



The Tech chronicle

December Happenings

It's the most wonderful time of the year! We picked three things to do that could be fun additions to your Christmas traditions.

The Downtown Rochester Kris Kringle Market: On West Fourth St. between Main & Walnut. Friday, December 2, 2022 from 4 - 10 p.m. and Saturday, December 3, 2022 from Noon - 10 p.m. This lovely market was inspired by the 700-year old tradition of the open-air Christmas markets throughout Europe. Come on out to Rochester for one-of-a-kind shopping, specialty foods, fresh greens & wreaths and handcrafted gifts for the holiday. Incredible Michigan Christmas markets!

Christmas at Crossroads Holiday Magic 2022, Crossroads Village & Huckleberry Railroad is incredible! 6140 Bray Road, Flint, MI. Village, train ride, Christmas buffet options. November 25-27, 2022, December 2-4, 9-11, 16-18, 21-23, and 28-30, 2022. Hours: 4:00 pm-9:00 pm. Christmas at Crossroads Village is lovely with costumed villagers, live entertainment, model trains and craft demonstrations, holiday music and, of course, visits with Santa himself. It's holiday fun for the whole family. Buy your tickets early. What an awesome December Michigan event!

A Ford House Christmas, at The Ford House (Edsel and Eleanor), November 18 - December 30 5:30pm - 8:30pm. 1100 Lake Shore Road, Grosse Pointe Shores, MI. Travel back in time and spend the holiday season with the Ford family. Embark on a lighted shuttle ride to The Ford House for a holiday tour of the historic home. Partake in fun holiday crafts and entertainment. A concession stand will be available as well.

December 2022



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

Did you Know?

Elsie is the home of the world's largest registered Holstein dairy herd.



Give Your Business An Advantage In 2023 By Paying Attention To Important IT News And Trends Of 2022

The year 2022 was a big one for IT, experiencing growth in all areas, especially for infrastructure in remote work due to the pandemic. When businesses fail to have updated IT infrastructure in place, regardless of company size or location, their customers' and employees' sensitive information is at risk. By investing in proper IT infrastructure, businesses can improve productivity while saving money. It's a win-win situation.

Keeping that in mind, business owners need to be aware of changes in the IT industry so they can best protect their businesses and customers. The IT industry is continuing to grow, so you must make

necessary updates. Here, you'll find the most important IT news and trends of 2022. Understanding these trends will help foster success into 2023 and beyond.

Increased Need For IT Services Due To Remote Employees

One of the biggest challenges for many industries was the need for reliable IT services for remote employees. Businesses had to send their employees home, so they needed to find ways to ensure their information would stay protected.

To fix this issue, many businesses started working with MSPs to help with their IT and cyber security needs. MSPs can install, support and maintain all the users' devices and PCs

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connected to the network. Since they manage devices remotely, they're available to help employees with their concerns as soon as they arise. MSPs are also incredibly beneficial when it comes to protecting information from hackers and other significant problems. They'll be there to assist with issues such as lost devices, hardware failures, natural disasters and many other situations.

A Need For More Automation

Between rising costs due to inflation and staffing issues, many small-business owners are doing more of the repetitive but necessary tasks that don't bring much value to the business. However, many things can be automated, including email marketing and data entry. Business owners don't have to do everything on their own, especially when they can automate many of these essential daily tasks. Implementing automation leaves business owners and employees less stressed

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while freeing up time for higher-valued tasks.

Cyber-Attacks Of 2022 To Be Aware Of

Cybercriminals are getting smarter and bolder. In 2022, we saw cyber-attacks against the Israeli and Polish governments; the school system in Albuquerque, New Mexico; and large businesses such as Uber and Crypto.com.

No business is exempt from cyber-attacks. Many small businesses don't prioritize cyber security, and cybercriminals know this. They will try to target and compromise businesses that they think are an easy target. Proper cyber security training for employees, as well as hiring an MSP, can reduce the risk of hackers gaining access to critical information.

If you're a small-business owner, it's essential to include your business's IT needs in your plans for 2023. Doing so will allow you to stay ahead of your competition while ensuring your

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.

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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.

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Hackers Love This Time of Year

The upcoming holiday season marks, for many, the "most wonderful time of the year," and all around the globe, people have their minds on getting ready to travel for the holidays, potentially leaving their critical infrastructure unsupported. This is especially true for the United States, which gets into the holiday spirit in early October to prepare for Halloween. Unfortunately, at the same time, cybercriminals are also preparing their schemes. Cybercriminals tend to be more active during all holidays across the calendar, but the end of the year holiday season is when they are the most aggressive in pushing their malicious agendas.

Previous Holiday Cyber Attacks- The Cybersecurity & Infrastructure Security Agency (CISA) reports that cybercrime escalates significantly during the holidays, inflating your organization's chances of falling victim to a cyberattack as you spend time away from work.

An example of holiday hacking was in early October (2022), just as America was preparing for Halloween festivities, when cybercriminals, suspected to originate from Russia, attacked some of America's largest airports' websites. These "denial of service" website attacks began around three in the morning when the LaGuardia Airport system took the first hit. Other major airports, including Denver International Airport and Los Angeles International Airport (LAX), were hit following LaGuardia. Luckily, none of the systems targeted handle air traffic control, internal communications, or security.

Weaknesses at the User Level- The top reason organizations become infected with malicious software is user error, primarily social engineering attacks like phishing. Threat actors take advantage of individuals and persuade them into opening malicious links or files, opening the door for cyber threats like ransomware to infect your network.

Outside of phishing, a massive threat to your organization is careless employees, employees that are untrained in cybersecurity practices, or an unfortunate mix of both. Having employees on staff still in training is one thing, but leaving them in charge of your organization's infrastructure during holidays while senior staff takes time off can lead to an improper response to a security breach.

What Needs to Happen?- Threat actors are very much aware that fewer employees are available during the holidays, leaving your infrastructure more vulnerable with less employees to mind the shop. It is vital to have a plan put into place to prepare for cyber threats and promptly respond to attacks. You will need to create a plan to mitigate as many warning signs of malware as possible before your staff take off for the holidays, monitor your system with limited staff, and react to any cyber attacks.

Holiday Security Tips-

- Train employees in cybersecurity and phishing awareness.
- Assess possible threats in your system, including scanning and patching
- Control who has access to your systems

3 Mistakes Leaders Make With Job Descriptions



Leaders often make common mistakes with job descriptions when hiring and reviewing performances, leading to more errors that can become irritating and reduce productivity. These mistakes are entirely preventable and easily overcome, which leads to better hiring processes.

Here are three common mistakes you're probably making right now:

Describing A Job In Vague Terms
Watch out for "-ing" verb tenses – they are often too basic. "Supporting the marketing team in promoting our products" is undefined. What does "supporting" or "promoting" mean? What level of performance is considered poor, good or great?

Instead, consider a more specific description, such as "To help our customers modernize their inventory management systems by increasing sales of existing customers by 20% per year through new product introduction." This is a high-level but specific explanation of why the job exists.

Focusing Only On Actions, Not On Results

Some leaders make the mistake of wording their expectations in terms of only actions, not results. "Contact at least 20 existing customers per week and conduct an account review with at least five per

week." That is a perfectly good expectation of an "action," but it is insufficient if all of the expectations do not outline any results. The risk is that people perform required actions without feeling the urge to deliver a specific outcome.

Focusing Only On Results, Not On Actions

Other leaders make the mistake of wording their expectations in terms of big-picture results without specifying the actions an employee should take. "Grow revenue at least 15% per year" is a very specific goal. But to make that goal more achievable, it is helpful to also list several of the necessary actions needed to reach that result.

To avoid making these mistakes, we encourage colleagues and clients to practice writing a "scorecard." A scorecard has a clear mission for the role. It identifies five to seven outcomes you expect a person to achieve by a certain date. The outcomes are a mixture of actions you want the person to take and the results you expect them to achieve. And you can easily "score" whether someone achieved the outcomes.

Using a scorecard will improve your ability as a leader to hire and coach



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■ Attracting Customers In A Crowded Market

Every industry is full of businesses trying to persuade and attract the same group of customers to shop with them, so you can't just do the same thing as your competitors and expect your business to survive. If you're looking to start a new business or if your current business needs a refresh, there are things you can do to give your business a leg up on the competition.

Stand Out From The Crowd. You don't necessarily need to revolutionize your industry to see success. You just need to stand out more than your competitors. So think for a moment, what do your customers actually want and need in your industry? How can you provide more or something different than

your competitors? When you find the answers to these questions, you'll be well on your way to creating a profitable business.

Personalize The Experience. When you own or operate a business, you want your customers to shop with you for life. That means you need to come up with some ideas to encourage loyalty. Sure, you could start a loyalty program, but how can you be sure your rewards are better than your competitors? Instead, make each customer interaction about the customer. Personalize their experience so they feel valued at your business.

Put The Focus Back On Your Work. We live in a world full of distractions. Every one of us

has a smart phone capable of keeping in contact with anyone at any time, searching the Internet for endless information and scrolling through social media for hours on end. These distractions can quickly take away from our productivity, but it's not always easy to put our phones down. Here are two ways to reclaim your focus so you can get back to work.

Turn Off Your Distractions. Find out what's most commonly distracting you and find a way to block it out. If you're distracted by your phone, turn on Do Not Disturb mode or turn your phone off. If you struggle with talking to co-workers, close your office door. Log out of your social media accounts so they're not as easy to access.

Break Up Your Schedule. It's essential to take breaks during your work to stay focused and refreshed. This is when you should be looking at the things distracting you. Make sure you have breaks throughout the day and set a reminder so you take them. If you actually take breaks, you'll be less likely to reach for your distractions while working.

