

THE HD TECH WAY

Insider Tips To Make Your Business Run Faster, Smoother, and More Profitably

JUNE 2026

WHERE ARE YOUR FILES REALLY GOING?



Your monthly newsletter,
written for humans not geeks.

When people talk about “moving to the cloud”, it can sound like a single decision.

But there are a few different ways to do it. The right choice depends on how your business works.

At its simplest, **cloud storage means your data isn’t stored on a single computer or server in your office.**

Instead, it’s stored in secure data centers run by providers (like Microsoft) and accessed over the internet.

That’s what allows you to open files from anywhere, share them instantly, and collaborate in real time.

But not all cloud setups are the same.

The most common approach is what’s known as the public cloud.

This is where your data is stored on shared infrastructure managed by a provider. Tools like Microsoft 365 and OneDrive fall into this category.

You’re effectively renting space in a highly secure, always-available environment, without needing to maintain any hardware yourself.

At the other end of the spectrum is private cloud.

This is where the infrastructure is dedicated to your business, either hosted on-site or in a data center.

It offers more control and can be useful for organizations with specific security or compliance requirements. But it also comes with more responsibility and cost.

Some businesses sit somewhere in the middle with a hybrid setup.

That might mean everyday files and collaboration tools live in the public cloud, while more sensitive systems or data are kept in a private environment.

It gives you flexibility to balance accessibility, control, and risk.

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Whichever route you take, the benefits tend to be similar:

- Your team can access what they need from anywhere.
- You can scale storage up or down without buying new equipment.
- And your data is protected by enterprise-grade security, including encryption and multiple backups across different locations.

The Bottom Line

The important thing is that “the cloud” isn’t a one-size-fits-all solution.

The way it’s set up should reflect how your business operates, what data you handle, and how your team works day to day

If you’re not sure whether your current setup is right, or you’d like a clearer picture of the options available, we can help.

Need help
with that?
**Get
in touch.**

INSPIRATIONAL QUOTE OF THE MONTH

*“The most effective way
to do it, is to do it.”*

Amelia Earhart,
Aviation pioneer.

June Tech Quiz

1. In what year was Google founded?
2. What does the acronym VPN stand for?
3. What operating system did Google develop?
4. What was the name of the chess-playing computer that made history in 1996 by defeating world champion Garry Kasparov?
5. What is the number that uniquely identifies each computer on the Internet called?

The answers are below.

1. 1998
2. Virtual private network
3. Android
4. Deep Blue
5. IP address



ANSWERS BY: TOM HERMSTAD, YOUR
CYBER LIFEGUARD

Q: What’s the biggest security risk for small businesses?

A: Usually people, not technology. Weak passwords, phishing emails, no MFA, and poor access controls cause most security issues.

Q: Should my business be using AI yet?

A: Yes, but in a **controlled** way. Start with trusted tools and clear guidelines rather than letting everyone experiment freely. Having AI Champions, creating a culture of AI with your team leaders, and following the 30-day challenge are all ways you can implement AI in a **controlled** manner.

Q: My team keeps using new tools. Is that a problem?

A: It can be **if it’s unmanaged**. It’s best to standardize tools so you keep control of data and security. If you don’t have Usage Policies in place for applications and new tools (AI or other), it’s time to take steps to remediate those gaps in your security.



STRATEGIC EXECUTION SERIES

PART 2: HOW EXECUTION BREAKSDOWN IN ORGANIZATIONS



Written by: Thomas H. Willingham
The Hampton Group

Why Good Strategies Often Fail

Most organizations do not fail because of poor ideas—they fail because execution breaks down somewhere between planning and action. Consider your own team: how many people consistently do what they say they will do, within the agreed timeline, and deliver the expected results? If the answer feels inconsistent, your organization may have an execution gap. The good news is that this challenge is common—and solvable.

Execution typically breaks down in four key areas.

1. Teams Don't Clearly Understand the Goals: When leadership fails to clearly define priorities, employees struggle to understand how their work contributes to organizational success. In some cases, organizations create too many goals, leaving teams unsure where to focus their attention. **Clarity drives alignment.**

2. Teams Don't Know What Actions Drive Results: Even when goals are communicated, employees may still lack clarity on what actions are most important. Without clear direction, organizations often experience duplicated effort, conflicting priorities, and reduced productivity. **Execution improves when expectations are translated into specific actions.**

3. Teams Don't Know the Score: Are goals measurable? Is progress visible? How often are results reviewed with the team? Without meaningful scoreboards and regular feedback, employees cannot tell whether they are winning, falling behind, or improving. **What gets measured—and shared—gets attention.**

4. Accountability Is Avoided: Accountability is often where execution breaks down most significantly. Many leaders avoid difficult performance conversations because they fear appearing overly critical or micromanaging. As a result, expectations remain vague and underperformance goes unaddressed. **Healthy accountability creates clarity, trust, and consistency.**

The Hidden Challenge: The Daily Whirlwind

Urgent day-to-day demands constantly pull leaders away from long-term priorities and organizational improvement. That is why execution must become a discipline—not a reaction.

The Takeaway

Organizations execute well when people understand the goals, know what actions matter, can track progress, and are held accountable consistently. Execution rarely fails all at once. It breaks down gradually through lack of clarity, focus, measurement, and follow-through. **The organizations that succeed are the ones that build systems—and cultures—that keep execution on track.**

NEW TO

MICROSOFT



A familiar feature returns to Windows 11

Microsoft has confirmed you'll soon be able to move your taskbar again, placing it at the top or sides of your screen, not just the bottom. You'll also be able to adjust its size, giving you more control over how your desktop looks and feels.

It might sound like a small change, but it's one of the most requested updates. It shows Microsoft is focusing more on usability and everyday experience, not just adding new features.

HD TECH
SecurITy Delivered

EVENT RECAP

HD TECH'S TOWER TALKS



Tower Talks Recap – Thank You for Showing Up

Last month's Tower Talks event was exactly what it was supposed to be — real people, real conversations, and zero fluff.

To everyone who carved time out of their schedule to join us: **thank you**. Genuinely. The energy in that room was something, and it wouldn't have been without you showing up ready to engage.

A huge thank-you to our speakers.

These three didn't just show up — they brought it:

- Dave Cunningham — Thank you for sharing your expertise and giving the room something to chew on.
- Sean Patterson — Your perspective added real depth to the conversation. We appreciate you.
- Tom Hermstad — As always, straight talk and no ego. That's what Tower Talks is built for.

You three made the event. Simple as that.

The Conversation Doesn't Stop Here.

A lot of what we talked about — especially around AI — is moving fast. Businesses that get ahead of it now are going to have

a serious edge. Those that wait? They'll be playing catch-up.

If you walked away from Tower Talks with questions, or you're wondering what it actually looks like to get your business AI-ready, let's keep talking. We're here for it. That's exactly the kind of conversation we want to be having with you — not just at events, but one-on-one, in your specific context, with your specific challenges on the table.

→ Reach out and let's continue the conversation.

No pitch. No pressure. Just the same conversation we started last week.

What's next?

We're already thinking about Q4. Tower Talks isn't a one-time thing — it's a rhythm we're building. Keep your eyes on your inbox. When we lock in the next date, you'll be the first to know.

Until then — keep paddling. 🙌

If you missed our last Tower Talks event and are interested in attending the next one, or want to continue the AI Conversation with Tom...

BUSINESS GADGET OF THE MONTH

reMarkable 2 Bundle

You sit down to think through something important. You open your notes app, but then your phone buzzes, or an email pops up, or you get a text, and the moment's gone.

That's what the reMarkable 2 is designed to solve. It's a digital tablet that feels like paper, so you can write naturally without the distractions that come with a laptop or iPad. No notifications or apps pulling your attention away.

You can jot down notes, sketch ideas, or mark documents (directly onto PDFs or Word files), then keep everything neatly organized in folders. It even converts your handwriting into typed text if you need to share it.

And because everything syncs to the cloud, your notes are always available when you need them.

**\$449.99 from
[Amazon.](#)**

**[Tom Tested &
Tom Approved!](#)**



**Get
in touch.**