



NIA Offers Tips to Protect and Grow Your Business—and Our Industry

In recent months, *Insulation Outlook* has reported on ways the mechanical industry is good for the environment as well as a facility’s or building’s bottom line. This month, we turn our attention inward, focusing on topics to benefit the daily operations of NIA members’ businesses. With so much uncertainty in the world today, we offer an issue full of concrete strategies readers can use to protect and grow their businesses.

When people hear the term “cybercrime,” they often think about bad actors hacking into the network of a banking or investment firm, medical insurance company, or large retailer to steal personal account information. But in fact, all businesses are targets. As Larry Burbano reports in his article, “The 10 Most Critical IT Security Protections Every Business Must Have in Place Now to Protect Themselves from Cybercrime, Data Breaches, and Hacker Attacks,” contractors and other companies in construction were among the most common targets for these types of crime last year. Read his practical tips, beginning on page 8, to see what you can do to prevent your business from becoming a victim.

Beyond a company’s data (financial or personal information), our employees are our greatest assets, and this is particularly true in these days of widespread labor shortages. For this reason, this month’s issue features two articles related to employee performance and retention. First, on page 22, Lindsay Ellis and Angela Yang report on the growing trend of “quiet quitting.” If you have not yet heard the term or seen the viral videos posted by workers on TikTok and other social media, this article explains what the phrase means. If you are already familiar with the concept, it is worth reading the piece to understand why so many people are talking about (and doing) it, and to see how a workforce of motivated employees who do not push themselves past the point of burnout actually could be beneficial to business. Along those lines, “7 Ways to Create a Happier Workforce,” by Jan Yager, Ph.D., offers insight into how you can create the kind of work environment that inspires people to stay and perform to their potential (see page 26).

All companies—from architects and engineers to insulation manufacturers, distributors, and contractors—need to focus on the business management issues. This month, we offer practical solutions to trending problems that all construction companies face. We know your time is at a premium and we appreciate that you choose to read *Insulation Outlook* magazine.

Joe Leo
President
National Insulation Association

THINK INSULATION FIRST!

Why settle for improvements like lighting or windows when you can get all of this instead!

TYPE OF ENERGY IMPROVEMENT	MECHANICAL INSULATION	LIGHTING	WINDOWS
Energy savings	✓	✓	✓
Indoor comfort	✓	✓	
Prevents carbon emissions from getting into the atmosphere	✓		
Reduces emissions of other GHG pollutants	✓		
Reduces amount of fuel needed and energy costs	✓		
Reduces dependence on foreign fuels	✓		
Return on investment (ROI) can be as little as months	✓	✓	
Provides safety protection of personnel	✓		
Provides fire protection	✓		
Maintains consistent system temperatures	✓		
More efficient systems can lead to reductions in size of new mechanical equipment	✓		
Can be used to identify types of systems and improve appearance	✓		
Enhances industrial and building systems process performance	✓		
Reducing noise levels for better acoustics	✓		
Prevents moisture, condensation, and mold	✓		
Helps mitigate corrosion and CUI	✓		