



FREE AND EFFECTIVE DIGITAL TOOLS TO KEEP YOUR BUSINESS ORGANIZED

We can all welcome more organization into our lives, and thanks to technology, that is an easily achievable goal. Selecting the right tools and implementing them into your daily workflow involves a bit of effort up front, but can be well worth the investment once you start using them.

For this month's InfoPays, we list the 3 types of tech tools that are generally free but can make the most impact:

1. FILE MANAGEMENT TOOLS

Two examples of free and effective file management tools are Google Drive and Dropbox. They offer many practical options for a growing business, making them suitable for anyone from a solopreneur to a medium-sized company. They also feature the ability to apply tags and group similar items in addition to easy searchability, allowing any growing business significant improvements in productivity.

2. DIGITAL NOTE-TAKING APPLICATIONS

Digitizing your to-do lists can significantly elevate your organizational skills. Applications like Evernote

can be accessed across all platforms and on many different brand devices, allowing great convenience and reliability. In addition to notes, you can use text files, spreadsheets, images, receipts, checklists, audio recordings, video recordings, and even workflows within these types of apps.

3. PASSWORD MANAGERS

With a growing array of online tools used daily, it's increasingly difficult to memorize all those access credentials. Norton Security offers password management in a secure encrypted environment, whereas Kaspersky takes it a step further and even allows you to access all of your accounts from one place. Yet they both have one thing in common -- they operate within the website security space giving customers peace of mind about the safety of their information.

Please note tools suggested above are for information purposes only and do not equal an endorsement of any kind. If you end up using any of them, we hope that you find them valuable, and should any questions arise, you may find help from the respective company.



GUIDE TO CORPORATE GIVING

"The highest use of capital is not to make more money but to make money to do more for the betterment of life" -- Henry Ford

In Canada, corporate giving has been growing in recent decades, specifically related to large-scale corporations. According to Imagine Canada's 2011 research findings, 97 percent of large companies donate to charities, but that percentage drops to 76 percent when considering businesses of all sizes. This survey revealed that charitable giving often comes from small mom-and-pop or mid-size operators contributing anything from products to employee volunteer time.

Here are some ideas for corporate giving beyond cash donations:

1. Donate products and services
2. Purchase goods and services from charities
3. Organize employee volunteering
4. Set up team fund-raising

Why give back? The reasons for giving back are vast, but we will name the top 4 in our view:

1. Build respect and a positive reputation.

Giving back to the community shows that you care. Not only is it the right thing to do, but it is also the smart thing to do because it can give you free exposure and potentially generate publicity for your organization.

2. Make your community a better place to live.

Giving back has to do with both business and altruism. Large corporations most often dedicate funds to charitable giving to contribute to a community. The idea is that healthy and active communities are good for business, so corporate giving creates win-win scenarios from which everyone involved stands to benefit.

3. Develop connections and engage in networking.

When you connect with others in helping a cause, you might discover a few introductions that can lead you to new clients. Networking is everything in business, and this is no different when it comes to corporate charitable giving.

4. Inspire your employees to join a cause.

Employees who work for organizations that care can also be motivated to do good. People love being part of a socially aware company.

Many businesses give back because it fits their business philosophy and tradition. According to Imagine Canada, 48% of all companies donate for philanthropy, and 45% gave because it is a good thing to do, irrespective of the financial returns for the company.

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