

The Tech chronicle

Get out and Explore

There are so many Michigan May events to see, do and explore!! *No way* you will be bored this month! Let's start traveling Michigan!

Holland Tulip Festival May 7-15, 2022. It's one of the hottest May, Michigan events of the month!

The First Friday Art Walk is a community event held the first Friday of each month in downtown Grand Rapids. 6:00-9:00 p.m. May 6, 2022. Avenue for the Arts, 100 S. Division Avenue, Grand Rapids, MI. On the first Friday of every month, South Division Ave is the place to be for art lovers! See artwork created by local artists, handmade goods, and food and drink specials.

Hot Air Balloon Championships
Frankenmuth, May 27-30, 2022. Flights are early morning and later evening weather permitting. These hot air balloon championships are one of our favorite events!

St. Mary's Polish Country Fair, May 27-29, 2022. A Michigan tradition for years, this annual fair is held at St. Mary's Preparatory School campus, which overlooks Orchard Lake. It is a popular Memorial Day weekend event. Enjoy carnival rides (including an 80-foot roller coaster!), music, dancing, kids activities,

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Did you Know?

Michigan is home to Domino's Pizza and Little Caesars. Dominos was founded in Ann Arbor and is the largest chain with \$12.25 billion in annual gross sales. Little Caesars was founded in Detroit and comes in at #3 with annual gross sales of \$4 billion.



Keep Your Business Compliant By Following These Tips

Compliance is incredibly important for any business. A failure to remain compliant can spell doom for any business, regardless of size. Being compliant is the act of following certain established rules, regulations, laws and guidelines. But what many business owners don't realize is that compliance and security go hand in hand. Compliance is in place to prevent security breaches and give guidelines for what to do if a breach does occur.

Your company won't become compliant on its own, though. It often takes plenty of time, effort and money to ensure that your business stays compliant, especially given how rapidly technology advances. Twenty-five years ago, you wouldn't have had to worry about many of the issues that plague business owners these days because the Internet was nowhere near as developed as it is now.

But times have changed, and your business has to change with it or you will fall victim to cyber-attacks. Before you spend time and money trying to figure out if your business is compliant or not, you should ask yourself some questions.

- Does my business have antivirus software and is my network protected by a firewall?
- What data is my business encrypting?
- Do I have a system in place to manage network-connected devices?
- Are there disaster recovery plans in place, and do I use backup solutions?
- Is there a business continuity strategy?
- Do I have employee training in regard to security?

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After you've answered these questions, you'll have a better idea of what needs to be done to ensure your business stays compliant. You may be thinking you need to rush out and buy the necessary technology and equipment to fill any holes, but you should focus on your team more than anything else.

According to a study by IBM, 95% of cyber security breaches stem from human error. We've talked at length about the importance of training your employees to be cyber-secure, but the reality is that employees who have not bought into a cyber-secure culture are putting your business at risk. You must have some type of employee training in place so they can learn all they can about cyber security and keeping your business protected. Without proper training, you cannot expect your employees to be inherently cyber-secure.

After you've fully trained your employees, you can put more focus into bringing in the proper technology and equipment to plug any lapses in your compliance plan. If you don't have antivirus software or firewalls, you should invest in them before anything else. Once those are in place, you can focus on a few specific pieces of technology to make your business more compliant.

One of the best investments you can make is to put an e-mail spam filter in place. Though your employees will

be trained and hopefully well-versed in cyber security, mistakes can still happen. E-mail-based phishing attacks are one of the easiest ways for a cybercriminal to gain access to your company's valuable information. All it takes is one click on the wrong link to compromise the entire network. With a filter, you won't have to worry about your employees accidentally clicking on a sketchy e-mail because it will never make it to their mailbox in the first place.

Additionally, you should also introduce strong security password practices as well as multifactor authentication. Part of your training for your employees should include tips and strategies for creating strong passwords. Oftentimes, people will use the same passwords for every account, which can leave your business vulnerable if one of their other accounts is compromised. Multifactor authentication takes this step to the next level since your employees will also receive a text message authorizing their login into their e-mail or other accounts. It's a simple way to ensure your bases are covered.

Staying compliant is an extremely important part of your business. It helps protect you and everyone who works for, or does business with, your company. However, it takes time to put these practices into place. If you feel like you don't have time to get your cyber security measures in place or if you simply need more information about managed services providers, give us a call. We would be glad to help you with your cyber security or compliance needs.

95% of cyber security breaches stem from human error.

Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN Equifax, Yahoo and Target Did?



If the answer is "NO" – and let's be honest, the answer *is* no – you are leaving yourself and your company open to massive liability, *millions* in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – social security numbers, credit card numbers, birth dates, home addresses, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time before they destroy your business, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. If your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let this happen to you, your employees and your customers. *Reserve your exclusive CEO Dark Web Scan now!*

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How to Retain Your Current Employees

Ask around and you will find that everyone is affected by the labor shortage. Filling open positions can be difficult and filling them with fully qualified people is next to impossible. The Bureau of Labor Statistics estimates that there are over 9 million job openings in the market so it doesn't take a rocket scientist to see why everyone is struggling. So, what are businesses to do? Start with retaining the employee's that you do have.

Engage your employees! Choose an employee of the month, buy your staff lunch once a week, run contests to improve productivity and make the goal attainable, sponsor an employee picnic, anything is on the table. Find ways to make them feel like they're part of a team.

Treat every employee like you would want to be treated. Many studies have shown that employees want to feel valued and respected. Doesn't everyone want that? Treating people harshly or even being indifferent towards them will lead to lots of turnover. Training a new employee can cost around 10k per person depending on the industry. Investing in their happiness not only makes you a better person it saves thousands to your bottom line.

In a recent poll, 81 percent of hourly workers listed a work life balance as one of the most desired aspects of a job. Are you offering paid time off? Do you work with them so they can go to doctor appointments or make it to their child's track meet? When an employee feels like their family is able to come first with their employer, you'll find they are unwilling to leave even if offered more money. There is security in knowing that they won't be penalized if they have to leave because their elderly parent fell or their child got sick at school.

We also can't talk about employee retention without talking about salaries. Employees are much happier at work when they feel fairly compensated for what they're doing each week. It's important that employers realize there are only so many qualified candidates so when the supply of quality candidates becomes low a company must act quickly before employees start leaving. Companies aren't going to succeed if they don't treat their staff with a sense of gratitude and appreciation. If your company really wants high retention rates, this will mean ensuring a culture where everyone knows they contribute towards the overall success of the company. By taking care of people, you'll create a positive environment where individuals feel rewarded, valued and happy to stick around instead of jumping ship.

5 Tips To Spot Candidates With The Right And Wrong Stuff



I recently 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 routines. 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 in person. 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 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.

■ How The Pandemic Impacted Online Grocery Delivery Companies

After taking a trip to go apple-picking in Lancaster, Pennsylvania, Abhi Ramesh came up with an idea to prevent food waste. He saw apples all around the ground that would eventually be thrown out. He thought there must be a better way and began developing his company, Misfits Market. They offered a subscription service and single-order boxes of “unwanted” produce.

When the pandemic hit, Misfits Market had to completely revolutionize the way they operated. They saw five times as many orders and had to shut down their website’s checkout page while they figured out a plan to meet the demand. They created a wait list while hiring a massive number of new employees. Their staff grew from 175 to over 1,000 in a few short months. Their plan

seems to have worked out, as Misfits Market is now valued at \$2 billion and has expanded its delivery service to include items not considered produce.

■ 3 Ways To Cut Your Company’s Energy Bills

Some of the biggest costs that brick-and-mortar businesses face are gas and electricity bills. However, you can’t just cut these energy bills out of your budget; they’re essential to your business. That doesn’t mean you should be stuck paying incredibly high bills, though. There are things you can do to lower your company’s monthly energy costs.

- Get an energy audit and find out exactly what is driving your bills up. You can look online for checklists and templates to get you started.
- Update any old or outdated technology from your office equipment to the break room.

Older technology can produce higher energy costs.

- Involve your team by informing them of the importance of energy conservation. You need to have everyone in your business working to keep energy costs down.

■ Improve Your IT Security By Making IT Part Of Your Company’s Culture

Many business owners who are trying to improve their company’s IT security look at fixing potential hardware and software problems. No matter how many holes owners fill or barriers they put up, hackers can still find their way to important information. The simple truth of the matter is that you cannot single-handedly control and monitor your business for security risks. You must ensure that your entire team is on board and dedicated to maintaining a secure culture in the workplace.

Start with the top and make sure your leadership team has bought into the culture. They’ll help influence the rest of the team. You also need to incorporate IT security training into your onboarding process. This will ensure that everyone who is hired understands the expectation. Continue this training with your current employees by having an annual refresher training. If your team buys into the security culture, you will have much less to worry about.

