technology, or equipment in which the business wants to invest.

FAST FACTS ABOUT ROI

Know the current ROI for different industries based on CSI Market's research 2020.



CSI MARKET'S RESEARCH 2020

You can pretty well understand the importance of ROI in marketing. There are certainly some ROI objectives that every business should follow to get sustainable growth.

Vlog Or Podcast: How To Choose Which Is The Best For Your Branding

During the pandemic, we find ways to express ourselves. Different people have different ways of expressing themselves. In your business, you also need to express your ideas and services. Vlogging, video blogging, and podcasting are the most popular ways nowadays.

Podcasting, what are the advantages?

Here are some of the advantages of using podcasts!

Easier to use

Since it uses audio, podcasts are easier to use compared to vlogs. It is because you only need to hear it to indulge its contents. You can listen to it while you are outside, inside, or even in your restroom!

Do you need to let your customers see your product for your business? Or do you only need to let them know by letting them hear it? These are the questions that you must ask yourself as a business owner.

It shows your personality

Since you are using audio, you can connect to your audience with more depth. It also establishes your personality to your audience. For example, what kind of business do you have? What kind of business owner are you? These are some of the questions that your podcasts will answer.

Listeners are growing

Based on Edison Research reports, the number of podcast listeners is growing, and it started from 18% to 44% in 10 years from 2008 to 2018. This shows that your business can create more customers with podcasts.

Disadvantages of podcasting

When there are advantages, disadvantages also arise. Here are some of the drawbacks of using podcasts.

It has complications

Of course, there are also drawbacks to podcasting. Utilizing podcasts is not that easy to record high-quality audio and keep everyone's energy at the same level to make it entertaining. It would be best if you created a suitable setup for your recordings. You can also use a schedule for your guests. Do not forget that you need to hire an audio engineer or even have little knowledge of technologies.

Make sure that you saved your recording in the correct file type. For example, you can convert MPEG to MP3 by Transcribe Wreality. Transcribe is an online transcription machine but also offers a secured online converter.

You need to commit to it

One of the best suggestions of famous podcasters is commitment. You need to commit to your podcasts, exert effort and do some innovations to your craft. However, make sure that you know your limits and do not venture into topics far from your brand.

What are the advantages of Vlogging?

Know that you know all about podcasts. Let us venture into the world of vlogging. Here are some of the advantages of using vlogs:

**"PODCASTING MIGHT BE
THOUGHT OF AS A FORM
OF ACADEMIC GIFT."**

— LES BACK

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More time for you

Let us move on to vlogging. Here in vlogging, there are advantages. One of the advantages is that you have more time, which means that you have more time to execute and prepare for your vlogs, and it is because it is easier to do.

Within these vacant times, you can prepare or do other things. You can innovate and learn different things, practice your hobbies, or do other things.

You do not need to be an expert

Vlogs are easier to do than podcasts because you do not need more preparations to execute your vlogs. Of course, there are still preparations that you must do, but it is not tied to technology that much. You only need to know a site for publishing, and you also need to know how to record from your device.

It is text-based

Vlogs are easy to do because it is text-based. You let your audience see and hear information from a text-based source. You need to make sure that your source is legit and trustworthy. It is crucial to avoid giving misinformation to the public and your listeners.

While filming your vlogs, you can also add texts. Then, of course, you can do it live, but you must also practice avoiding these kinds of mistakes.

Less time for your audience to enjoy

Short videos are good based on the famous video shorts within big video companies. So, it might relate to the newer generation fond of short-time entertainment. But it is essential to note that newer audiences are always a great target.

Compared to podcasts, vlogs are way shorter than them. Since you are using video, the quality of your vlogs has ties to it, and it means that you must have a tolerable video camera for your audience to enjoy its recordings.

Another factor that comes into this topic is boredom. People tend to be bored when the content they consume is too long. You need to be concise and clear about your message with your vlogs. Keep in mind that your brand depends on your vlogs. Have a great script to avoid mistakes that you will regret.

Drawbacks of vlogging

The disadvantages of vlogging include:

Must be a good writer

Like blogs, you also need to create good content for your vlogs. You do not video yourself explaining random stuff, and you need to make it educational and informative. Have a good flow within your vlogs to avoid boredom and loss of audience. Make sure to avoid sensitive topics since it attracts sensitive listeners. If you create a mistake in these topics, your brand might suffer the consequences.

You need to learn a publishing platform.

As stated earlier, you need to learn a website that publishes your vlogs. It can be many sites, or you can only upload to a famous one like YouTube. You need to know how to use it and how to manage it. You do not only upload for the sake of uploading, and you also need to manage your profile.

Some people do not have technological knowledge, but it is easy to learn a site.

So which is the best for your brand?

There are different advantages and disadvantages of podcasts and vlogs. You need to weigh them based on your brand. Do you want to make your brand famous for its physical form or idea? You need to make sure that your brand has a great way of using this particular method. It is because people might not know the true capabilities of your brand if you use the wrong techniques.

You can also decide to do your own research regarding Vlog or Podcast to more about it. This is you can be extremely benefitted.

WHAT DOES INFRASTRUCTURE AS CODE LOOK LIKE IN A MULTI-CLOUD SYSTEM?



What comes to your mind when you hear the word multi-cloud infrastructure? It shouldn't be an impossible guess for businesses or organizations already using cloud-based services. Cloud technology is rising, and both small businesses and large companies are thriving on cloud-based platforms. And currently, there is a wave for multi-cloud infrastructure.

Read on as we explain the bolts and nuts of multi-cloud infrastructure. What is it? What are the advantages, and is it right for your business?

WHAT IS MULTI-CLOUD INFRASTRUCTURE, AND WHY SHOULD YOU CONSIDER IT?

Multi-cloud is a trending term among small businesses and large enterprises. Simply put, it refers to using more than one cloud-based infrastructure or service for your business. If you are already harnessing its powers, you can understand the need to have one or two more.

People choose multi-cloud for different reasons depending on the needs of their businesses. Some just want to enjoy diversity, and getting fixed by one vendor may be disadvantageous for your business. The multi-cloud infrastructure allows you to enjoy the best service from a specific provider at that particular time.

Others also embrace the multi-cloud idea as a backup plan for any eventuality. If your business requires a 24/7 online presence, you may consider a multi-cloud infrastructure. That way, if one fails, you can quickly and automatically switch to the next provider that is ready to receive traffic. Though cloud service failures are minimal, you cannot leave anything to chance. Even the social media giant platforms like Facebook sometimes experience outages.

The last reason you may consider switching to multi-cloud infrastructure is to meet your customers' needs. Some of them may only be familiar with a particular technology that you use through a platform as a service (PaaS), and you will lose them if you change to another provider. Instead of making costly changes, you can embrace multi-cloud infrastructure.

BUSINESS UPSIDE

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THE ADVANTAGES OF MULTI-CLOUD INFRASTRUCTURE

We cannot accurately tell you why you should consider a multi-cloud infrastructure, but what we know is that you do it for the benefit of your business. One cloud provider may introduce new policies that affect the usual operation of your business. Also, you may want to make your organization immune to faults and outages. These are the main reasons many business owners consider multi-cloud as the future.

When to switch to a multi-cloud system all depends on your current situation. It may be an overdue action that you ought to have done the previous year. And even without the reasons stated, you may consider the move for the advantages that come with it.

MEET CUSTOMER DEMANDS AND EXPECTATIONS

As a service provider, consider giving enough choices to your customers. You are likely to lose a good percentage of your loyal potential clients if you restrict them to only one option. Think of people who want to use your platform as a service. They will ask you if you can offer your technology on a cloud of their choice. Some may need AWS, Microsoft Azure, or any other.

Why would your prospects have varied choices? It all boils down to their businesses. If they offer the same services as AWS or Azure, they may avoid using their cloud services. It makes no sense to support your competitor to beat you in the market. You can solve such problems by considering a multi-cloud infrastructure.

CLOUD TECHNOLOGY ADVANCES QUICKLY.

Different cloud providers work around the clock to introduce new services to help solve the problems. The milestones are rolled out when ready depending on the cloud service provider.

As a multi-cloud user, you can take advantage of a new feature that a particular cloud provider already has to develop or grow your business. You get a performance boost to beat your competitors. Also, you enjoy the benefits until other cloud providers reach there.

MULTI-CLOUD INFRASTRUCTURE IS NOT ALWAYS FLAWLESS.

As a business owner with a cloud-based system, you should reduce your footprints. However, that is not possible with a multi-cloud infrastructure. You double the number when using two and triple it when implementing the third one. The result is that you will need much more resources to monitor and maintain your infrastructure footprints.

Also, it is expensive, and you will need much more resources to implement a multi-cloud system. Most SMEs may not have enough money in their budgets to handle this upfront cost. Even if you can afford to move to a multi-cloud infrastructure, sustenance use is not guaranteed. It is only possible if the returns from the investment are enough to cater to all operational costs.

The secrecy in adopting the multi-cloud system is to do it right. There is that specific period when your business or organization demands it, and your timing is crucial to leverage the full advantage of multi-cloud infrastructure.

WHAT TO REMEMBER WHEN USING MULTI-CLOUD INFRASTRUCTURE?

We already know the benefits and drawbacks of a multi-cloud system. Now, we will discuss some of the best practices to adopt to take full advantage of the infrastructure. It will make it possible to implement and manage multi-cloud.

CHOOSE APPROPRIATE TOOLS

Your success as a multi-cloud user depends on the tools and processes you will be using. Strictly speaking, you may not benefit much if you are not using infrastructure as code. So, choosing an IaC tool compatible with a multi-cloud infrastructure is not optional.

Once you have the appropriate tool, you also choose a process where you will use them. For instance, with IaC tools, you don't want to make changes in the console manually. If that happens, expect anomalies in your system.

Consider the following tools and processes for supporting your infrastructure in a multi-cloud system:

- Terraform for multi-cloud infrastructure code declaration.
- Spacelift for continuous integration and deployment for your infrastructure as code.
- Docker as a container for cross-cloud packaging and deployment mechanism.
- Okta or any other central identity solution for accessing cloud provider console.
- Modularize key components in IaC

Moving to multi-cloud can be easy, but only if you implement a module system in your infrastructure as code. It will help you know the exact module to create whenever you want to include another cloud provider in your system.

CONSIDER ARCHITECTURE THAT SUPPORTS MULTI-CLOUD

If you create architecture for a specific cloud provider, adding another one for a multi-cloud system becomes nearly impossible. Make it as generic as possible so that you don't have any problems using any cloud service. You will find it easy to incorporate new ones with just simple tweaks.

CONCLUSION

Switching to multi-cloud infrastructure is a big project that requires careful planning and resources. If you consider implementing it, keep in mind choosing the best tools and processes, making the deployment and maintenance easy and more cost-effective. So, invest your time and scrutinize all available options before deciding what to and not to use.

BUSINESS UPSIDE

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5 CUSTOM SOFTWARE DEVELOPMENT TOOLS FOR HIGH-PERFORMANCE APPS

Plenty of advanced custom software development tools empower high-performance apps' speed, security, and efficiency. Today's development is always looking for innovative solutions to simplify their SDLC, automate deployment, and improve quality assurance protocols. These programming resources are regularly used to create, change, distribute, and debug custom applications for an optimized user experience. As a software developer, you'll want to know about the specialized tools to improve your next custom project. Read on to learn about the top custom software development tools for high-performance apps.

TEXT EDITOR TOOLS

First, custom software development text editors tools help engineers create high-performance apps. These robust solutions maintain and manage large code files. With these solutions in place, you can load enormous source code documents with unsurpassed performance, reliability, and security. Additionally, there are some incredible themes to customize, configure and organize your editor, as well as the entire application. You can even access extra features like file finders, integrated FTP clients, and integrated Git solutions. Indeed, text editor tools are a top software development solution for high-performance applications.

DOCKER HUB SOLUTIONS

Docker hub solutions are another key software development solution for high-performance apps. Docker hub is a cloud-based registry that maintains, organizes, and secures software images. These powerful resources allow you to host unlimited photos, including ones built on MongoDB, nginx, and MySQL. This way, you can optimize your database for faster response and load times. Additionally, you can upgrade your pipeline with both public and private repositories. This way, dev teams can host images that anyone can access or with restricted access. More so, you'll be able to benefit from integrations with GitHub and Bitbucket. With these integrations, you can automate development processes and provide test-table solutions to notifications with webhooks support. Use Docker image tools during software development to create a high-performance app.

INTEGRATED DEVELOPMENT ENVIRONMENT (IDE) RESOURCES

Of course, integrated development environments are another essential tool to include in your high-performance application development pipeline. IDEs allow you to develop universal software products for Windows, Android, macOS, and iOS devices. This will help you easily design desktop or mobile UIs without tedious coding requirements. This way, you only have to write code once for access across all major platforms. This will save you a great deal of time and resources throughout development. You can even utilize these for real-life user interface controls, API solutions, and featured support. Indeed, use IDE tools to create high-performance applications with increased speed, security, and productivity.

LOW CODE DEVELOPMENT TECHNOLOGIES

Next, low code development tools are another helpful solution for creating high-performance applications. These tools allow you to create and automate backend solutions for custom software projects. They also provide swift building, control, and rewrite processes for different programming systems. These processes are often required to implement integrations, logic conditions, and business policies. You can additionally use these solutions to design and automate the workflows with prebuilt components. This way, you can speed up application delivery through additional programming functions. Indeed, you can utilize powerful low code development tools to develop high-performance applications.

PROJECT MANAGEMENT APPLICATIONS

Furthermore, use the latest project management tools to aid in high-performance application development. These flexible solutions support team planning, work reporting, and development strategies supervision. The best PM tools additionally help you with scheduling, documentation, and post-release reporting. These management features automate tasks and processes for simplified delivery. Plus, they help you promote collaboration, avoid miscommunications, and support remote working. Naturally, this will help you balance resource management and empower pipeline forecasting. Of course, project management tools will help modern software engineers successfully develop high-performance applications.

HOW TO CHOOSE APPROPRIATE COLOR COMBINATION FOR A WEBSITE BOOST ENGAGEMENT?

Colors play a critical role in establishing brands and marketing. Colors significantly impact human psychology and influence viewers' perception of any brand or business website. Surveys show that 85% of consumers believe that colors influence their psyche when choosing any brand or product, and another 92% admit that the visual appearance has a profound influence on marketing. Websites should create high viewer engagement to spend more time on it. When viewers find any website highly attractive, they will delve deeper to discover more about the business and brand. Therefore, the color combination for a website is critical in increasing the attraction of websites. Even the best layout and design of the website that ensures smooth navigation becomes meaningless due to the wrong choice of colors.

PAY MAXIMUM ATTENTION TO THE COLOR COMBINATION OF THE WEBSITE

The website is an extension of your brand identity, and the color palette for your website must contain the dominant colors that denote the brand's identity. Moreover, the branding colors constitute a major part of the corporate identity as we see in big companies like Coca Cola that uses red as the brand color, while for Starbucks, it is green. As colors play a critical role in perceiving the objects we see, they can significantly impact how viewers perceive a website. As you keep reading, you will better understand website color schemes that help create the right effect on viewers and generate high engagement.

KNOW THE BASICS OF COLOR PSYCHOLOGY

Color psychology plays a vital role in marketing. Humans develop color associations from infancy, which has a powerful impact on our lives. The associations are often subconscious and instinctive, and most of these are universal. For example, everyone relates yellow to sunlight and green to nature. However, color choices have cultural linkages, and perceptions about the same color are different in different world regions. For the Russians, yellow, purple, and black signify envy, while Americans consider red, green, and black as the colors of envy. Remember, we usually say that John turned green with envy. As brands go global, the cultural associations of colors gain immense importance when deciding website color combinations.

WHY ARE THE COLORS OF A WEBSITE ESSENTIAL?

The colors of a website can make or break a business. They are the most dominant visual elements of a website that generate the initial attraction and create the most important first impression about the brand that lasts almost forever. Colors boost brand recognition by 80% and even influence the buying decision. Therefore, it needs some thought to decide about the background color for a website that must complement the other colors and create a symphony that resonates with the audience.

MARCH 2022

SPACEX ENGINEER – ANNA MENON INCLUDED IN NEW SPACE MISSION

SpaceX engineer Anna Menon is SpaceX's Lead Space Operations Engineer. According to SpaceX's latest News, Anna Menon is on board as a crew member of the SpaceX unique space mission of Jared Isaacman, the US billionaire, as it was announced on Monday.

It is worth mentioning here that Jared Isaacman commanded a spaceflight mission with humans last year. More about the SpaceX engineer and her mission is below.

SPACEX UNIQUE SPACE MISSION – POLARIS DAWN

As per SpaceX release, Ms. Menon, being SpaceX's Lead Space Operations Engineer, is responsible for developing crew-related operations aside from serving to control the mission in the capacity of a Mission Director and crew communicator.

Mr. Isaacman, the founder and chief executive officer of Shift4, the American payment processing company, had commanded Inspiration4 mission before and has now announced the Polaris Program.

WHAT IS THE ESSENCE OF THE POLARIS PROGRAM?

This program is a first of its kind to rapidly advance capabilities related to human spaceflight while simultaneously raising funds and awareness for the crucial causes on Earth.

The Polaris Dawn comprises a crew of experts who are well-known and operate on a solid foundation of trust to enable them to face challenges that come their way on this mission. Anna Menon is the Medical officer and Mission Specialist.

ANNA MENON'S SPACEX NEW SPACE MISSION

While she has been associated at SpaceX, Ms. Menon has played roles in vital spheres.

She has spearheaded the implementation of Dragon's crew capabilities.

Ms. Menon has assisted in creating the crew communicator operator role.

Developed responses to critical operational for vehicle emergencies like cabin and fire depressurization.

She has played an instrumental role in controlling the mission during Crew Dragon missions and multiple cargo missions. These include Demo-2, CRS-23, and CRS-22. Before being associated with SpaceX, she was with NASA for seven years as a biomedical flight controller for the International Space Station. Anna Menon is the wife of physician Anil Menon of Indian origin, a lieutenant colonel working with the US Air Force, and was chosen by NASA in December 2021, aside from 9 others as astronauts for missions in the future. She grew up in Minneapolis, Minnesota, to Indian and Ukrainian immigrants.

Polaris Dawn and Dragon will witness the crew spending up to five days in orbit. They will try to make their first-ever commercial walk-in space during this period, carry out scientific research to advance human health on earth, and understand human health during long-duration spaceflights. The crew will also be the first to test Starlink space communication laser-based, and this will provide crucial data for space communication systems for the future required for missions to Mars, Moon, and beyond.

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TRAITS THAT MAKES A PERSON LIKABLE TO EVERYONE

L I F E S T Y L E

When people are with you, do you make them feel at ease and welcome? Do you make others feel valued, understood, and accepted?

From the start, likable individuals know how to endear themselves to others. They recognize the significance of presenting themselves as genuine and eager to engage. People will perceive you as someone they want to talk to and hang out with if you do this. Charismatic individuals may be born charming, but likability can be learned and improved like any other talent.

Yet, several people believe that being likable comes from innate, unteachable characteristics that are only possessed by a select few—the attractive, the outgoing, and the very skilled. It's easy to fall victim to this misunderstanding. In actuality, being liked is a question of emotional intelligence, which you can regulate.

Several fascinating characteristics are possessed by people whom everyone likes. Some of these are self-evident: we know that a pleasant person isn't likely to be arrogant, shallow, or impolite. Although, determining the precise correct combination of characteristics that make up exceptionally well-liked individuals might be challenging at times. It's not only about having an outgoing personality, knowing precisely what to say and when to say it, and throwing a great party – it can go much deeper, which is perhaps why the attributes of a likable person are so intriguing.

To become friendly and super-likable individuals, everyone feels at ease and wants to learn more about, start with these ten secrets.

KINDNESS AND AFFABILITY

Caring for people and doing things to improve their life is what kindness entails. It enables us to connect with others and form meaningful connections. When someone acts kindly with us, we feel more connected to them and are more eager to work with them. Similarly, if we do something nice for someone, we build trust and feel positive about ourselves.

Coming off as false, distant, or uninterested is the quickest way to lose your likability. Nobody would be willing to approach you if you come across as closed-off or snooty, even if it's inadvertent. Allow yourself to be yourself and let your guard down. Be conscious of how you portray yourself to people and strive to have an open, welcoming manner. Allow your personality to come through and develop verbal and nonverbal communication. Smile. Maintain eye contact with the other person.

RESPOND MORE – REACT LESS

Responding is not similar to reacting; they are a bit different. Often, our reactions are automatic, reciprocal, or antagonistic to a circumstance or person. Depending on how you feel, that reaction may be positive or negative. While strictly a reaction, responding considers the desired goal of the engagement.

A direct and impulsive reaction can have a positive or negative result, whereas a response is designed and molded to have a positive or negative impact. Responding is emotional intelligence, whereas reacting is emotional. Hence, responding to a specific context seems more amiable than reacting to it.

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HEALTH \propto CHARISMA

Studies suggest good impression and approachable personality are directly tied with physical appearance. Yes, as explained by Dr. Donna Van Natten, the Body Language Specialist, people can make snap judgments about us in less than a tenth of a second, and their's opinions of us tend to grow increasingly unfavorable in two or more seconds. Furthermore, humans being visual creatures, healthy physical stature do impact their mental impression, whether others or themselves.

Therefore, keeping your body fit with regular physical workouts, taking care of skin and body, and a balanced diet not only contributes to your body health but also your mental health. As research shows, physical activity generates endorphins (happy hormones) in the brain, making oneself feel good and simultaneously improving mental energy, happiness, mood, and positive vibrations. Thus, making the person more likable.

SHARED HOBBIES AND CREATIVE INTERESTS

When establishing a connection, look for approaches to develop common ground with someone through mutual hobbies or creative interests. This is when having a varied set of interests and experiences come in helpful. If you know you'll be meeting new individuals, it's a good idea to do some study ahead of time.

You can cross paths with someone in a variety of ways. And if you don't have anything in common, there's a good chance they have a talent or passion that you'd want to learn about. Consider each new individual you meet as a chance to learn something new.

SIGNIFICANCE OF SELF-DISCIPLINE

Indeed, you meet people and know them within five seconds that their anxiousness levels are off the charts; likable people are all about upholding and managing their emotional intelligence; their reaction and response depends on the circumstance; they are pretty good at being receptive to what comes their way; and because they are all about management, discipline, and monitoring, also they give off the right impression of someone who is composed and calm.

GENIAL PERSONALITY COMES WITH PATIENCE

Do you need a few minutes? People who like you will gladly give it to you. According to Napoleon Hill, Think and Grow Rich author, likable individuals are exceedingly patient. "Remember that the appropriate timing of your words and actions may offer you a significant edge over impatient people," Hill said. Consider this: the folks you like the most are the ones who do not become irritated quickly. They're the ones who give you time and space and don't expect you to respond right away.

Their moods are more regular and stable. They don't get irritated easily and aren't prone to mood swings, and remain calm and reasonable in the face of adversity.

INTELLIGENCE CAN ACT AS AN ADDED VARIANT

Although intelligence or being knowledgeable and likability do not have a clear causal link, intelligence does assist a person to acquire interpersonal awareness, which allows them to comprehend people on a deeper level. If a person's intellect is based on logical and analytical intelligence, the link between intelligence and likability might be relatively strong. There is, in fact, a link between three categories of intellect and likability.

Emotional intelligence (EI) involves intuitively understanding both others and one's own emotions and needs. Interpersonal intelligence is a more action-oriented variant of EI. Intrapersonal intelligence is the part of EQ that focuses on self-awareness. As a result, it enhances interpersonal relationships by encouraging an individual to be approachable and friendly.

FINANCIAL INDEPENDENCE AFFECTS LIKABILITY

Although financial independence does not affect an individual's amiability, it impacts certain psychological aspects, such as confidence and self-esteem. Being independent financially boosts self-esteem and spirit to a great extent. Consequently, confidence and self-esteem undoubtedly have direct ties with being likable.

People who are liked are self-assured as well. They have complete confidence in themselves and their conduct, and it does not pull them down if someone does not agree with them. They are capable of dealing with hardships and failure without succumbing to them. They've worked hard to overcome their fears and self-doubt, and they've mastered their self-assurance. Such people have faith in themselves, and others have confidence in them. Confident people are pleasant because they exude self-assurance, which is always appealing. Also, they are appreciated since they have a high level of self-esteem. Others do not need to reassure them all of the time or speak on eggshells.

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SELF-SUFFICIENCY BRINGS A DECENT IMPRESSION

Self-sufficiency is defined as a profound sense of inner stability and wholeness and a sense of security and contentment with oneself. Being self-sufficient can be scary, but in the long run, it makes you a solid and independent person without the need for validation from others. Such a trait aids in making a positive impression on others, which naturally makes you likable.

Although self-sufficiency may not directly correlate with affability, it does increase self-confidence, self-esteem, assertiveness, self-awareness, and authenticity, making you more approachable and reliable.

KEEPING WORDS MATTERS

A commitment may go a long way in personal connections, and following through on your promises is a commitment. Promises strengthen the integrity of relationships, whether it's for something minor like washing the dishes or something huge like quitting smoking. According to studies, honoring commitments has a high emotional value and fosters trust. People like you because they can trust you when your words and deeds are consistent, but they will not like you if you are not trustworthy, accountable, or responsible.

In essence, likable individuals possess many characteristics. Even if you only have a couple of the attributes listed, you will find yourself to be more agreeable. Furthermore, no one-size-fits-all set of practices makes someone affable; instead, there are various ways to attain such a trait.

“

Quote Of The Month

“When I’m old and dying, I plan to look back on my life and say, ‘Wow, that was an adventure,’ not ‘Wow, I sure felt safe.’”

TOM PRESTON WERNER
CO-FOUNDER OF GITHUB

TOP TIPS IN CHOOSING THE BEST WORK-FROM-HOME SETUP

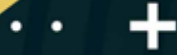
Although the current work from home trend began as a frazzled necessity, it has quickly grown into a luxury that, for many, is here to stay. If you're one of the countless people worldwide who has had to find a way to make working from homework, you might be ready for a home office upgrade.

In this article, you'll find the best tips for turning your work from home set up into a home office where you can get down to business.



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FIND THE PERFECT LOCATION

The location you choose might be the most important factor in your home office design. Of course, you might have limited options, but no matter what you have to work with, there are some things to keep in mind that will ultimately make your workflow a lot smoother.

First, think about how you work best. Do you need relative seclusion, or are you more productive around people? Does your setup require a lot of furniture, or can you get by with a good desk, desk chair, and laptop?

While you're deciding, think about how much time you'll spend in the space. If you're only going to be working from home one or two days a week, you might not want to dedicate a whole room for the purpose. But, if you're going to be using your home office more days than not, make finding a good space for your home office a priority.

And if you're having trouble finding somewhere suitable, try thinking outside the box. Consider unused corners, backyard office pods, or opening up a closet to make useable space.

FIND NATURAL LIGHT

If possible, choose a location for your home office that gets some natural light. Working from home can sometimes blur the line between home and office. If you're someone who has a hard time remembering to take breaks, natural light will make a big difference to your workspace.

Apart from the obvious benefits of seeing the sun every day, natural light will make it easier to stay on schedule without checking the clock every 15 minutes, remind you to get up and stretch every once in a while and open up the option of adding plants to your space.

CHOOSE THE RIGHT OFFICE CHAIR

Your office chair might be the essential piece of furniture you choose. The best ergonomic chairs are comfortable, well-crafted, look good, and have adjustable height, recline, and lumbar settings, if not more. This means that no matter what state the rest of your office is in, you can constantly adjust to meet it.

When you're deciding on an office chair, consider how much time you spend sitting at your desk every day and what you find is missing from your current desk chair. Make sure to take any personal preferences into account, but don't sacrifice lumbar support whatever you do.

FOCUS ON ERGONOMICS

Your ergonomic chair might be the key player in your home office, but that doesn't mean it's the only place ergonomics are essential. Making sure to choose furniture designed with ergonomics in mind is vital. Your keyboard and monitor heights are significant, and you might even consider a height-adjustable desk so you can opt to switch between sitting and standing throughout the day.

DECORATE STRATEGICALLY

We focus a lot on ergonomics in the office, but it's also essential to think about efficiency. Spending some time thinking about your workflow in the planning stage can save you a lot of headaches in the long run.

It's important to consider efficiency when picking out office furniture, but it's also important to consider your workflow when arranging it. Make sure you keep all the things you use most often within reach. This might mean setting up your office chair and desk in front of a bookshelf, keeping a teapot on your desk, setting up a filing cabinet within arm's length, or even just designating a spot to save a few power bars.

If you're unsure what makes the most sense for you, try keeping a log. Every time you interrupt yourself to fetch something, make a note of it. You should get a pretty clear picture of what will work best for you in a day or two.

CLEAR OUT CLUTTER

This last tip will be essential if you're low on space, but it makes a big difference in any size office. You probably already have an idea of how much clutter impacts your focus, but even if you have no trouble concentrating in a chaotic environment, getting a bit more organized is likely to enhance your workday in other ways.

First, maximize your storage space to ensure that everything has a place. Narrow vertical shelving can help keep decorative pieces off of your work surface, while small, adhesive drawers can be added under your desk to collect the other small items that tend to collect there.

Once your desktop is organized, tackle the tangle of cords behind your desk to leave your home office feeling sleek and streamlined.

With these tips and your sense of style, your new home office setup will make you want to work late more often.

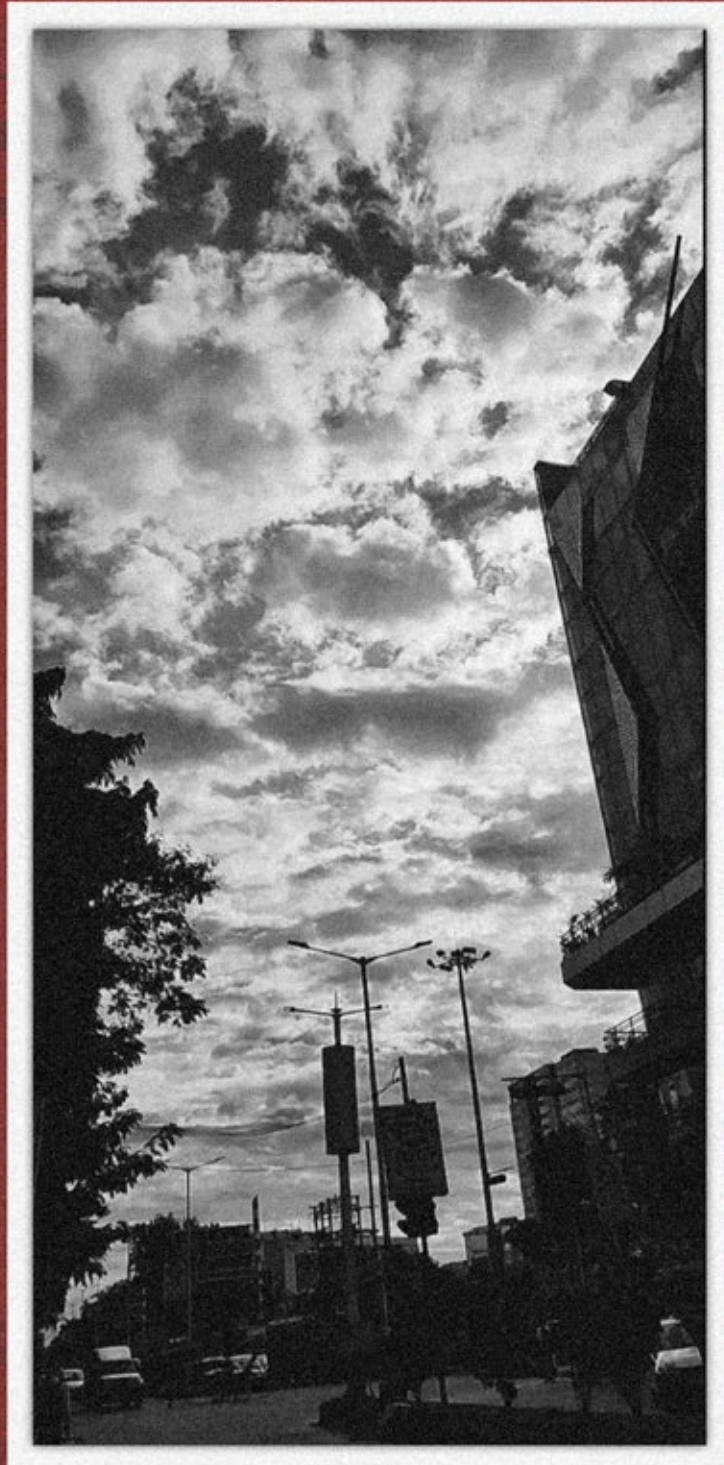
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PHOTO OF THE MONTH

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"Once you have tasted
the taste of the skies,
you'll forever look up".
~ Da Vinci

- ADRIKA BANERJEE

FOCAL LENGTH 4.65M
APERTURE +/1.7
ISO 210
EXPOSURE TIME 1/1199S
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HERE ARE THE PROS AND CONS OF LIVING IN NYC YOU DID NOT KNOW

Travel

Are you considering a planning to move to NYC in 2022? There are no right words to describe how excellent living in the Big Apple feels. The city tempts millions of residents to ignore the apparent downsides of life here, perhaps because the advantages far outweigh the cons.

However, one thing is true – living in New York City is an extraordinary feat, but certainly not for everyone. Read on to learn some of the key pros and cons of living in NYC.

PROS OF LIVING IN NYC

NYC is the land of real opportunities

Insiders and outsiders refer to NYC as the land of opportunity. For one, there are many job opportunities for those who want to try new careers. But you must be keen to go for a job that best suits your lifestyle as New Yorkers hustle extremely hard.

Whether you are interested in marketing, tech, journalism, apparel, or even sports, there's something for you.

Still, we highly recommend having a job lined up before moving here because the competition for openings is so high. Securing a job is easier than keeping it and will demand you a higher level of effort than it does in other cities. If you are passionate enough, though, you should make it here.

If you are an entrepreneur, you should already be in NYC to try and make bigger profits. The opportunities are countless, and you can quickly gain invaluable connections in the process.

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The safety is impressive.

With a population of 8.4 million, you'd assume NYC is dangerous, but you're wrong. New York City is listed as one of the five safest cities in the US.

There's movement at any given hour, and you can never really be alone on the streets. Still, you want to avoid certain areas at night, such as walking through Central Park.

If you only use the famous streets, where locals and tourists are, you should be safe. There's power in numbers, and the crime data shows that.

Diverse culture

New York City is perhaps the most diverse city in the country, and anyone can be whoever they want to be with different foods and drinks and over 200+ languages being spoken daily. If you need a fresh start in life, moving to this city is all you need.

Excellent networking and social scene

One of the biggest pros of living in New York is that you live at the heart of everything, from the latest trends, fashion, and ideas. It's no wonder you find more billionaires here than most places in the world. Since everyone is a high-performer here, you'll make some invaluable connections while living in the land of opportunities.

Plenty of public parks

Another huge perk of living in NYC is the access to hundreds of public parks. Parks cover 22% of the city, and Central Park is the main one, with nearly 850 acres and the most-filmed location in the world. Don't overlook the other 1700+ parks in NYC.

Efficient transport system

Many city dwellers hate public transport, but New York's transportation is fantastic. You don't need a car to get around here, and owning a car can be a headache when living in NYC.

You just need to pay for weekly and monthly passes as these are more affordable and efficient. More than 10 million people use the subway daily.

CONS OF LIVING IN NYC

Expensive

New York City ranks 7th among the most expensive cities in the world. The food and fashion trends come at a cost, not to mention that the rent is far much higher here. Be ready to part ways with up to \$3000 for rent in some places. Lease signing agreement fees can also be very high.

High competition for accommodation facilities

Given that NYC is among the most populated cities in the US, it's no surprise that space comes at a premium. Most people here prefer to rent as buying apartments, and real estate is extremely high. If you're yet to find a suitable place to stay, consider renting an apartment in NYC for the short-term as you familiarize yourself with the city.

Overcrowded

As said earlier, the city has about eight and a half million residents, and they are working all the time. This means there's a high chance you'll be meeting people here and there wherever you are. So, you might not walk around and pause to check your phone often. It's "the city that never sleeps."

Time to head to NYC?

To be precise, New York City is both fascinating and overwhelming. To make moving to NYC smoother, you check out the different neighborhoods because your experience here will depend on the place and apartment you call home.

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