

WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

The 50th Law

by 50 Cent and Robert Greene

Fear is one of the greatest obstacles any entrepreneur or business leader will face. They fear they'll make a mistake that will cost their business thousands of dollars, or they might worry their product or service isn't good enough. These fears can become so intense they could even cause a business to fall.

Many entrepreneurs have tried to overcome their fear, and now *The 50th Law* by Robert Greene and 50 Cent is here to help. Here they explore the concept of fearlessness and take a deep dive into courageous entrepreneurs who held nothing back in order to achieve their goals. 50 Cent shares the business and personal plans that helped him escape poverty and the chronic fear he felt in his early years. This philosophical read is definitely worth checking out because it will encourage readers to put fear in the rear-view mirror.

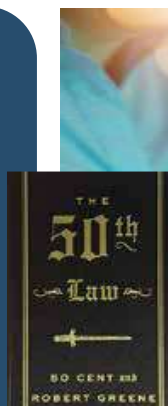
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Our Mission:

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



Keep Your Business Protected by Becoming Aware of the Most Common Types of Cyber Attacks

The rate of cyber attacks has significantly increased over the past few years. Businesses of all sizes are at risk of becoming victims of them, which is why it's crucial that every business owner and leader is aware of the most common cyber threats impacting the business world today. Being aware of common cyber threats and developing plans to prevent them is the best way to protect your business, customers and employees from cyber criminals.

Three criminals' tactics will improve as technology continues advancing, but cyber security defenses will as well. Knowing exactly what you're up against with cyber attacks and creating the proper safeguards will protect your business. If you're new to the idea of cyber security or need an update on the common threats

that could impact your business, we've got you covered. Below, you will find the most common types of cyber attacks out there and how to protect your business from them.

Malware

Malware has been around since the dawn of the internet and has remained a consistent problem. It is any intrusive software developed to steal data and damage or destroy computers and computer systems. Malware is an extensive type of cyber attack, and many subcategories belong to it, including viruses, spyware, adware and Trojan viruses. One type of malware that has lately been used more frequently is ransomware. Ransomware threatens to publish sensitive information or blocks access to necessary data unless a sum of money is paid to the cyber criminal who

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developed it.

Unfortunately, malware can be detrimental to nearly every operation of your business, so you should do two essential things to prevent it from affecting your company. First, you should install the latest anti-malware programs. If you hire a services provider, they will take care of this for you. If not, you'll need to find anti-malware that works best for your system. You should also train your team about these risks and ensure they are aware not to click on any suspicious links, websites or files that could be dangerous.

Phishing

Have you ever received an e-mail asking for sensitive information that looked official, but something just wasn't quite right? Chances are it was probably a phishing scam. Phishing occurs when cyber criminals send official-looking messages to individuals, posing as another organization, in an attempt to receive personal information. Falling for a phishing scam can quickly result in you becoming a victim of identity

fraud. The results can be substantially worse if a business falls for the scam.

So, how do you best prepare for and protect your team against phishing scams? Utilize employee cyber security trainings so they can spot the warning signs. The actual e-mail will usually line up differently from whom the cyber criminal is trying to represent. Also, most organizations will not request private information over e-mail. Common sense will prevail over phishing scams.

Distributed Denial of Service

DDoS attacks can bring your business to a standstill. These attacks occur when malicious parties overload servers with user traffic, causing them to lag or shut down since they are unable to handle incoming requests. If your business falls victim to this kind of attack, your employees might not be able to access key functions required to do their jobs, and customers may not be able to use your website or purchase items from you.

DDoS attacks are very difficult to thwart, and a determined cyber criminal can lock up your websites and networks for days on end. You'll have to identify malicious traffic and prevent access before it can

cause damage. Hiring and MSP is your best bet to prevent DDoS attacks. If a DDoS attack is successful, you'll probably have to take your servers offline to fix the issue.

Password Attacks

If a cyber criminal gets your password or another employee's password, this is the easiest way for them to access your valuable information. They may attempt to guess the passwords themselves or use a phishing scam to gain access. It is vital that you enable multifactor authentication for your employees and require complex passwords so you can defend your company against passwords attacks.

Now that you know the most common forms of cyber attacks currently happening, you can take the necessary precautions to protect your business, employees and customers.

Want to Improve Your Business?

track these 2 key performance indicators

Many businesses determine their level of success by looking at specific key performance indicators. Some popular KPIs include tracking revenue, customer satisfaction, lead generation and client retention rate. But not everyone knows there are several other KPIs worth checking out for their businesses. Below are two KPIs your business should track if you aren't already.

Contact to Customer Conversion Rate: How many times does your team have to reach out to a potential customer before making a sale? The fewer touches your team has before a sale, the better their approach may be.

Churn: How many customers do you lose each month? By tracking this KPI, you'll recognize when customers are dropping off so you can make the necessary adjustments to keep them.

#1

The number of smart devices collecting, analyzing, and sharing data should hit 50 billion by 2030

#3

Every single second, Google gets 100,000 searches. That's 1.2 trillion searches in 2022 alone

#2

There were 5.32 billion cell phones in use worldwide in 2022 (that's up 1.8% since 2021)

TECH FACTS

Bill's Favorite Business Gadget of the Month



Loop Earplugs

Whether you work from a busy office, in a coffee shop, or from the comfort of your home, it's likely that your environment can be distracting at times.

These Loop earplugs can help. There are options that allow you to reduce most of the noise around you, or filter sounds across all frequencies and reduce the volume. And they look stylish - for earplugs, anyways.



Inspirational Quote of the Month:

"Work takes on new meaning when you feel you are pointed in the right direction. Otherwise, it's just a job, and life is too short for that."

-Tim Cook, CEO of Apple

March's Featured Everyday Gadget:

Valve's Steam Deck

Nintendo, Microsoft and Sony are some of the most prominent players in the video game console industry, but there's another name making headlines in these console wars: Valve's Steam Deck. In fact, this is the perfect gaming system for anyone who is looking for a powerful and portable console.

The handheld system is capable of playing the most advanced AAA games available and comes in three different storage sizes. If you've used Steam in the past on your PC, you'll immediately gain access to your library of games and will be able to purchase any other games from Steam directly on the device. Check out the Steam Deck if you're in the market for an affordable, powerful and portable gaming PC.



The Most Important Word in Business? *It's not what you think...*

A video podcaster recently asked me, "What's the most important mindset for success in business?" For a moment, I doubted I could identify just one key mindset for success. As trusted advisors to CEOs and investors of large companies, our consultants at ghSMART typically emphasize the importance of context. For example, there is no "perfect candidate" to hire for a job. Success depends mostly on a leader fitting a given context, which has many variables - the customer landscape, strategic challenges, operating challenges, financial or legal factors and culture (among other things).

But then it dawned on me. There is one mindset that I have observed in successful versus unsuccessful ventures. The most important word in business, which you rarely hear, is *generosity*.

Leaders who succeed are generous and treat everyone with a fundamental mindset of generosity. In contrast, people who lack a spirit of generosity fail in the long run. Over the years, I've witnessed many examples of both selfishness and generosity. Here are a few lessons you can learn from my own experiences.

(Don't) Trick the Customer: Once, while talking with the CEO of a mortgage company, I instantly got a bad feeling about his character. His mindset was selfish. He implied that his business succeeded by "tricking" low-income homeowners into signing up for mortgages with hidden terms that were unfavorable to them. Well, that mindset backfired. When the housing crisis happened in 2008 and

2009 (caused partly by bad actors like this guy), a pile of lawsuits snuffed out his company and career.

(Do) Create Unexpected Experiences: At ghSMART, one of our colleagues, Alan Foster, expressed an interest in improving his "storytelling" skills. Alan is a charming Brit who leads our UK office. For anybody who knows him, they understand that he's already a fantastic storyteller, but he just wanted to take his game up a notch - to dazzle audiences when he gave talks about leading talented teams. Some other colleagues took the initiative to research opportunities and found an upcoming two-day seminar hosted by a star Hollywood movie screenwriter and master storyteller. They got Alan admission to this exclusive seminar, comped the cost and gave the experience to him as a present. How cool is that? Can you imagine working at a firm where people look for ways to give you what you need or want? As the chairman and founder, I am very happy to see our culture of generosity and gratitude continue to blossom as we grow.

Wall Street's Gordon Gekko may have said, "Greed is good," but a mindset of generosity is better, especially if you want to succeed in your career and live a fulfilling life.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple *New York Times* best sellers. He stays active in his community and has advised many government officials.

What do your people think?

Business owners spend a lot of time thinking about what the future of their business looks like. Perhaps now - post Covid - more than ever.

But, if you really want to get an accurate answer, you should be speaking to your people. They're the ones spearheading change over the coming years, throughout most sectors and industries.

Is getting their feedback something you do regularly?

Look at how your business has changed over the past few years. You may have hybrid works, fully remote workers, people working flexible hours to help them balance their work and home commitments. You may even be on of the businesses pioneering the four-day work week.

Your people are at the heart of all of this.

Employees are pushing for more flexibility and greater autonomy. And if you're not providing that, they'll have little hesitation in going somewhere that will.

Not only will talking to your staff help you understand how your

business will change and develop over the coming years, but it will help you to attract and retain the best people.

Your tech choices play a huge role in all of this

- The collaboration tools that help everyone stay connected
- The devices that make jobs easier and keep people engaged
- And the systems you use to automate tasks and boost productivity

If you haven't got that balance right, it can be a constant annoyance for employees - one they'd be more than happy to tell you about, given the chance.

If you don't already, arrange some time to speak to your people, both as a group and individually. Find out what's on their mind. What could make their lives easier, your systems better, and your customers happier?

But do it in an organized way. One of the biggest complaints from employees is ... too many meetings!

Did You Know

about Busy on Busy?

Microsoft Teams keeps rolling out new features.

Now it's allowing you to decide how calls are handled when you're already on a call or in a meeting.

'Busy on busy' lets you choose to either use a busy signal, redirect calls, or let them come through anyway. It was previously available only to admins, but now everyone can use it.



New to Windows 365

Automate tasks in Excel

Excel lovers have been waiting for them one. The Automate tab was previously only available in the web version, but now it's arrived in desktop app for Windows and Mac.

The tool allows you to create and modify scripts to automate repetitive tasks.



Make your Chrome browser work harder for you

Do you use Google Chrome? You can be more productive by using Extensions.

There are thousands of these small, free, add-on programs available for the world's most-used web browser.

Some just turn your cursor into a pizza slice - because, why not? But some have more practical uses that can help you get the most out of your day.

Here are our top picks:

Dualless. If you work on a laptop and miss the benefits of a big desk with dual monitors, this extension could be for you. Dualless allws you to split your browser window in two, so you can view two windows or applications at the same time. You can adjust the respective sizes to suit your needs.

RescueTime. Ever look at the clock and wonder where they day went? RescueTime can tell you. It tracks the time you spend in tabs in windows, and even categorizes them from 'very productive' to 'very distracting'. Are you brave enough for this one?

BlockSite. This is especially helpful if you're trying to stay productive away from the office. BlockSite allows you to create a list of websites you'd like to avoid, either all the time, or just during working hours. And it has a neat insight tool that shows you how you've been using your time.

Unhook. *Sometimes* you need to watch a YouTube video for research. But how often do its recommendations lead you down a rabbit hole? Unhook removes the recommended sidebar, and stops screen suggestions, comments and the trending tab, so that you only watch what you intended - and no more. You're welcome.

Technology Update

As Denmark moves towards being a cashless society, it reported no bank robberies at all in 2022. That's the first time ever.

Instead, criminals are turning to online banking fraud and other cyber crimes. There has been a surge in APP (bank transfer) fraud around the world.

Criminals are tricking businesses and consumers into authorizing payments using fake websites and emails.

This affects businesses everywhere. Warn your teams to be cautious of payment requests, and don't forget to keep your cyber security training up to date.

Test Your Tech Knowledge With This Month's Quiz

Who's the Top Tech Master in your office? Let's find out... (and no Googling)

1. **What was the name of the first internet search engine?**
2. **Which programming language shares its name with a snake?**
3. **1024 bits is equal to how many bytes?**
4. **Which company introduced the hard disk in 1956?**
5. **Which two numbers form the basis of the Binary system?**

The answers are on page 8.

Question: My employees want fewer video meetings, should we cut down?

Answer: Yes, if you can condense or combine them. Follow in the footsteps of big tech companies like Shopify and reduce the number of big meetings you hold. Your people will be happier, and you'll likely save a lot of time.

Question: Should my business upgrade to Windows 11?

Answer: In short, yes. It's not urgent, but Windows 10 will no longer be receiving new features and updates. So, it's good to make the move sooner than later.

Question: I know I need a password manager, but which is best?

Answers: Great question... and there are lots of options. Different businesses have different requirements, so it really all depends on you. We'd be happy to make a recommendation once we understand your needs. Get in touch.

QUIZ Answers

1. ARCHIE
2. PYTHON
3. 128
4. IBM
5. ONE AND ZERO



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2 Selling Strategies Your Business Should Avoid

In the world of business, there are good and bad selling strategies. Strong selling strategies bring your customers back for more and encourage them to refer their friends and family. In contrast, poor strategies will send your customers running for the hills. They'll never look back at your business and will tell everyone about their negative experiences. If you or your selling team are utilizing any of the following strategies when selling to customers, you should put a stop to it immediately, or your sales will begin to decline.

Not Addressing the Customer's Main Problem:

When customers approach you for a specific product or service, they most likely have a reason for coming. Listen to your customers' concerns rather than over-explaining your product or service. If you provide a solution to their problem, you'll likely earn a sale.

Arguing with Customers: Has a customer ever said something unreasonable or completely wrong about your product? You might have quickly defensive, but starting an argument with a customer will never lead to a sale, even if you're right. Listen to them and figure out where they're coming from before responding.

Become a Better Business Leader by Ditching These Habits

You want to be the best leader possible if you own or operate a business, but you may have developed habits over the years that are preventing you from being your best. As you grow in your role, you must overcome habits and certain ways of thinking that might impede your progress. If you're utilizing any of the following habits, it's time to change the way you're approaching things.

Black-and-White Thinking: There is plenty of gray in the world of business. You can't look at things as being one way or another. There are many different ways to approach each problem.

Your Opinion Matters More: You must listen to your team if you hope to be a great leader. You won't be right with every decision. Hear suggestions from your team and make an informed choice in order to determine the best path for your business.