

WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

Think Again

By Adam Grant

If you've ever wanted to get inside the heads of successful entrepreneurs and other heavy-hitters in the business world, this is your chance. *Make Your Mark: The Creative's Guide to Building a Business With Impact* by Jocelyn K. Gleib is a collection of insights and experiences from people who helped build Facebook, Google X, Warby Parker, and much more. They talk about what they went through, from their beginnings to different stages of growth. This book is aimed squarely at those in small and medium-sized businesses who may be planning for the next stage of their own business - or just want to grow as entrepreneurs themselves.



Breaking Bad Habits

~4 ways your employees are putting your business at risk of cyber-attack~

June 2021



Bill Wright
Founder &
CEO

Our Mission:

Technology systems that anchor your business and protect what you have built, from a company inspired to make the world better.

Your employees are instrumental when it comes to protecting your business from cyberthreats. But, they can also become targets for hackers and cybercriminals, and they might not know it. Here are four ways your employees might be endangering your business and themselves - and what you can do about it.

1. They're not practicing safe and secure web browsing. One of the most basic rules of the Internet is to not click on anything that looks suspicious. These days, however, it can be much harder to tell what's safe and what isn't.

A good rule of thumb is to avoid websites that do not have "https" in front of their web address. The 's' tells you it's secure - https stands for Hypertext Transfer Protocol Secure.

If all you see is "http" - no 's' - then you should **not** trust putting your data on that website, as you don't know where your data might end up.

Another way to practice safe web browsing is to avoid clicking on ads or by using an ad blocker, such as uBlock Origin (a popular ad blocker for Google Chrome and Mozilla Firefox). Hackers can use ad networks to install malware on a user's computer and network.

2. They're not using strong passwords. This is one of the worst IT security habits out there. It's too easy for employees to use simple passwords or to reuse the same password over and over again or to use one password for everything. Or, worse yet, all of the above.

Continued on Page 2 ...

... Continued from Cover

Cybercriminals love it when people get lazy with their passwords. If you use the same password over and over, and that password is stolen in a data breach (unbeknownst to you), it becomes super easy for cybercriminals to access virtually any app or account tied to that password. No hacking needed!

To avoid this, your employees **must** use strong passwords, change passwords every 60 to 90 days, and not reuse old passwords. It might sound tedious, especially if they rely on multiple passwords, but when it comes to the IT security of your business, it's worth it. **One more thing:** the "tedious" argument really doesn't hold much water either, thanks to password managers, which make it easy to create new passwords and manage them across all apps and accounts.

"Education is a powerful tool and, when used properly, it can protect your business and your employees."

3. They're not using secure connections.

This is especially relevant for remote workers, but it's something every employee should be aware of. You can find WiFi virtually everywhere, and it makes connecting to the Internet very easy. A little too easy. When you can connect to an unverified network at the click of a button, it should raise eyebrows.

And, unless your employee is using company-issued hardware, you have no idea what their endpoint security situation is. It's one risk after another, and it's all unnecessary. The best policy is to prohibit employees from connecting to unsecured networks (like public WiFi) with company property.

Instead, they should stick to secure networks that then connect via VPN. This is on top of the endpoint security that should be installed on every device that connects to your company's network: malware protection, anti-ransomware, antivirus, anti-spyware, firewalls, you name it! You want to put up as many gates between your business interests and the outside digital world as you can.

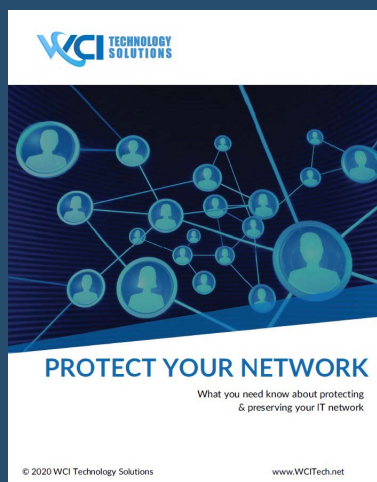
4. They're not aware of current threats.

How educated is your team about today's cybersecurity threats? If you don't know, or you know the answer isn't a good one, it's time for a change. One of the biggest threats to your business is a workforce that doesn't know what a phishing e-mail looks like or doesn't know who to call when something goes wrong on the IT side of things.

If an employee opens an e-mail they shouldn't, or clicks a "bad" link, it can compromise your entire business. You could end up the victim of data breach. Or a hacker might decide to hold your data hostage until you pay up. This happens *every day* to businesses around the world - and hackers are relentless. They will use your own employees against you, if given the chance.

Your best move is to get your team trained up and educated about current threats facing your business. Working with a managed service and security provider, or partnering with an IT services firm is an excellent way to accomplish this and to avoid everything we're talked about in this article. Education is a powerful tool and, when used properly, it can protect your business and your employees.

Free Report Alert: Protect Your Network



This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Get Your Free Copy at www.WCITech.net/protect-your-network

Microsoft 365 Tip

Copy and paste. How many times a day do you think you use it?

But isn't it annoying when you paste some text into a document - and it still has the formatting from when you copied it?

Did you know that in a Word document you can click one little button to remove all formatting before you paste?

Next time you've pasted something, highlight it and click the 'clear formatting' button. It's in the Home menu and looks like an A with an eraser over it.

Every Minute, 4 More Businesses Become Victims of Malware

And with one billion pieces of malware out there, it's highly likely that your business will be affected at some point.

It's scary stuff.

Worse still, some kinds of malware are very difficult to recover from. It's rarely as simple as deleting an infected file. The most destructive malware can be the hardest to tackle.

You need to protect your business with more than just antivirus software.

Keeping your data safe and secure requires a combination of:

- Specialist software
- Staff training
- And other safety measures, which will differ from business to business, depending on many factors

While it's not realistic to protect yourselves from 100% of malware attacks (without completely crippling your staff's ability to freely do their work), you can take the right measures to minimize the risks and be instantly aware when you are under attack.



Let's talk on a video call

A big question for you:

Do you currently have an IT support company? And if so, how happy are you with them?

If your answer isn't "I'm so delighted I want to send them their favorite candy bars in the past every day, and message them goodnight before I climb into bed," let's jump on a video call.

Visit [wcitech.net](https://www.wcitech.net) and schedule a consultation with us.

Shiny New Gadget of the Month

Cancel Stress with Cove

Wouldn't it be nice if you could just press a button and your stress would melt away? Well, now it's possible, and it's thanks to Cove. The first of its kind, Cove is a wearable device (like a pair of headphones) designed with "stress cancellation" in mind.

Cove rests on your ears and wraps around the back of your neck. It uses subtle vibrations behind your ears to soothe your stress. Over 90% of those who participated in clinical trials reported a marked decrease in stress, and 91% reported sleeping better.

If you're looking for a new and innovative way to help manage your stress, Cove may be the answer. Due to its compact, lightweight design, it can be used anywhere, anytime. Learn more at [FeelCove.com](https://www.FeelCove.com).



The #1 Way Hackers Break Into Small Business Networks

Cybercriminals always have new ways to break into business networks.

However, there is one method of entry in their toolkit that works better than anything else - and it isn't new!

What is this #1 way they break into business networks just like yours?



Social engineering! It can take many different shapes, from phishing and smishing scams to simple phone calls. According to a 2020 Security Intelligence study, nearly one-third of cyberattacks start with a phishing e-mail - and the number is rising.

This highlights the need for employee education on cyberthreats and how to identify these types of scams. After all, your employees are your first line of defense against these kinds of threats!

Why You're Not Rich Yet

Recently, Petra Coach presented a webinar, *Why You Aren't Rich Yet*, with David Waddell and Teresa Bailey of Waddell & Associates. The webinar is aimed at helping entrepreneurs identify key biases that may be preventing them from maximizing their net worth and also shows them how they can change things to actually make a substantial profit. You can see the full webinar at PetraCoach.com/why-you-arent-rich-yet-with-david-waddell-teresa-bailey.

Why You're Not Rich Yet Reason #1: Because You're An Entrepreneur

But you're also human. So, you have many tremendous attributes, but you also have some communication and thinking biases (bias as in being as illogical preference or prejudice). This gets in the way of your pursuit of wealth.

The answer may be behavioral coaching - changing the way you think about wealth management. When it comes to investing, you have the investment return (what your return should be), as well as what your return *actually* is. Then there's the behavioral gap - the difference between the investment return and the investor return (based on the human aspect). Coaching helps close the gap.

Why You're Not Rich Yet Reason #2: Because You're Too Busy to be Rich

You're too busy with your business. Too busy in the weeds, so to speak. If you place priority here (delegate, shift focus, etc.), change will happen.

Why You're Not Rich Yet Reason #3: Because You Don't Have a Coordinated Strategy Implemented Across All of Your Professional Service Providers



David Waddell is the founder and CEO of Waddell & Associates. He is also the firm's chief investment strategist and chair of the W&A investment committee. Outside of the firm, he serves as the chair of Epicenter Memphis and is co-chair of the Memphis Chamber Chairman's Circle. His expertise has been featured in Forbes, The Wall Street Journal and Barron's. Teresa Bailey is the director of development and the wealth strategist with Waddell & Associates. She's also a certified financial planner and a certified divorce financial analyst. Working directly with executives, entrepreneurs and other professionals, she helps develop financial road maps so they may reach their business goals.



Anna is an entrepreneur with \$200,000 in cash. She needs to decide what to do with it, so she calls her bank. The bank offers to increase Anna's overall deposit interest rate (as well as a few bonuses) if she deposits the cash.

Then she calls her tax preparer. The tax preparer suggests that Anna should open an investment account with the firm.

Lastly, Anna calls her financial advisor, who tells her to think about retirement and to purchase a whole life insurance policy or a variable annuity.

What should Anna do? She pays off her condo and avoids the 3.5% interest on the mortgage. It made sense.

Here's the problem: none of Anna's providers reviewed Anna's balance sheet (and life, in general). They didn't consider possible factors like family, lifestyle, debt, or liquidity. It's possible Anna's only liquidity was the \$200,000 or her only debt was the condo (some would argue the mortgage with a 3.5% rate was an asset).

Why You're Not Rich Yet Reason #4: Because You Don't Have a Strategy Outside of Your Business Strategy

Have you done the math? What does your balance sheet look like? It comes down to this: know thy balance sheet.



Can your staff access ALL your business's info?

I'm sure you'd be horrified if they could. Because some parts of your business need to stay private, don't they?

Though you may take an open and honest approach with your staff, sharing sales figures and turnover with them, there may still be some documents you don't want them to see.

Perhaps details of how much net profit you make. How much you take out of the business. Or even what their colleagues earn. Then you start to think about customer databases and confidential documents. For some of your team, this is information they really don't have reason to see.

This is just asking for trouble. And not only because of the risk of an insider leak.

The easier it is for everyone inside your business to access files, the easier it is for people OUTSIDE to access them, too.

Especially cybercriminals, who are

constantly trying to steal your files and sensitive data for their own gain. Either to sell it, or to hold it hostage and charge you a large ransom fee to gain access to it.

Access to data is a huge concern.

Do you know exactly who has access to which data and files in your business? Is it easy to grant access to those who need the data, and block others? Or is this something you need to address?

This will shock you. In a data risk report on 785 businesses, researchers found 53% of them had more than 1,000 sensitive files that were available to every single employee.

Come hang with us on social media!



@WCITech



WCI Technology Solutions



@WCITech

Did You Know?



Alexa doubles up as a PA?

Alexa is great for many things. She always reminds us when it's time to take the dinner out of the oven. She gives an accurate weather forecast. And she definitely has a good grasp of our music tastes.

But, did you know she can be even more useful than that? She can help with your work life and make you productive.

Give Alexa access to your contacts and calendar. She makes it faster to call colleagues, schedule meetings, and find someone's details.

She can also give you reminders for appointments and meetings, which is perfect when your head is down and you're losing track of time.

You can also use a great service called Zapier to connect your Alexa to hundreds of other apps - some you may use for work already.

Imagine if you could travel back in time to the year 2000 and put your smartphone from today in the hands of your younger self.

Your young mind would be blown.

Over the years, technology has developed and advanced in ways we could never have imagined 21 years ago. Some of it has been lauded. Some of it has been condemned.

We all complain now and again about mobile phones and their addictive qualities. But without them, keeping our businesses going - especially during the last year or so - would be extremely difficult.

There's also something to be said for the way social media and video calling has kept people connected during the pandemic.

Mobile phones have revolutionized the way we live our lives. Who would have guess 20 years ago that we wouldn't be buying physical music albums (or even MP3s)... and instead, we'd just rent music, or listen to it for free?

And what about Audible, the Kindle and other ways of consuming books? Has the digitalization of books taken something away from the ritual of curling up with a good book? Or do you think this is just another step towards a more convenient lifestyle?

What are your favorite and least favorite pieces of the technology we take for granted today? Post on our social media accounts, we'd love to hear your thoughts.

Fun Tech Quiz

Ready for another round of our tech quiz? Can anyone in your office get 5 out of 5 on this one?

1. Which was the first product to be produced by Apple where the name began with their trademark small letter 'i'?
2. If a website address ends with .mx, which country is it based in?
3. Which company made the iconic "Chocolate" phone?
4. What is the name for the smallest unit of data in a computer?
5. If you have a file that ends in .ppt, what kind of document is it?

The answers are on page 8.

Question

My Wi-Fi is working but my computer keeps disconnecting

ANSWER

It's possible that your PC's network card isn't receiving full power. Go to advanced settings in power options. Click "Wireless adapter settings", and 'Expand power saving mode'. Set this to maximum power, and you should see some improvement.

Question

My monitor is blank - I promise it is plugged in and switched on

ANSWER

Ok, that's a good start. Is the power cable faulty? Try replacing it with one that is definitely working on another machine and see what happens. If it's still blank, try connecting your monitor to another PC. If it still doesn't work, it looks like it's a problem with the monitor. If it works on another PC, it's like a problem with the computer's graphics card.

Question

My keyboard is making weird noises and won't type words properly

It's possible you've enable toggle keys and filter keys in your Windows settings. To disable them, go to control panel and select "Ease of access". Click on "Change how your keyboard works", then uncheck the boxes next to Toggle keys and Filter keys.

Tech Fact #1

Humanity will take more photos in the next two minutes than were taken in the entire 19th century.

Tech Fact#3

There are 7.6 billion people on the planet. 5 billion of them use a mobile phone. only 4.2 billion use a toothbrush.

Tech Fact #2

In 1991 it would have cost \$3.56 million to buy the computing power found inside an iPhone 5s ... and that's now an 8 year old phone.

Tech Fact#4

It is expected that by 2023, digital voice ecommerce will become an \$80 billion industry.

Bill's Favorite Tech Story of June 2021

The PORTAL Project Virtually Connects European Cities

The PORTAL project uses a physical multimedia fixture to virtually connect European cities over large distances. The portals, which act like public webcams, have a futuristic, sci-fi design reminiscent of technology from Doctor Strange or Stargate. The PORTAL project uses these massive circular doors that have integrated virtual technology to connect residents in real-time over the Internet.

The PORTAL project currently connects Vilnius, Lithuania to Lublin, Poland. The two portals in these cities are located in publicly accessible areas to encourage residents to make use of them. Benediktas Gylys, the PORTAL project's founder, aims to increase empathy and understanding between

people in order to contribute to better long-term solutions for major societal issues. The PORTAL project has future plans to include connections between Vilnius and Reykjavik, Iceland, as well as London, England.

-Josh Thompson-Persaud, 6/1/21,
trendhunter.com

"As a Sci-Fi lover, I absolutely love this project. Something we never would have even imagined 30 years ago when I was getting started, let alone believe possible, it's becoming today's reality. Absolutely remarkable."



Inspirational Quote of the Month:

"Don't become a slave to technology - manage your phone, don't let it manage you."

Richard Branson

QUIZ

Answers

1. THE IMAC, RELEASED IN 1998, FOLLOWED BY THE IBOOK LAPTOP IN 1999, THE IPOD IN 2001, THE IPHONE IN 2007, AND THE IPAD IN 2010
2. MEXICO
3. LG
4. A BIT (SHORT FOR BINARY DIGIT)
5. A POWERPOINT DOCUMENT



81 Mill Street, Suite 300
Gahanna, OH 43230



@WCITech



WCI Technology
Solutions



@WCITech

Eliminate Workplace Distractions to Maximize Your Productivity

While most of us accept that distractions will be a part of our day, if your intention is to get things done and to stay productive and focused, you'll need to minimize those distractions. No, we'll never be able to eliminate them 100%, but we can certainly try. Here's what you can do to cut distractions.

Block Time on Your Calendar (And Stick To It). Use your calendar to its full advantage. Mark time off for e-mails, for *all* projects, phone calls, Zoom calls, you name it! If it's part of your normal day, put it on your calendar. Even throw on time for miscellaneous stuff. Then share it with all relevant parties and stick to it. If you're working on a project between 1 pm and 3 pm, that's the word.

Use Sound to Your Advantage. A common source of distraction is sound: it can be office chatter in the background or even neighborhood sounds (for those working from home). Find a sound that complements your workflow. It might be chill music or the

sounds of rain or a babbling brook. Find the right sound that helps you zone in and blocks disruptive sounds. *Forbes, March 15, 2021.*



The 2 Best Investments You Will Ever Make

Practically every successful person has something in common with every other successful person. Millionaires and billionaires share these habits - habits that are absolutely crucial if you want to achieve the success that's on your mind.

1. **Read, Read, and Read Some More.** Warren Buffett and Bill Gates are prime examples of this, but it's one of the most common traits among the most successful businesspeople in the world. ... They are constantly reading: books, blogs, newspapers, magazines and anything else that enriches their personal and professional lives.
2. **Get Educated.** Whether you hire a private coach, take courses (like continuing education) or hire consultants, there are pros who can teach us more about what we do (or want to do) and how to improve ourselves or our businesses. While we may be good at what we do, there is always room for improvement - you just have to be open to it. *Inc., Feb. 24, 2021.*