# Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"
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## World's Largest Meat Packer Falls Victim To Ransomware Attack

JBS, the world's largest meat-packer fell victim to a ransomware attack on May 30th, threatening the meat supply chain and prices. Brazil's JBS said late Tuesday that it had made "significant progress" in dealing with the cyberattack and expected the "vast majority" of its plants to be operating a few days later.

The attack affected servers supporting JBS operations in North America and Australia. Backup servers weren't affected and the company said it was not aware of any customer, supplier or employee data being compromised.

Ransomware experts warn of increased attacks targeting logistics and supply companies, similar to the Colonial Pipeline attack that devastated the gas supply lines on the eastern US coast.

## June 2021

This monthly publication provided courtesy of Ryan Haislar, President of Computerease.

*"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"*


# Breaking Bad Habits
# 4 Ways Your Employees Are Putting Your Business At Risk Of Cyber-Attack

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 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.

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

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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 like 1Password and LastPass that make it easy to create new passwords and manage them across all apps and accounts.

**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, antivirus, anti-spyware, anti-ransomware, 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 cyber security 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 provider or partnering with an IT services firm is an excellent way to accomplish this and to avoid everything we've talked about in this article. Education is a powerful tool and, when used right, it can protect your business and your employees.

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

## Free Email Phishing Test & Cybersecurity Awareness Training: Find out who will take the bait and put your company at risk!

Over 90% of cyberattacks start with an email! Take proactive steps to educate your entire organization about the signs, the risks and the disastrous outcome of email phishing attacks.

- Make employees aware of the risks of email phishing attacks
- Real-life cybersecurity training your employees won't forget
- Learn which employees fall victim to the simulated phishing email
- Provide additional training to employees who need it most

**Claim your FREE Email Phishing Test And Cybersecurity Awareness Training Today At: www.computer-service.com/phishing-test**

## 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**.

# From Start-Ups To Best Places To Work: How Culture Changes Everything

There are two parts to culture: people and systems. On the people side, consider the "Empathy Accountability Continuum." Empathy is at one end of the spectrum and accountability at the other.

Then, based on who you are dealing with and the context of the conversation, figure out where you need to be on that continuum. The more you get to know someone, the easier it becomes to choose the right moment in time to lean toward either empathy or accountability.

How do you know where to land on the scale? Be curious about the people on your team as well as people in the world around you. Ask what they are doing and how they are doing it.

A big part of maintaining curiosity and understanding also comes from being calm and connected. You can't have a connection with your people unless you are calm. It's part of being a leader within your organization.

To that effect, you need to be able to lead yourself and know where you are on the Empathy Accountability Continuum. We can't lead others unless we can lead ourselves. So, we have to understand our own fears and concerns. Then it becomes easier to make those connections.

On the systems side of things, you have to "discover the core": your core purpose and core values, which tell you what is important to you and your business.

As part of that, you also need to document the future. Plan, strategize and put it into writing. Where are you going? What is your vision?

What is your BHAG (big, hairy, audacious goal)? What is your 10-year obsession?

Once you plan and put your future into writing, you have to execute relentlessly. This is how you make sure you get there. Live your system – use daily rituals like huddles and make sure they are useful. You should be constantly talking about your core values and goals.

Of course, as part of building a strong culture, you need a robust recruiting process. Find the right people and keep them engaged. Have a multistep and multiperson process when hiring and use a scorecard (a very detailed job description) when recruiting.

When you bring it all together – people and systems – be sure to show more love. Make sure there is peer recognition and recognition from leadership on a regular basis. Send them cards on their anniversary or birthday. Even have a budget for when bad stuff happens in people's lives.

But don't rush your culture. Take it one piece at a time – do something every day to work at it and build something great.

*Tristan White is the founder and CEO of The Physio Co, a unique health care company based in Australia. While he's led The Physio Co, the company has been ranked one of Australia's 50 Best Places To Work for 11 consecutive years. In building this fast-growing company, White authored the book* Culture Is Everything *and started a podcast,* Think Big Act Small. *Learn more at TristanWhite.com and see his Petra Coach webinar at* ***PetraCoach.com/from-start-up-to-best-places-to-work-how-culture-changes-everything-with-tristan-white***

### Are You Stuck In The Self-Employment Trap?

Many people go the self-employment route in order to have more control over their days, in search of a better work/life balance. But reality soon becomes very different: long hours while you pour everything into the business. This leads to burnout. What actions can you take to avoid or escape this trap?

**Delegate More Tasks.** This is hard to do, especially when you want things to go just right. Turn your attention to hiring one or more employees who are up to the challenge and can meet your needs. It might take a while to find the ideal match, but it's worth it to find someone who can take on crucial tasks and help you achieve your goals.

**Inspect Your Systems And Processes.** Across the board, you need systems and processes in place. When you have a framework to follow, it makes it much easier to reclaim your time and energy. Inc., *Feb. 18, 2021*

### Make The Most Of Your Remote Workforce

More people are working at home. With a spread-out workforce, businesses face new challenges that they didn't face with the traditional in-office model. Now, as businesses adapt, they are looking for waysto get more out of their remote workforce.

**1. They're Reorganizing.** Businesses are taking a hard look at their internal structure, along with systems and processes. They're shifting the way they hire by raising their expectations. Along with that, they're redoing the way they onboard and train. They're relearning to do everything remotely, and tools like Slack and Zoom are taking center stage.

**2. They're Investing In Technology.** Businesses are bringing new tools and tech into the mix. They're investing in communication and collaboration tools. They're relying heavily on the cloud and VPNs. They're also buying devices like laptops and PCs for their remote workforce to ensure everyone is using the same, approved technology – which makes support and security more efficient. *Inc., Feb. 27, 2021*


*"I think we're named after computer passwords."*

### Use Technology To Make Your Business Stand Out

Today's workforce is more tech-savvy than ever before. This means your business should be as well. You want to attract good talent, and leveraging your own tech prowess can be a way to do just that.

Think about how you engage with social media. Is it something that's just there or is it something you're using to actively reach out and connect with customers, potential customers and your community? TikTok, for example, relies on a powerful algorithm to reach specific audiences. Businesses can take advantage of that to get content, including ads, to relevant eyes. According to Hootsuite, TikTok pushes for five million daily impressions for certain ads.

Taking it a step further, you can mix AI with human communication. Chatbots are more advanced than ever and can seriously impact lead generation. Chatbots also direct users to real people to continue the conversation on specific terms. Basically, there are more ways to customize how you communicate, and it's worth investing in. *Forbes, March 12, 2021*