

2016, Where did it go?

Feels like we just wrapped up planning for 2016, blinked and now the year is almost over!! Yet looking back, 2016 brought many great things for me personally and professionally.

The BeckTek family grew, with **Chris Sanderson** joining the team during the summer. BeckTek is blessed with some of the best clients imaginable, and we had the pleasure of welcoming new ones this year, including **Allain & Associates**, **Three D Design**, **Hicks Lemoine Law**, **G&G Accounting** and **Alliance Building Contractors**.

If you follow me on Facebook ([facebook.com/scottbecktek](https://www.facebook.com/scottbecktek)) you may have noticed that I've done some traveling, met and learned from: Astronaut **Buzz Aldrin**, Shark Tank's "Mr Wonderful" **Kevin O'Leary**, **General Stanley McChrystal** former head of JSOC, and **Ned Hallowell** the World's top expert on ADHD; while watching my 2 Grandsons grow – Zander turned 1 and Blake turned 2!! Oh, did I mention Wendy and I celebrated 25 yrs of marriage this year?

From my family to yours, wishes for a safe and happy holiday season.



December 2016



This monthly publication provided courtesy of Scott Beck, President of BeckTek.

“As a business owner, I know 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 once and for all!”



Never before in the history of humankind have people across the world been subjected to extortion on a massive scale as they are today.” That's what *The Evolution of Ransomware*, a study by Mountain View, California-based cybersecurity firm Symantec, reported recently.

If you have any illusions that your company is safe from cyber-attack in 2017, consider just a few findings stated in a recent report by the Herjavec Group, a global information security firm:

- Every second, 12 people online become a victim of cybercrime, totalling more than 1 million victims around the world every day.
- Nearly half of all cyber-attacks globally last year were committed against small businesses.
- Ransomware attacks rose more than an astonishing 300% in 2016.

3 “Must-Do” IT Resolutions For 2017

- The world's cyber-attack surface will grow an order of magnitude larger between now and 2021.
- The US & Canada have declared national emergencies to deal with the cyberthreat.
- There is no effective law enforcement for financial cybercrime today.

Clearly, your company's information and financial well-being are at greater risk than ever heading into 2017. And you cannot count on the Government or Police to protect your interests. That's why I STRONGLY SUGGEST that you implement the following resolutions starting TODAY.

Resolution #1: Tune up your backup and recovery system. The #1 antidote to a ransomware attack is an up-to-date backup copy of all your data and software. Yet managing backups takes more than just storing a daily copy of your data. For one thing, if your business

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is at all typical, the amount of data you store grows by 35% or more PER YEAR. If your data management budget doesn't expand likewise, expect trouble.

Resolution #2: Harness the power of the cloud—but watch your back.

Huge productivity gains and reduced costs can be achieved by making full use of the cloud. Yet it's a double-edged sword. Any oversight in security practices can lead to a breach. Here are two things you can do to harness the cloud safely:

- *Determine which data matters.* Some data sets are more crucial to your business than others. Prioritize what must be protected. Trying to protect everything can take focus and resources away from protecting data such as bank account information, customer data and information that must be handled with compliance and regulatory requirements in mind.

“Not all cloud vendors are the same.”

- *Select cloud providers carefully.* Cloud vendors know that data security is vital to your business and promote that fact. Yet not all cloud vendors are the same. You can't control what happens to your data once it's in the cloud, but you can control who's managing it for you.

Resolution #3: Set and enforce a strict Mobile Device Policy.

As BYOD (Bring Your

Own Device) becomes the norm, mobile devices open gaping holes in your network's defenses. Don't miss any of these three crucial steps:

- *Require that users agree with acceptable-use terms before connecting to your network.* Be sure to include terms like required use of hard-to-crack passwords, conditions under which company data may be “wiped” and auto-locking after periods of inactivity.
- *Install a Mobile Device Management System on all connected devices.* A good system creates a

virtual wall between personal and company data. It lets you impose security measures, and it protects user privacy by limiting company access to work data only.

- *Establish a strong protocol for when a connected device is lost or stolen.* Make sure features that allow device owners to locate, lock or wipe (destroy) all data on the phone are preset in advance. That way, the user can be instructed to follow your protocol when their phone is lost or stolen.

Free Network And Security Audit Resolves Your Biggest Data Security Problems and Makes Your Systems Run Like A Fancy Swiss Watch

Ever asked yourself why some business owners and CEOs seem so blithely unconcerned about data protection? Don't let their ignorance lull you into a false sense of security. If you've read this far, you are smart enough to be concerned. **Call us right now 506-383-2895 for a FREE Network and Security Assessment.** It's your best first step to a safe and prosperous 2017.

The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

WORK FROM HOME GAMEPLAN

"The Ultimate Small Business Guide To Setting Up A "Work From Home" System For Your Staff"



Secrets Every Business Owner Must Know Before Installing A "Virtual Network" To Allow Employees To Work From Home, On The Road, Or From A Remote Office

You Will Learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- How to get a FREE “Home Office Action Pack” (a \$97 value).

Claim Your FREE Copy Today at www.becktek.ca/workhome

Shiny New Gadget Of The Month



New Nintendo Classic Rules Them All!

For anyone in their late 20s to early 40s, chances are nothing shaped your life more than Nintendo. If it was your first “gadget,” it may even have been love at first sight.

And now, for Nintendo lovers, the Nintendo Entertainment System is back and better than ever with the NES Classic Edition. It’s tiny, but designed to look just like the original NES. Setup is a snap. Just plug it into your TV’s USB port. Hit the power button and you’re greeted with a screen where you can browse games and options. You can even select a CRT filter that replicates the lines and look of an old TV.

The color is sharp, the timing dead on and each pixel is a perfect square so you see the games exactly as designed. At 60 bucks, it’s a great gift for your favorite millennial (maybe even YOU!).

Smart Closing Technique, Step 1

It’s one thing to help a client identify a problem. It’s another thing to help them solve it. Yet a key part of client service is winning the privilege to help a client solve his or her biggest problems that are standing in the way of achieving their vision.

I counsel my teammates on three simple closing techniques for smart people. I want to share them with you because I’ve seen what a dramatic positive difference they can make for your customers as well as your colleagues. In this issue we’ll explore the first one.

Summarize the underlying need.

I was in the office of a greatly admired billionaire CEO. He had asked my colleague and me to come strategize for 90 minutes with him on how to identify and solve his top leadership challenges. His story was very animated, very passionate, and the details swirled around like a hurricane. I appreciated the candor and the urgency of the issues on the mind of the CEO. He talked about scary changes in the industry, deficiencies in his senior leadership team, tactics for changing the culture and a range of other topics, from broad strategic thoughts to tactical concerns.

Then he just stopped talking. He took a sip of water. I thought this was a perfect time for my colleague to summarize the underlying need the client has (that he is fearful that his company’s spectacular stock performance won’t continue and he will feel like a failure, unless he makes some big changes to his

strategic priorities, shakes up his leadership team and resets the cadence of communication and accountability).

Instead, my colleague asked the client, “What do you think next steps should be?” The client was like, “Well, I don’t know, I was hoping you might tell me.” The closing conversation should have looked like this:

“So that’s what’s on my mind.” (The CEO says, panting to catch his breath after giving us a lot of content for 60 minutes.)

“Thank you so much for sharing your story with us. Okay, it sounds like your biggest need is this—you have a big, bold vision that you seem to us to be very excited about.”

“Yes.”

“But you fear you don’t have the organization to make it happen.”

“Definitely.”

“And if you don’t make some big changes to your strategic priorities, your team and your overall culture, you worry your stock price will take a round trip, and you’ll look like a failure.”

“Exactly.”

See how good that is for the client?

Clients want to know that you understand what their underlying need is. In this case, his underlying need was to not look like a failure. It’s so real, so visceral. Once you “touch” the emotion behind all of the formality, your client will trust you to propose a plan. You are ready to move to Step 2. Watch for Step 2 in the next issue of this newsletter.



Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society’s greatest leaders into government. Geoff earned a B.A. in Economics with Honors from North-western University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

Progress doesn't have to grind to a halt during an Internet outage.

First, realize how a loss of Internet access messes with people's heads. When you can't connect with people online, your primal brain feels isolated because it sees inclusion as key to survival. Then there's that little endorphin rush you start missing when you can't check a task as complete. Add to all that a fear of missing out (FOMO) when you lose touch with friends on Twitter, Facebook or e-mail, and you have a formula for widespread panic among the troops. Instead, keep your cool and carry on with these four activities: 1) Call a meeting, or do training. 2) Complete your "later" list. 3) Compose drafts. 4) Hit the streets and do some face-to-face marketing.

-Inc.com

Quote of the Month:

"Christmas gift suggestions: to your enemy, forgiveness. To an opponent, tolerance. To a friend, your heart. To a customer, service. To all, charity. To every child, a good example. To yourself, respect." ~ Oren Arnold (Novelist, Journalist, and Humorist)

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"Santa's outsourcing."

Here's an easy way to start 2017 with a clean e-mail in-box.

Ever wonder how in the world you ended up on so many e-mail lists? They just pile up until you can't even keep up with unsubscribing from the new ones. Unroll.me lets you manage your subscriptions by unsubscribing and bundling the ones you want to keep into a single daily "rollup." It makes unsubscribing easy and painless. It simply lists all your subscriptions for you. You just click an X next to the ones you want to unsubscribe from and Unroll.me takes care of the rest. It's a great way to organize your in-box while keeping all the subscriptions you love.

-Lifewire.com

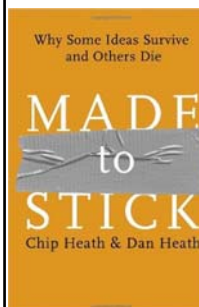
Finally, you can block snoops with this new Facebook Messenger feature.

Secret Conversations allows you to encrypt messages so nobody but you and your conversation partner can read them. It also lets you send messages with an expiration time ranging from five seconds to one day. Your Messenger app may not have notified you, but when you update it, you'll find the Secret Conversations option on the top right of each new message screen. You'll need to enable it manually for every conversation. The only way to use Secret Conversations, however, is to update your Messenger app - so if you haven't done it yet, DO IT, and use it. Otherwise you may be letting snooping competitors or hackers in on your conversations.

-Wired

What We Are Reading

Ever wonder why urban legends, conspiracy theories and bogus health scares are easily remembered and get passed along from person to person - yet that important idea or thought you try and communicate seem to disappear almost instantly?



In *Made to Stick*, the Heath Brothers break down, in an easy to read and understandable fashion commonalities of what makes an idea "stick" with people.

If you ever find yourself trying to communicate a message or concept to your staff, clients, family or just get a message across to people in general, this book will help you transform the way you communicate it so it can become "Sticky" and remembered

The book has several funny antidotes and delivers the principles and formulas that can be applied to our own ideas to help make them memorable for those we are communicating them to. A great read if you find yourself needing to improve how you communicate concepts with others.

Be the first to email the title of the book to me at scott@becktek.ca and I will send you a free copy.