

The Tech chronicle

What's New

Summer's not officially over until September 22nd so there is still plenty of time to have summer fun in our great state. There's so much going on in September that we had to be really selective with the events we chose. Check out all that's going on!

Michigan Renaissance Festival, (weekends) from August 20-October 2, 2022. Holly Michigan.
Michigan State Fair, September 1-5, 2022, Suburban Collection Showplace, 46100 Grand River Avenue, Novi, MI. Carnival Midway, Livestock exhibits, Circus performances, Beer garden, Entertainment tent, Agriculture booths, Vendor booths. Fun Michigan Labor Day Events 2022!

Richmond Area Good Old Days Festival, Richmond, MI September 8-11, 2022, It was voted MICHIGAN'S BEST Small Town Festival. Carnival, motor sports, parade, fireworks and more

Brighton's Smokin' Jazz & Barbecue Blues Festival, Brighton, MI September 9-11, 2022, 6 pm-12 pm, Downtown Brighton. Fun September activities 2022. Award winning barbecue will once again be smokin' up Main Street from Grand River to 1st Street; serving up ribs, pulled pork, beef brisket, pork tenderloin, sweet treats, specialty mac n' cheese and much more

Northville Heritage Festival, September 16, 17 and 18, 2022

Troy Family Daze Festival, Troy, MI, September 15-18, 2022, Celebrate family, fun, heritage and cuisine.

South Lyon Pumpkinfest Saturday, September 24 from 10a-7p & Sunday, September 25 from 11a-6 Downtown South Lyon. Enjoy the annual parade, craft show, food, music, live music, inflatables, Ultimate Air Dogs, Biergarten, and much more at the annual Pumpkinfest.

September 2022



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

Did you Know?

Gerald R. Ford grew up in Grand Rapids and became the 38th president of the United States. He attended the University of Michigan where he was a football star. He served on a World War II aircraft carrier and afterward represented Michigan in Congress for 24 years. He was also was an Eagle Scout, the highest rank in Boy Scouts.



Back To School!

The 4 Cyber Security Trainings You Must Do With ALL Employees

It's back-to-school season! Soon, our kids will return to the classroom, where they will relearn the information from the prior school year to ensure that they were able to retain that knowledge. There's nothing wrong with needing a refresher, and this is true for both students and your employees.

If your staff has not had a refresher course on your company's cyber security practices sometime in the last year, now is the perfect time to get them up to speed. After all, they can't defend themselves from cyberthreats if they don't know how. That's why it's so important that your team has bought into a cyber-secure culture and is aware of potential threats that could impact your business.

Cyberthreats come in all shapes and sizes, but an overwhelming majority

of successful cyber-attacks can be attributed to human error, which is the main reason your employees need cyber security refresher training at least once a year. A lack of training can open your business up to hackers and other cyber-attacks by way of phishing e-mails, weak passwords, unsafe browsing and more - which jeopardizes your entire company. Additionally, in many cases, insurance won't cover your claims if your employees have not undergone regular training. Finally, customers usually don't want to do business with a company that isn't keeping their information protected.

It doesn't matter how big or small your business is - you must make an effort to ensure that all of your employees have gone through cyber security training. However, if you've never trained your team on cyber

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security and are unsure of which topics to cover, don't worry because we've put together a list of the most important topics to discuss.

Password Security

Nearly every employee at every company has their own login to access the company's systems, data or Internet. When selecting the passwords for this login, employees need to use strong, unique passwords that utilize letters, numbers, punctuation and other special characters and are not shared between accounts. You should also ensure that your employees regularly change their passwords. For an extra layer of security, you can utilize multifactor authentication so you'll know that those logging into an account are who they claim to be.

E-mail

Your employees should be cautious of any e-mails that come from addresses outside of the company. When your employees go through their e-mail, they should not open e-mails from people they don't know or have not communicated with in the past. Unless they know



exactly where the e-mail has come from, they should not open any links or attachments within it.

Social Media

An employee's personal accounts should never be set up through a company e-mail address. When posting on social media, your employees should be cautious about what they post in regard to work. They shouldn't disclose private information about your company or your clients on social media. If they did, it could be devastating to your company's reputation as well as your cyber security.

Protecting Company Data

At the end of the day, your cyber security practices are in place to protect company and client data, and your employees have a legal and regulatory duty to protect sensitive information. A reckless disregard for protecting company information can quickly cause your company to go under and has the potential to bring forth lawsuits.

Establishing strong cyber security practices and ensuring your team is aware of them through training is the best way to protect your business from cyberthreats. By implementing training on these four

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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.

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!*

Get your free Dark Web Scan TODAY

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Budget During Uncertainty

A budget is essentially a financial plan for your business that sets out goals for income and expenditure over a given period of time – a topic which my colleague Grant Woolley covered in-depth last month.

Forecasting is a related process that involves projecting the expected outcomes for a business (from an income and expense, cash flow and/or balance sheet perspective) based on assumed conditions. It may be carried out as part of the budget preparation process, but also, as a “what if” tool on an ongoing or ad-hoc basis to aid in decision-making and provide insights into where the business is heading. The key is determining what assumptions are the right ones to make

Key Focus Areas to Help with Forecasting

Below are some key areas businesses should keep in mind when forecasting and looking to understand their outlook for the 2023 financial year.

- Allow for Flexibility

Forecast models should be responsive and based on key drivers of performance or profitability specific to the business. Whether using Excel or another solution a well-built model should allow key variables to be changed on the fly to provide timely insights into consequences for the business as circumstances change.

- Range of Scenarios

Once a flexible model has been built, time can be spent easily looking at different what-if scenarios to help plan for contingencies and better understand potential financial outcomes.

For example, a business might look to understand at a high level:

While seemingly unlikely now, what might happen financially if there is a re-escalation of government COVID-19 restrictions?

What is the impact of expected increases in interest rates over the coming year?

In an inflationary environment what is the impact on profit if key costs increase? How can this be recovered from customers?

What impact would an innovative new idea or opportunity have on the business?

- Cash Flow

As we emerge from the pandemic cash flow remains of critical importance to business.

A recovering business which is increasing its activities and growing its turnover may find a need for additional working capital. Cash flow forecasting can help understand the likely timing and quantum of such requirements, allowing management to look at where this will be sourced (e.g. additional capital injection or bank funding).

What are the timing and amounts of upcoming taxation liabilities and employer obligations?

Debtor collections – can we really assume the business will be paid on time? What is the impact of expected payment timing on liquidity and working capital?

- Opportunities

As the economy opens back up, there are many opportunities for businesses to expand and grow. Forecasting can help identify and assess opportunities, and budgets are still a great tool to help drive improvement whether it be cost reductions or otherwise.

Revisit & Adjust

Making reviews and updates of budgets/forecasts a regular practice is the key to getting the most out of these tools. It is best to schedule this on a monthly or quarterly basis as part of the management reporting process, and in addition, to use what-if forecasting on an ad-hoc basis as circumstances dictate. This will help the business stay one step ahead.

The Most Important Word In Business

“What’s the most important mindset for success in business?”

I was recently asked this question by a video podcaster, and I carefully thought about my response. At first, I didn’t think it was possible to identify the single most important mindset. I find questions that ask for “one thing” tend to oversimplify things. I considered that success usually depends on a number of factors and can’t be broken down into one single mindset, but suddenly, it dawned on me: the one mindset that I have observed in successful vs. unsuccessful entrepreneurs countless times is generosity.

Oftentimes, you will see companies place honesty as their top mindset value, but in my opinion, that’s putting the stakes a little too low. Companies shouldn’t have to remind their employees not to be dishonest. You may also hear businesses putting kindness first, but kindness doesn’t actually bring any value to their customers’ lives.

Companies that put respect as their mindset are on the right path but still fall short of the benefits that generosity brings. To show someone generosity, you are giving them respect while also giving them something valuable. When you actually think about it, leaders who succeed are often generous. They’re able to treat their employees, their customers, their shareholders and the community with a sense of generosity that brings them success. Those who fail to show generosity rarely succeed over the long term. Throughout my experience, I have met many business owners who have seen success and failure through their use of generosity.

I once talked with the CEO of a mortgage company who implied that his business succeeded by “tricking” low-income homeowners into signing up for mortgages that had hidden terms that were unfavorable to them. Once the housing crisis hit in 2008, which was caused by bad players, this guy’s company and career were snuffed out under a pile of lawsuits.



In contrast, I remember talking to Ted Waitt, one of the co-founders of Gateway. I was blown away that a guy like Ted, a cowboy sporting ripped jeans, could create a multibillion-dollar computer manufacturing company in the middle of South Dakota. Ted loved making technology less stressful for his customers while giving people good value for their dollar. His spirit of generosity was reflected in his company culture.

We often think that we need to do everything in our power to bring in more money, but adopting a mindset of generosity is better if you want to see success in life and your career.



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.

■ Improve Your Company's Culture By Maintaining Employee Happiness

There are certain businesses you walk into that just feel different. Everywhere you look, the employees are engaged, which is reflected in the way business is conducted. And their quarterly profits usually show just how much business is booming.

These businesses stumbled upon the secret that one great employee is often worth three average employees, and it's cheaper to pay these superstars 150% or more of the average industry wage to keep them around. These employees are flexible problem-solvers who can weather any storm.

However, you may have employees who quit because they weren't happy or adding value in their roles. How do you keep your other employees

from following in their footsteps?

One way is to set up an open exit where your employees give you a six- to eight-week warning that they are looking for another job. You can use that time to fill their role and train the new hire so there is no lapse in the transition period.

You can also pay your employees a better wage and offer benefits to keep them happy and engaged. When you work with these employees to make their lives easier, their flexibility becomes a gift rather than a burden. Unhappy employees can spell doom for your business, so do everything in your power to keep your team happy.

■ 2 Scientific Methods To Prevent Memory Loss

It can be difficult growing older and realizing that your memory isn't as strong as it once was.

You may try to eat supplements or do brain exercises on your tablet, but there are strategies you can implement to enhance your memory.

The first strategy is to aim for mastery, not relative performance. Researchers at Nagoya University in Japan have found that mastery-approach goals (i.e., developing your own competence) enhance memory of newly learned material, whereas performance approach goals (i.e., comparing yourself to others) can create "tenuous connections" in memory. The authors concluded the study by saying, "Motivation factors can influence inhibition and forgetting."

The second strategy is to simply ask why. A 2016 study from the *European Journal of Social Psychology* found that thinking more abstractly can actually reduce memory issues. The study examined how levels of "construal" (examination and interpretation) can affect memory, and their results suggested that "abstract thinking can eliminate retrieval-induced forgetting because of relational processing, demonstrating the roles of the levels of construal on memory inhibition." In other words, if you know the "how" and "why" behind things you intend to remember, you'll be more likely to remember them.

