

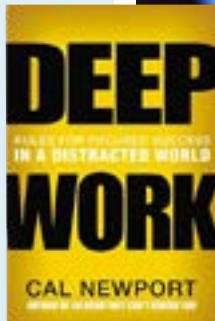
# Technology Times

Insider Tips To Make  
Your Business Run  
Faster, Easier And More  
Profitably

## Deep Work

By Cal Newport

In a culture dominated by technology, a rare skill is becoming increasingly more valuable. Deep work is the ability to focus – without distraction – on a mentally demanding task. As people receive a seemingly endless supply of e-mails and engage with an overabundance of social media platforms, they have lost this skill and limited their ability to think critically.



Cal Newport's *Deep Work* does not simply assert that distractions are bad. It focuses on the fact that developing a strong and deep work ethic can greatly produce beneficial outcomes. He also dives into how to transform your mind to think this way.

If you're trying to get ahead of the curve in the workplace, this book is a must-read.

## A Proven Method To Secure Your Business's Network

People don't usually think about small businesses when discussing cyber security. The media covers breaches in governmental and big-business security in excess. These entities usually have lucrative targets that attract the attention of hackers but are often backed up with an extremely protective network security system that's difficult to crack. When hackers can't break the big system, they turn their attention to easier targets.

While most hackers want the opportunity to crack a high-risk target, these situations are few and far between. Instead, they turn their attention toward much lower-hanging fruit. This is where small businesses come in; they still have access to money and data but have much lower defense than a governmental entity.

Luckily, many average cyber security strategies can keep the would-be hackers away. Their methods are always changing, though, and it helps to be one step ahead of the game.

These are the best current cyber security strategies you can put into place.

### Cloud Security

Cloud security is the protection of data stored online via cloud computing platforms from theft, leakage and deletion. As more and more businesses switch from hard-drive data storage to remote databases, this practice is becoming more and more commonplace. Methods of providing cloud security include firewalls, penetration testing and virtual private

*Continued on Page 2 ...*

## November 2021



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### Our Mission:

We are a trusted advisor to businesses, providing Apple platform based solutions, technical expertise and resources to help our clients achieve their goals and solve their IT problems that other service providers can't. Our clients trust our team to receive all problems gratefully.

... continued from Cover

networks (VPN), to name a few. While many people feel that their data and information are better stored on a hard drive on their own network, data stored in the cloud may actually be more secure, depending on the system's defense strategy. Be wary, though: not all cloud securities are made the same. Do your research and pick one that will best protect your data.

### Network Security

Network security is the protection of the underlying networking infrastructure from unauthorized access, misuse or theft. This is what your network administrator will need to put into place in order to keep your devices

**“Many average cyber security strategies can keep the would-be hackers away.”**

and data secure. The best approach to protecting your network is to create a strong WiFi password. Random numbers and letters work best for a small business since nobody but those who need it will be able to guess the password. In addition to a strong password, you'll also have to anticipate any type of internal attack.

### VPNs And Firewalls

A VPN can help protect your security by masking your IP address. This essentially means that you'll be connected through a different server, making it much harder for the government or websites to pinpoint your location. It also encrypts all network data by creating a secure tunnel. A firewall is simply a shield that protects your computer from the Internet. Firewalls can help restrict access to sites that could be damaging to your network. Both of these tools can be highly effective when used properly, but they do not protect against all threats.

### Updates And Upgrades

While it might seem simple, consistently updating and upgrading your technology tools can keep you much more secure. The developers of many of these tools are constantly looking for new threats that pose a risk to their program. They'll issue patches to make sure any holes are filled. You just need to make sure that

all of your tools are updated in a timely manner and verify that the updates are installing.

### Data Backups

You should always have multiple backups of your business's data. You never know when a power surge or some type of natural disaster might cause your current files to be deleted. You can prevent this issue by regularly backing up your data.

### Employee Training

It's important to limit employee access to systems and data owned by your company. Not everyone needs to have access, so only give it to those who can't work without it. There should also be some type of security training for all employees. Phishing schemes and weak passwords create just as many issues as hackers do. Finally, you should make sure everyone in your workplace is security-conscious. A single breach could critically hurt your business. Your employees need to understand this so they can be proactive as well.

No matter which route you take, the most important thing you can do for your small business is protect its network. Governmental entities and big businesses do not suffer from security lapses nearly as bad as small businesses. A security lapse could even stop your business dead in its tracks.

## FREE Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks



Eighty-two thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you MUST read this report and act on the information we're providing.

Claim your FREE copy today at  
[www.CreativeResources.net/7itsecurityprotections](http://www.CreativeResources.net/7itsecurityprotections)

## Cartoon Of The Month



“Excuse me. I'm new at this. Where do I click to add to my shopping cart?”

**SHINY NEW GADGET OF THE MONTH****Angel Guard Cookware Prevents Burns**

Many people burn themselves every day while cooking in their kitchens. There's a new product on the market that aims to prevent these injuries. After firefighter Eric Le Blanc responded to back-to-back kitchen burns involving children, he knew there had to be a safer alternative. In his research, he found that tipping pots of hot liquid were the world's leading cause of adolescent burns.



Le Blanc developed the world's first tip-proof cookware: Angel Guard Cookware. This cookware removes risk by including a removable stem that slides underneath the burner grate and locks the cookware into place. Now parents no longer have to worry about their child getting hurt after removing a pot from the stove.

**Thanking Your Employees**

Appreciation is a vital component to keeping your employees happy and productive.

More employees feel underappreciated for the work they do than ever before.

Simple gestures such as greeting your employees every day or buying the team

lunch can go a long way toward improving your workplace.

By showing gratitude to your employees, you are acknowledging them as people and not merely as talents. It also boosts positivity, which helps create stronger leaders and build a better work community. Showing gratitude will improve your relationships with your team, leading to an overall improved work experience. If you're trying to bring everyone together, there truly is no better way than showing gratitude.

**Hiring The Best Staff**

Not long ago, I had the opportunity to sit down with Carter Cast, the author behind *The Right – And Wrong – Stuff: How Brilliant Careers Are Made And Unmade*. Hiring success has a great influence on career success, and we discussed five negative archetypes that confront employers while filling a job opening. Together, we discovered some telltale signs that your interviewee may fall into one of these categories.

**Captain Fantastic**

While it might seem like "Captain Fantastic" would be a vital part of your team, they often cause division. Someone who is a "Captain Fantastic" is usually overambitious and has no qualms about stepping on others to get ahead. If you're interviewing a candidate and they mention that their greatest accomplishments revolve around beating others rather than delivering value or developing teams, you probably have a "Captain Fantastic" on your hands.

**Solo Flier**

Have you ever worked with someone who thinks their way is the best and only way to do something? It's very frustrating. While this type works well individually, they can be detrimental to a team environment. They usually claim to have no time or were too busy to accomplish their tasks; in reality, they may fail to hire and delegate properly. I've met with many people who fit this category and end up leaving their job due to burnout after taking on too much work.

**Version 1.0**

Change is a necessity in the workplace, but sometimes, people prefer to stick to their routine. To spot these people in interviews, listen to their stories and pay attention if they mention changes in the workplace and how they responded. If they stayed on the same path, that's a red flag. I knew a



manufacturing executive who failed to adapt to new technologies. This caused him to lose some of his biggest clients, and the business fell into a tailspin.

**The One-Trick Pony**

These people usually get stuck in a rut because they rely on their greatest strength to solve *all* problems. They will often aim for lateral moves rather than trying to broaden their horizons. I interviewed a one-trick pony recently who wrote amazing copy but struggled when meeting with clients face-to-face. His communication skills weren't strong enough to work with clients or lead large teams. His career became stagnant even though he was eager to grow and move up.

**Whirling Dervish**

Energetic employees improve morale and production in a workplace, but sometimes lack the follow-through needed to complete projects. You can usually spot these people in interviews if you notice them avoiding your questions. They often come up with excuses for why they didn't achieve results. Great ideas and strong morale do not make up for a lack of completion.

With knowledge of these archetypes, you can avoid hiring the wrong candidate for your team and instead focus on finding the perfect fit.



*Dr. Geoff Smart is chairman & 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.*



## Inside This Issue

A Proven Method To Secure Your  
Business's Network | 1

The 7 Most Critical IT Security  
Protections Every Business Must Have In  
Place Now To Protect Themselves | 2

Hiring The Best Staff | 3

# Is Your Data Secure?

In today's culture, data security is more important than ever. It would be horrific for many if their personal information was compromised. Unfortunately, your data may not be anywhere near as secure as you might hope.

The Pegasus Project is an exposé that revealed that a piece of spyware can exploit a user's Apple or Android devices to take control of the user's device. A list of 50,000 victims was published that included government officials, business executives and royal family members – proving that nobody is safe.

Tech companies usually write extremely secure codes initially, but as new features roll out, holes are created in the defense that hackers can exploit. Pegasus proved that, in the software world, if an adversary is well-motivated, they will find a way in.

The key to staying protected from these breaches is depth. Multiple lines of defense are more protective, so don't stop at one. Though one security tech may have plenty of gaps, another could fill those and strengthen your security.

New security technologies are continuing to advance the security field. There are plenty of actions you can take to ensure that your data remains secure.

### **STORYTELLING IS MORE IMPORTANT THAN BUILDING A PRESENCE ONLINE**

Social media has become an ever-important tool in the business world. It can help build customer loyalty while also being an essential marketing strategy. However, simply having an account is not enough.

In order to grow, you need to understand your customers and what motivates them.

Provide them with an experience they won't be able to obtain anywhere else. Be sure to do this while also making your social media content relevant. If your account does not focus on your products or services, it will prove useless.

Build connections with and focus on your customers. Without trying to approach a specific type of customer, your message can get lost. It can be difficult to attract all of your customers at once.

More important than the rest is to make your presence authentic and accessible. Keep the big picture in mind and don't get lost in the weeds.

