

WCITechnology Insider

Insider Tech Tips - Written for Humans, Not Geeks

Alchemy

by Rory Sutherland

In our current society, most people try to conform to what everyone else is doing. This rarely pays off in business, though. When you think about it, some of the most successful companies were born out of irrational ideas. Rory Sutherland's book *Alchemy* takes an in-depth look at how irrational thinking has allowed some businesses to get ahead of the curve.

From Coke to Red Bull, Sutherland looks at some of the biggest corporations and how they got to where they are today. *Alchemy* is a fascinating and educational read for any small-business owner who is trying to take their business to the next level.



It's Time to Wake Up to the Reality of Cyber Security in 2022

All across the world, hackers are targeting and exploiting security weaknesses and holding data hostage. In May 2021, the Colonial Pipeline was hit by a cyber-attack that disrupted fuel supplies along the East Coast for several days. The company - and the FBI - paid hackers \$4.4 million in Bitcoin to regain control of the system.

Colonial Pipeline was not the only corporation that paid hackers an exorbitant amount of money. The NBA, Kia Motors and JBS Foods have also been victimized by cyber-attacks where hackers demanded millions of dollars. CD Projekt RED, a Polish video game

game developer, was also a victim of a cyber-attack, but since they had backups in place, they never had to pay the demanded ransom.

While these are all big organizations, that does not mean that small businesses are safe. These stories made the news because companies paid millions of dollars to regain control of their data. When a small or mid-size business (SMB) gets attacked, they can't pay millions of dollars to recover stolen information. Instead, these hackers will usually go after customer and employee information as well as financial records and statements. When a hacker attacks an SMB, it often ends in the business closing their doors for good.

The year 2021 set a record for cyber-attacks, and 2022 is shaping out to be no different. If



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.

Continued on Page 2 ...

... Continued from Cover

you're a business owner, you need to wake up to the reality of cyber-threats and cyber security before it's too late.

Here are a couple of the best cyber security practices you should put into place immediately.

Hire a Managed Services Provider for Your IT Needs

Cyber security awareness has grown over the past five years, but there are still plenty of SMB owners who think there is no need for cyber security measures or that they're too expensive. The simple truth is that every business can be a victim of cyber-attacks. If you think it's too expensive to have your own IT team watching over your cyber needs, think again. Hiring an MSP is one of the best and most cost-effective ways to ensure that your network and information are protected.

MSPs can be incredibly beneficial to any business. They're designed to recognize and fix weak points in your IT infrastructure. MSPs work

proactively to ensure that your business is fully protected in the cyber-world. They offer around-the clock monitoring, data backup and recovery, firewall and network protection, real-time threat prevention and so much more. MSPs provide you with a dedicated team of IT professionals who are available to assist with any IT needs. If you have not looked into hiring an MSP for your business, you need to consider it.

If you're interested in hiring an MSP or want more information about the benefits, reach out to us and we will assist with any concerns or questions you may have.

Create a Cyber-Secure Culture

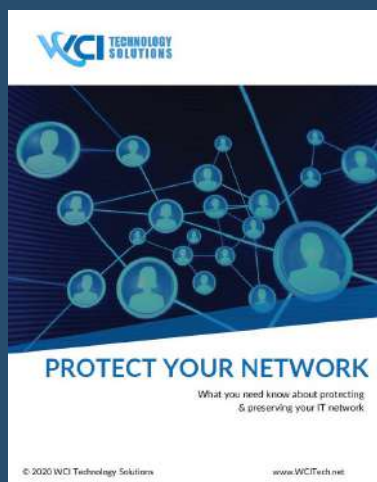
Many cyber-attacks stem from employee error or misunderstanding. You need to make sure that all of your employees are aware of the risks associated with cyber-attacks. When you first hire an employee, train them on cyber security. In addition to this, your current employees should go through a reminder course at least once a year.

You'll need to inform your employees

about the dangers of phishing e-mails and texts, downloading malware, social media scams and password protection. If you have employees working remotely, you should ensure that their devices have security measures built into them. If your employees are informed about the risks, they will be more observant so they can spot any potential threats. Your entire team needs to buy into the cyber-secure culture if you want your training to be effective.

In this day and age, you can never be too careful when it comes to your cyber security. You need to be proactive and put into effect all of the security measures you possibly can.

The year 2021 saw cyber-attacks reach new heights, and it's likely that these numbers will continue to rise even higher this year. Take preventive action and don't let your business add to the cyber-attack statistics. If you're unsure of where to begin when it comes to buffing up your cyber security practices, give us a call, and we will be happy to help.



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

New in Microsoft 365

Chat with yourself in Teams

This idea isn't as mad as it seems... You know those times you're in a Teams meeting and you think to yourself, 'Oh, I'll remember that for later'... but you never do?

Or when someone mentions a file and you plan to take a look after the call... but then you forget for a few weeks?

Later this month, Teams will give you a new power to send things to yourself. Notes, messages, files, photos, and other things to help you stay more organized.

Is cyber security training really necessary?

This is a question we hear often. And the answer is always a big YES!

Software can only protect you to a certain level. It's humans who are the first line of defense against the main cyber security attacks.

If you can teach someone to spot a bad link in an e-mail and not click it ... then you don't need to worry about mitigating the effects of a cyber attack.

Regular training doesn't just help your staff help you. It can also build a culture of security awareness within the business.

Staff find it hard to act against a culture. They'll think "if no one else bothers to check links before clicking them, why should I?" That way of thinking also works the other way.

Regular training will help you identify areas where your security isn't as robust as it could be and make appropriate changes.

If you don't already invest in cyber security training, please do think about it this year.
The benefits are massive.

Call us or visit our website today for more resources on cyber security team training for you and your staff.



Shiny New Gadget of the Month

Kailo - The Future of Pain Relief

Nearly everyone has felt pain so intense that they had to take a painkiller to calm the discomfort. Sometimes orally administered painkillers can take too long to be effective, or they simply fail to dull the pain at all. The people at Kailo realized this and made it their mission to help people manage pain with a nanotech patch.

Kailo interacts directly with your brain's electrical system, telling it to calm down and reduce pain. Kailo doesn't use medicine or drugs, and there are zero side effects. In addition to this, it works anywhere on your body, and you'll start feeling the effects within the first minute. If the usual painkillers aren't working for you, give Kailo a try.



The 5-Minute Ladder Rule

In our hectic day-to-day lives, it can be difficult to allocate time for important decisions. On top of that, once we make a choice, it's easy to regret what we've done or worry about the consequences. So, in order to make the best decisions possible, we recommend using the "ladder rule" - which only takes about five minutes. Following these steps can help you come up with a stress-free solution to any dilemma.

- Ask yourself this: is this decision time-sensitive, and will it have a noticeable or measurable impact on the company?
- Set aside time and remove distractions so you can clearly think about the decision.
- Write down all of your options and their possible outcomes
- Pick the options and outcomes that are most desirable to you.

Get Different and Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with immediate success. Instead, nobody bought the book on its initial release day. Like most would be in this situation, I felt defeated. I had to think about my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market the book. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book *Get Different* explains ways that you can make your company more visible in the business marketplace. I'd love to share the three main steps from this book, as they can help any business's marketing strategy be more engaging and effective.

- The first thing you need to do is differentiate your business from its competitors. If you rely on word-of-mouth marketing, you'll

fail. Instead, you should get out there and use your marketing tools to ensure that people know your business is the best in the industry. Use your talents to stand out from the crowd. Be funnier or smarter than the rest, and consumers will surely take notice of your brand.

- After you get your consumers' attention, you need to attract and engage them. Give your campaign an authoritative, trustful, repetitive or socially significant approach so they feel comfortable using your business.
- Lastly, you need to be direct. After you get their attention, tell them what to do. Develop a call to action so customers and ideal prospects will take the next step. By picking a specific action, you can also measure the results and see how effective your marketing truly is.

Proper marketing can be very difficult to achieve, but with these steps, you will be on the road to business success.



Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for *The Wall Street Journal* and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.

Help your team get more done: turn work into a game

Even the most exciting workplace is packed with dull tasks that have to be done for smooth operations. But human brains don't embrace boring tasks with passion.

The answer is to make the tasks fun. Have you heard of gamification? It's a way of making something more motivating by turning it into a game.

For example, you could offer a reward for new staff completing a series of onboarding tasks. How about a personalized mug with their usual drink order printed on the side?

When you need to train staff, don't just make them sit through training videos. Add in interaction. Maybe they could complete an interactive quiz along the way?

The ultimate gamification is awarding points and using leader boards. This helps your team feel their work is being recognized, and can also strengthen their feelings of belonging.

Just be careful not to constantly reward only the same top achievers. Have spot prizes to publicly reward any member of your team for positive behavior.

Did You Know?



Safari's busy protecting you?

If you use Safari, maybe you've noticed its boasts about blocking 'x' number of trackers from profiling you. But what does that really mean?

It has nothing to do with malware or being hacked. Instead, it means the browser has stopped the websites you visit from tracking things like

- your movements across the web
- your IP address
- and even your location

It does this by blocking third-party cookies from being stored on your device.

You might notice that the number is usually high. That means there's still a way to go to get more privacy online.

Technology Update

Have you heard about 'friend in need' scams on WhatsApp? If not, you need to be aware of them and tell your team, too.

You get a message that looks like it's from someone you know, asking for your help. It will either request money, personal information, or your six digit WhatsApp PIN.

Doesn't feel right? Trust your gut. It's possible your friend has been hacked. Ring them using their cell number (not via WhatsApp) and let them know.

You can protect you own WhatsApp account by enabling two-step verification, so your account is PIN protected.

You can secure your WhatsApp by following these steps:

Tap Settings > Account.

Tap Two-Step Verification.

Press enable > enter a PIN > confirm PIN

You can also enter an e-mail address, which we recommend as a backup security measure. That way, if you forget your PIN, you can still access your WhatsApp account.

Question

Can I print straight from my Android device?

ANSWER

Yes, if your printer has Bluetooth or Wi-Fi. On your phone, switch on Default Print Service in the settings. Open the file you want to print. Tap the menu (the three dots), print and select your printer.

Question

How do I see how much space apps are taking up?

ANSWER

In Windows 10 and 11 go to Settings > System > Storage. Tap on Cleanup recommendations to see what software you're not using and could remove.

Question

Does turning it off and on again really work?

ANSWER

Often, yes. Restarting any device allows it to refresh every process, which can often solve small, annoying problems.

Fun Tech Quiz

Who's on Coffee Duty this week?

Loser gets the privilege

1. Which tech whizz invented the term 'metaverse'?
2. Which part of the US, famous for internet companies, is named after the mineral used in transistors and computer chips?
3. What was the first handheld game console to be played in space?
4. What does the 'CC' in an e-mail stand for?
5. What year was YouTube started?

The answers are on page 8.

Tech Fact #1

Wordpress powers 40% of the top 10 million websites online.

Tech Fact#3

7% of US adults say they do not use the internet. This is linked to age - 25% of over 65s say they never go online.

Tech Fact #2

People visiting Google spend an average of 15 minutes and 13 seconds on the site per day - it's the most popular site on the internet.

Tech Fact#4

If you look into the etymology of the word "robot", you'll find that it comes from the Czech word "robota", which translates to forced labor or work.

The word was first used to refer to a fictional humanoid in a play in 1920.

Bill's Favorite Business Gadget of the Month

Now that many of us are working remotely, safe and secure transport for our devices is a must.

The Nordace Siena Smart Backpack is perfect.

Not only does it look good, but it also has a padded laptop compartment, a USB charging point, and a secret pocket for valuables.

It even has a fleece-lined sunglasses pocket.



Inspirational Quote of the Month:

"Innovation is the outcome of a habit, not a random act."

- Sukant Ratnakar, author

QUIZ

Answers

1. MARK ZUCKERBERG
2. SILICON VALLEY
3. A NINTENDO GAME BOY IN 1993. AND THE GAME PLAYED WAS TETRIS.
4. CARBON COPY
5. 2005



81 Mill Street, Suite 300
Gahanna, OH 43230



@WCITech



WCI Technology
Solutions



@WCITech

Prepare for a Hack Attack Today

Every business owner, big and small, should be prepared for a cyber-attack. It's incredibly likely that hackers will attack your company at some point. Luckily, there are five strategies you can implement to better protect your company from hackers.

1. **Hide your data:** Keep your data in multiple online locations and separate data between multiple cloud providers to keep it secure. Hackers are likely to give up if it's too much hassle to get in.
2. **Routinely check your finances:** It can be nearly impossible to recover from a hack if too much time has passed. It's not your bank's or accountant's responsibility to keep up with your finances, it's yours. Get in the habit of regularly checking your finances.
3. **Utilize multi-factor identification:** Make sure your employees use multi-factor identification to protect company information. They should change their passwords often and make them complex.
4. **Avoid phishing scams:** Train your employees to not open or respond to any suspicious texts or e-mails.
5. **Watch what you post on social media:** Don't post any information on social media that a hacker could utilize to breach your security.

Surviving the Great Resignation

The pandemic completely changed how freelancers function. Previously, full-time employees were the most sought-after employees. With the pandemic and the ensuing labor shortages, freelancers have been brought further into the corporate world, and it looks like they're here to stay. Now, if you want to attract freelancers to work for your business, you need to entice them.

One of the most desirable things you can offer a freelance worker is flexibility. Don't restrict their hours to the usual 9-to-5 - they want freedom, and with proper communication, flexibility can work to your benefit, and theirs. Freelancers often feel disconnected from their team, and you should make an effort to include them as part of the team. Create an inviting atmosphere and encourage them to take part in team-building exercises. Lastly, you need to offer competitive pay and stick to it. If you're not paying them enough, they will find someone who will.