

The Tech chronicle

What's New

The state is slowly opening up! While it is uncertain whether different areas will allow Halloween festivities or not there are some great fall events that are definitely happening. Do you love a good haunted house? If you're brave enough check out Rotten Manor.

Southeast Michigan's newest member to the Fright Club! Haunted Attraction located in Holly, MI. Here there are 2 full 35/45 minute attractions: Rotten Manor & Rotten Asylum/Forest. Boasting the largest, most realistic custom structures of any attraction in Michigan, Rotten Manor is a highly-detailed, theatrical, and immersive experience in fear.

If you're looking for something more family friendly check out Spicer Orchards in Fenton Fall Festival Weekends at Spicer Orchards include hayrides, apple picking, watching the cider making process, large farm play area, farm animal barn, train rides, pony rides and so much more.

We also love Canterbury Village in Lake Orion. They're having an open air market on October 3rd and 4th. This street market will showcase the work of local artists, craters, cooks, jewelers, musicians and more. It's the perfect chance to discover uniquely metro Detroit and Michigan made items.

October 2020



This monthly publication provided courtesy of Dennis Jock of DenBe Computer Consulting.

Did You Know?

The Packard Motor Car Company in Detroit manufactured the first air-conditioned car in 1939.



The #1 Mistake Your Employees Are Making Today That Lets Cybercriminals Into Your Network

We all make mistakes. It's a fact of life. But as we all know, some mistakes can have serious and lasting consequences – especially when it comes to business, cyber security and the constant cyberthreats that are out there.

While some businesses have invested heavily in cyber security, many have not. When it comes to network and data security, one of the most vulnerable areas of the economy is small businesses.

More often than not, small businesses simply don't go all-in when it comes to IT security. Some fear they don't have the budget and worry that IT security is too expensive. Others don't take it seriously – they have an "it will never happen to me" attitude. Then there are those who invest in *some* security, but it's limited and still leaves them vulnerable in the long run.

But there is one area of IT security where *every* business is vulnerable. You can have the greatest malware protection in the world and still fall victim due to this one big mistake.

Your employees lack IT security training.

It's as simple as that. When your team isn't trained on IT or network security *and* they aren't aware of today's best practices, you open yourself to major risk. Here's why: We make mistakes.

Scammers and cybercriminals have the most success when they are able to trick people or play on the emotions of their victims. One common emotion they use is fear.

No one likes to get a message telling them that their bank account has been compromised. This is how phishing e-

4 E-Mails You Should NEVER Open

No matter how “bomb-proof” we make your network, you and your employees can still invite a hacker in if you click on a link or open an attachment in an e-mail sent by a cybercriminal. Some spam is obvious (can you say, “Viagra at a discount”?) but others are VERY cleverly designed to sneak past all the filters and trick the recipient into opening the door. Known as a “phishing” e-mail, this still is the #1 way hackers circumvent firewalls, filters and antivirus, so it’s critical that you and your employees know how to spot a threatening e-mail. Here are four types of e-mail ploys you should be on high alert for.

The Authority E-mail. The most common phishing e-mails are ones impersonating your bank, the IRS or some authority figure. The rule of thumb is this: ANY e-mail that comes in where 1) you don’t PERSONALLY know the sender, including e-mails from the IRS, Microsoft or your “bank,” and 2) asks you to “verify” your account should be deleted. Remember, ANY important notification will be sent via old-fashioned snail mail. If it’s important, they can call you.

The “Account Verification” E-mail. Any e-mail that asks you to verify your password, bank information or login credentials, OR to update your account information, should be ignored. No legitimate vendor sends e-mails asking for this; they will simply ask you upon logging in to update or verify your information if that’s necessary.

The Typo E-mail. Another big warning sign is typos. E-mails coming from overseas (which is where most of these attacks come from) are written by people who do not speak or write English well. Therefore, if there are obvious typos or grammar mistakes, delete it.

The Zip File, PDF Or Invoice Attachment.

Unless you specifically KNOW the sender of an e-mail, never, ever open an attachment. That includes PDFs, zip files, music and video files and anything referencing an unpaid invoice or accounting file (many hackers use this to get people in accounting departments to open e-mails). Of course, ANY file can carry a virus, so better to delete it than be sorry.

What Makes A Leader Successful Today? *Intentionality And The 3 Shifts*

Have you ever wondered what one thing all successful leaders have in common? First, consider what all *unsuccessful leaders* have in common: they lack focus.

Either they aren’t clear on what they’re trying to do or they know what they need to do but aren’t doing the right things to achieve their objectives. Both waste money and resources and leave organizations stuck in the status quo.

This affects leaders regardless of the size or type of organization, and that’s why I wrote *The Intention Imperative: 3 Essential Changes That Will Make You A Successful Leader Today*.

What all great leaders have in common is intentionality — *being crystal clear on what you’re trying to achieve and taking the right actions every day to achieve it.*

Why do many business leaders lack clarity?

1. They inherited an unclear vision or never had one to begin with.
2. They value operations over objectives — doing things without questioning why.
3. They were distracted by problems, or even opportunities, which took them off course.
4. They were unwilling or unable to look at what was consistently being done with a fresh perspective.

What are the symptoms and signs of a leader who lacks clarity?

1. Constant changes in focus or direction
2. Lack of momentum
3. Confusion among employees and what to do
4. Many team members asking “Why?”
5. Frustration at every level
6. Inconsistent action or behavior

In my book, I explain intentionality and then share what I believe are imperative changes

leaders need to take today to succeed: the shift from *structure to culture*, from *motivation to inspiration* and from *experience to emotion*.

IMPERATIVE 1 - CULTURE

“Culture is what we think and believe, which then determines what we do and what we accomplish.”

In *The Intention Imperative*, I teach the five levers you have for creating and maintaining the culture you desire. Creating it is the job of a leader.

IMPERATIVE 2 - INSPIRATION

“Inspiration doesn’t have to be mysterious or complicated to create.”

What is inspiration? It is motivation to the power of purpose. It is linking meaning to motives. Inspiration doesn’t come from outside force or artificial causes. It develops from the work itself and how the leader is able to demonstrate importance and impact.

IMPERATIVE 3 - EMOTION

“Emotions are everywhere and they are the single biggest factor in how we make decisions.”

A negative emotional experience can be offset with a positive one. The customer experience is important, but how the customer feels about that experience is critical. Few companies design and deliver for positive emotion.

Now, try these three things:

1. Focus on building a culture that powers the right actions to create the right results you, your team and customers need for breakthrough success.
2. Couple purpose with motivation so your team is inspired.
3. Design your product and service delivery around positive emotions.



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■ Improve Your Cash Flow With These Tips

Have Better Billing Processes –

Make it as easy as possible for customers to pay their bills. Incentivize them to pay before the due date with a small discount or offer. Be diligent about sending invoices ASAP after customers buy with you.

Get Cooperative –

If it's possible or practical, work with other businesses to form a buyers' co-op. This gives you more buying power when buying in bulk.

Credit Check Customers –

When dealing with higher-priced goods or services and a customer can't pay in cash, don't be afraid to run a credit check. Customers with poor credit can be a liability and cost you big.

Audit Your Inventory – Identify what costs you money by sitting around. If you're stuck with inventory that isn't moving, you

may need to discount it to get rid of it.

Pay Online – Pay all of your bills online. This way you can select the exact date when those bills are paid each month, giving you more control over your cash flow.

SmallBiz Technology, Jan. 27, 2020

■ Top Ways To Prevent Your Remote Workers From Letting Cybercriminals Steal Your Data

1. Set expectations, rules and boundaries for employees, ensuring everyone is on the same page and held accountable.

2. Put together standard operating procedures for employees so they know what to do and who to call should anything go wrong.

3. Have a disaster recovery plan ready to back up and restore any system or data, should it become compromised.

4. Establish guidelines for employees, defining which approved devices and software they should be using.

5. Make sure those devices and software are routinely updated with the latest security patches.
Cyber Defense Magazine, June 3, 2020

■ 3 Things You Can Do To Use Stress To Your Advantage

Embrace Deadlines – Research suggests we are the most productive with deadlines looming. Give yourself deadlines for everything. If you struggle with procrastination, move deadlines up in order to get things done.

Stress Yourself Out (On Purpose)

– You can actually build a tolerance to stress. All you have to do is step out of your comfort zone and intentionally put yourself into stressful situations. You become more resilient to stressful situations and test your own boundaries at the same time.

Identify Stress “Weaknesses” –

When stressed, identify what it is about a situation or task that is causing you stress. Then, focus on that cause and determine what you can do to mitigate it. It might mean reorganizing your day, such as reading and responding to e-mails at a different time. Or maybe you need more information on the issue you're dealing with, so do some research and see what you can find to help.
Inc., July 8, 2020



"But I think we can both agree that my nap ethic is fantastic."