WCI Technology Insider

Insider Tech Tips - Written For Humans, Not Geeks

Think Again

By Adam Grant

Think Again: The Power of Knowing What You Don't Know by Adam Grant arrives at a time when things are changing fast. Overt the last year, we've had to learn to adapt - or get left behind. In *Think Again,* Grant walks readers through different ways of seeing things. For instance, he discusses the art of being wrong and how we can be better at it. Or how we can be better (or different) problem-solvers and critical thinkers. *Think Again* is for readers who are looking to be challenged to have an open mind in regard to new ideas - because that's how we grow!

"A must read." —Bill and Melinda Gates
The Power of Knowing What You Don't Know
THINK AGAIN
ADAM GRANT
#1 New York Times bestselling author of ORIGINALS

May 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.

How to Make Cyber Security ~an ingrained part of your company culture~

Your employees are your first line of defense when it comes to protecting your business from cyberthreats. Human error is one of the single biggest culprits behind cyber-attacks. It comes down to someone falling for a phishing scam, clicking an unknown link or downloading a file without realizing that it's malicious.

Because your team is so critical to protecting your business from cyberthreats, it's just as critical to keep your team informed an on top of today's dangers. One way to do that is to weave cyber security into your existing company culture.

How do you do that?

For many employees, cyber security is rarely an engaging topic. In truth, it can be dry at times, especially for people outside of the cyber security industry, but it can boil down to presentation. That isn't to say you need to make cyber security "fun", but make it interesting or engaging. It should be accessible and a normal part of the workday.

Bring it home for your team. One of the reasons why people are often disconnected from topics related to cyber security is simply because they don't have firsthand experience with it. This is also one reason why many small businesses don't invest in cyber security in the first place - it hasn't happened to them, so they don't think it will. Following that logic, why invest in it at all?

The thing is that **it will eventually happen.** It's never a question of if, but **when.** Cyberthreats are more common than ever. Of course, this

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also means it's easier to find examples you can share with your team. Many major companies have been attacked. Millions of people have had their personal data stolen. Look for examples that employees can relate to, names they are familiar with, and discuss the damage that's been done.

If possible, bring in personal examples. Maybe you or someone you know has been the victim of a cyber-attack, such as ransomware of a data breach. The closer you can bring it home to your employees, the more they can relate, which means they're listening.

Collaborate with your employees. Ask what your team needs from you in terms of cyber security. Maybe they have zero knowledge about data security and they could benefit from training. Or maybe they need access to better tools and resources. Make it a regular conversation with employees and respond to their concerns.

> "For the day-to-day activities, creating a positive, educational, collaborative environment is the best way to make cyber security a normal part of your company culture.

Part of that can include transparency with employees. If Julie in accounting received a phishing e-mail, talk about it. Bring it up in the next weekly huddle or all-company meeting. Talk about what was in the e-mail and point out its identifying features. Do this every time phishing e-mails reach your employees.

Or, maybe Kyle received a mysterious e-mail and made the mistake of clicking the link within that e-mail. Talk about that with everyone, as well. It's not about calling Kyle out. It's about having a conversation and not placing blame. The focus should be on educating and filling in the gaps. Keep the conversation going and make it a normal part of your company's routine. The more you talk about it and the more open you are, the more it becomes a part of the company culture.

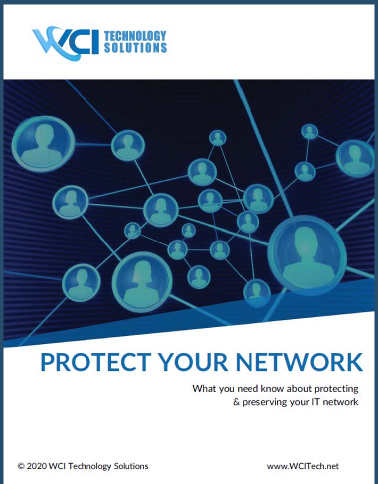
Keep things positive. Coming from that last point, you want employees to feel safe in bringing their concerns to their supervisors or managers. While there are many cyberthreats that can do serious damage to your business (and this should be stressed to employees), you want to create an environment where employees are willing to ask for help and are encouraged to learn more about these issues.

Basically, employees should know they won't get into trouble if something happens. Now, if an employee is blatantly not following your company's IT rules, that's a different matter. But for the day-to-day activities, creating a positive, educational, collaborative environment is the best way to make cyber security a normal part of your company culture.

Plus, taking this approach builds trust, and when you and your team have that trust, it becomes easier to tackle issues of data and network security - and to have necessary conversations.

Need help creating a cyber security company culture that's positive? Don't hesitate to reach our to your managed services provider of IT partner! They can help you lay the foundation for educating your team and ensure that everyone is on the same page when it comes to today's constant cyberthreats.

Free Report Alert: Protect Your Network


WCI TECHNOLOGY SOLUTIONS
PROTECT YOUR NETWORK
What you need know about protecting & preserving your IT network
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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

If you like to keep your e-mail neatly organized, here's a cool little trick.

Outlook can automatically file your e-mails for you. it's then down to you to read them in order of importance - or interest.

- Create a folder by hitting Ctrl + Shift + E
- Automate filing into the folder
- Right-click the e-mail and click "Rules"
- Choose "Always move messages from"
- And select your new folder

Your office is on fire. What do you save?

A horrendous thought, and thankfully it doesn't happen to many businesses.

But say it did happen to yours. Nobody's hurt or at risk. What would you want to save from the office?

It has to be your data, right? After all, it is the most valuable asset in your business. Without it, there would be no business.

But what if you're too late? What if your server was the first thing to go? And of course, any paper files you had have gone up in smoke. What then?

Have you got a working backup to rely on? Assuming you do, when was the last time it was checked, and the data verified? This really is a daily job.

Are there other things that you thought you'd get around to? Like creating an inventory of your devices. Or moving all your paper files online?

These are just a few of the jobs that you need to make a priority now if you want a solid disaster recovery plan. Because if a major strikes and you don't have a safety net, it really could be goodbye to your business.

For a short time, we're offering businesses a free DIY IT Audit Guide. Our experts have taken time to review what you need to do to ensure your network is safe, and what you need to implement in order to have the best possible chance to bounce back from a crisis. Just call us today for your copy.

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?

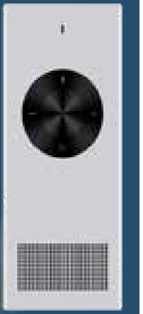
If your answer isn't *"I'm so delighted I want to send them their favorite candy bars in the past every day, and message them goodnight before I climb into bed,"* let's jump on a video call.

Visit wcitech.net and schedule a consultation with us.

Shiny New Gadget of the Month

The Pocket Translator: MUAMA ENENCE

It used to be science fiction, but not anymore! Now, you can translate languages on the go! The Muama Enence is the device that makes it possible. This handheld "listener" is capable of real-time translation of over 36 common languages from around the globe. Smaller than a smartphone, the Muama Enence breaks language barriers and makes travel easier than ever before, whether you're traveling for business or for vacation.



The Muama Enence is super-easy to use and ultra-portable. All you need to do is press a button, and it does the rest. Plus, with excellent audio quality, you'll be able to hear the translation, even when things get busy around you. Learn more - and get you own - at **bit.ly/37hhn8R**

It's Time to Uninstall Adobe Flash Player

If you aren't already using a VPN, or virtual private network, you've probably been wondering if you should. If you care about your data security (and personal security), then the answer is yes!

VPNs offer an extra layer of protection when you access the Internet - wherever you access the Internet. They work by encrypting your data, which helps to keep prying eyes out. VPNs are a must-have for anyone working remotely, traveling or for those who simply want additional data security.

The bottom line is that a VPN gives you more control over your network. Examples of VPNs include NordVPN, ExpressVPN and ProtonVPN - though there are many more to choose from. It's all about finding the one that best suits your needs.

Lead Like Your Life Depends On It

Great leaders are like drug addicts. Here's what I mean by that: in my journey from being a homeless drug addict with no college degree to becoming a successful leader, I have learned that the leaders who are supposedly great, today and of the past, look like addicts in active addiction - they are fixing, managing and controlling perception to get what they want.

I look at the great leaders emerging today, and those who will surface tomorrow, and I see people who will lead in a fundamentally different way - they will look like addicts in recovery. But there's more to it than that. Consider the following questions:

- In the last 30 days, have you said yes to something you could say no to?
- In the last 30 days, have you hit a weakness?
- In the last 30 days, have you avoided a difficult conversation?
- In the last 30 days, have you held back your unique perspective?

As leaders, we perform these "actions" all the time. I call them our "masks" because we're hiding our true selves behind our actions.

Leaders teach others that they need to hide their vulnerabilities, imperfections or weaknesses in order to be successful. To put on a mask. I want to talk about taking off the mask (pandemic aside!), but this isn't about any physical mask. It starts by identifying what mask is holding you back. These are the four masks:

1. Saying Yes When You Could Say No
2. Hiding a Weakness
3. Avoiding Difficult Conversations
4. Holding Back Your Unique Perspective (You Don't Speak Up When You Could/Should)

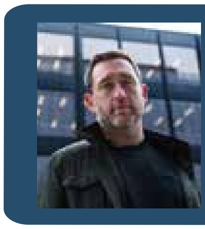
You can learn more about the mask that's holding you back at MaskFreeProgram.com. This is a free, five-minute assessment that will give you a clearer picture about which mask is holding you back. But, more than that, it also gives you an authenticity rating - to help you determine how authentic you are.

What does authenticity have to do with masks? When you're wearing a mask, you are not being authentic - your true self. This rating tells you how close you are to being your true self.

So, how do you remove the mask? How do you become more authentic? Mask recovery comes down to three principles:

1. **Practice Rigorous Authenticity** - Be true to yourself all the time, no matter the cost.
2. **Surrender the Outcome -** Leaders are taught to obsess over outcomes; focus on what you can control.
3. **Do Uncomfortable Work -** With this emotional work, we need to take action that is good for us (saying no, having difficult conversations).

When you focus on these three principles, you become more authentic. You are able to grow and become the leader for the future - like an addict in recovery.



Michael Brody-Waite is a recovered drug addict who has since become a three-time CEO and TEDx speaker (with over 1.5 million views). He's held a leadership role at a Fortune 50 company, he's the founder of an Inc. 500 company, he's led a nonprofit and he's the author of Lead Like Your Life Depends On It: Why In A Pandemic Great Leaders Lead Like Drug Addicts.

Is working from home... working?

A quarter of people plan to work from home either permanently or more regularly when the pandemic is over.

No surprises there. Many people feel more productive when they work from home. And three quarters believe there are fewer distractions at home (when the kids are at school, anyway).

Here are five things we recommend you put in place for everyone who's going to be working from home, long-term.

- **A dedicated working space:** Trying to work in the same space as other members of the family is testing for everyone. Help your team to identify where they will work and set up a proper work environment. This will also help them draw the line on the day's work when they leave their workspace.
- **Fastest possible internet:** Slow speeds are the biggest frustration. There are often options to speed up internet speeds. Maybe you could subsidize them upgrading to a better service?
- **Dedicated tech:** 62% of home workers would like their company to provide better technology to help them stay connected to what's going on in the business. From a data security point of view, you'll have a lot more control if you give them a business device to use only for work.
- **Collaborative software:** Whether it's Microsoft Teams or other software, it's so easy these days for anyone working anywhere to stay up to speed on all relevant projects.
- **Help them feel involved:** This can be as simple as sending pizzas to everyone's houses, so your team can have lunch together on a video call.

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Did You Know?

About spoofed Wi-Fi?

Do you usually connect to public Wi-Fi when you're in a coffee shop or a mall?

Next time you're about to do so... pause to consider whether the connection is genuine.

Cyber criminals create spoofed access points which sit between you and the real connection. Many people fall for these as they look just like the real deal.

But once you connect to a spoofed Wi-Fi network, these criminals have access to all the information you're sending and receiving on your device.

That could be passwords and login information, financial details, and even customer records.

It's estimated that around a quarter of all public access points are spoofed. **Think before you connect.**

Have you heard of deepfakes? The huge rise of this strange development in technology comes with a big question: What tech do we really need?

If you didn't know, a deepfake is a video or photo that's been created in the (scarily accurate) likeness of somebody else - usually a public figure such as a celebrity. Software can make an actor's face look like the famous person's face.

This raises all kinds of moral and ethical questions. There is a real potential for this kind of technology to be used in the wrong way.

And it's led us to think recently, have we gone too far in some areas? Is technology developing because there is a real need for things? Or are we being tricked into thinking we need them?

While we're on the subject, what future tech do you think they really need to hurry up and develop? What devices, gadgets or technology would really make your day-to-day life a lot easier?

Get in touch and let us know.

QUESTION

I've just closed a document without saving it. How do I recover it?

ANSWER

Don't panic! If you have auto-recover options enabled in Office 365, all is not lost. If not, you may still be able to retrieve your work. Search for Word backup files by clicking 'open', 'computer' and then browsing the folder where the file was last saved. You may also be able to search your device for temporary files, ending in .tmp. Good luck!

QUESTION

My computer isn't recognizing my USB device

ANSWER

Let's try a couple of things. First, try it in a different USB port. Does that help? If it's still not working, try a different USB device in the ports. If that works, your USB device could be broken. If it doesn't work, you need IT support.

QUESTION

Why can't I log in?

ANSWER

This one is common and very frustrating. You can be entering what you know is the right password and still, no luck. Grr. Make sure you don't accidentally have caps lock on. If that doesn't work, you'll probably need to go for a password reset. Sorry. We always recommend you use a password manager. That way, you can be sure an unrecognized password isn't just your mistake.

Fun Tech Quiz

Do you know the answers to these (without looking on Google)?

1. **As of 2017, the Microsoft logo has four colored squares which represent its four major products. Can you name these four products?**
2. **Which keyboard letter do we press with the 'control' button to undo an action?**
3. **Which web browser is the default on a new Windows 10 machine?**
4. **What's the umbrella term used to refer to a variety of forms of intrusive computer software including viruses, spyware, worms, and Trojan horses?**
5. **What hardware feature did Apple ditch on the iPhone 7?**

The answers are on page 8.

If we can help

Tech Fact #1

In 1994, the company that had a patent on GIFs tried to charge a fee for using them. The PNG was invented as an alternative, and so the company backed down.

Tech Fact #2

During the first live iPhone presentation, Steve Jobs had to frequently switch phones behind his desk, otherwise it would run out of memory and crash.

Tech Fact#3

In 2004, the @ symbol became the first new character to be added to Morse code in several decades. The new character, known as the "commat" consists of the signals for both A (dot-dash), and C (dash-dot-dash-dot) with no space or break in between.

Tech Fact#4

Hewlett Packard, which is more commonly known as HP, was invented in a garage in Palo Alto during the year 1939.

Technology Update

Do you back-up your data every day, off-site? And check the data (a process called verification)?

If the answer is no, you need to look at implementing this right now.

As ransomware attacks rise (where your data is encrypted and held hostage until a ransom fee is paid), how would your business survive if it lost all its data? That's all your files, your documents, your contacts... everything, gone.

It's a terrifying prospect. And one that's made worse when there's no hope of recovering data. An off-site data back-up means that your business can continue to operate, even after a critical attack.

If you already have back-up in place, make it a routine (ideally, a daily one) to ensure that it is working correctly and verified. The number of people that don't do this is staggering...

Of course, your IT support partner should do all of this for you. If you could do with some help, or someone to check your back-ups are working correctly, give us a call today.

Inspirational Quote of the Month:

"Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them."

Steve Jobs

QUIZ Answers

1. WINDOWS (BLUE), OFFICE TOOLS (RED), XBOX (GREEN), AND BING (YELLOW)
2. THE LETTER 'Z'
3. MICROSOFT EDGE
4. MALWARE
5. THE HEADPHONE JACK

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How to Know It's Time to Start Scaling Your Business

Creating a business that is scalable isn't easy, but it's necessary if you intend to grow - and grow some more. There are three simple ways to tell if you've created a business that is scalable.

You Have Positive Case Flow Figured Out. You've successfully built a reliable month-to-month revenue stream. It's money that you can use to invest further into your business - whether it's to pay for additional employees, technology, systems and processes or all of the above.

Everything Has Been Delegated. Delegating is hard for many entrepreneurs. you want to have a hand in everything. But, when your team keeps everything running - and everything runs even when you're not there - you're in a great place to scale up.

You Have More Control Over the People You Get to Work With. Basically, you can start to shape your client base. If there is someone you want to say no to (say you don't have the full resources to fulfill their needs or they're just not a great fit), you can move on guilt-free.

If you have these three things in place, you have the foundation to scale up safely and to create the business you've always wanted. *Forbes, Feb. 11, 2021.*

How to Build a Forward-Thinking Customer Culture in Your Small Business

How well do you know your customers and clients? If you want to deliver a stellar customer experience and have a forward-thinking customer culture within your organization, you need to know your customers. What makes them tick? What do they love? Why do they make the decisions they make?

More than that, you need to go after the customers who make the most sense to your business. As you grow, you have more opportunity to be picky, so be picky! Develop the customer base you really want. That makes it easier to market to them, because you're all on the same page.

Finally, when you know who you want to target, stay consistent in your messaging. The entire customer experience - from online marketing to your storefront - should all be uniform. Consistency helps build your brand and anchors customers to the overall experience. *Forbes, Feb. 15, 2021.*