



That's my shiny bald head ALLLLLLL the way at the front of the room. January's **Cyber-Security Seminar**, hosted by the **Greater Moncton Chamber of Commerce**, was a great success with a big turnout of fellow business people getting out of bed early on a cold January morning to hear me discuss the cyber dangers facing their companies and providing advise on how to protect against them.

Looking for tips and tricks for dealing with Cyber-Security? Connect with me on LinkedIn or Facebook

linkedin.com/in/scottbeck
facebook.com/scottbecktek

February 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!”



Why Slackers Love Tech

You just gave your staff an extra 6-week paid vacation to check in with friends on Facebook, expose your company's valuable trade secrets from smartphones, watch cat videos, send résumés to your competitors and download porn – all on your time, and your dime... That's right: if a full-time employee wastes just ONE measly hour each day, it equals 250 hours burned – 6 weeks of paid time – on non-work-related activities.

Sites like Facebook, Twitter and Instagram are a constant source of distraction to people who feel like they need to keep in touch at all times.

Not only is work time being frittered away, but crucial company secrets slip through the cracks more easily. And sites being visited on your network expose your whole system to malware, hackers and online theft.

So, what are you going to do about it?

Face it – you rely more than ever on mobile technology. And you want

to have faith in your team... But how do you know they aren't secretly taking advantage of your good nature when they're online?

You don't. The only way to know what's really going on at work is to monitor their on-the-job online activities.

CEO Shocked By What She Found
 Celeste O'Keefe, CEO at DANCEL Multimedia, a Biloxi, Mississippi, marketing firm, started monitoring her employees when she noticed some of them attempting to cover their computer screens as she walked by.

Since then, she's fired four people for digital infractions. One was a man doing side deals with clients that should have come into the firm. She also fired a woman doing schoolwork on the clock and another employee downloading child porn.

Your rights as an employer to track web and e-mail activities of employees using company

Continued pg.2

computers are well-established. But should you? And if so, how do you do so legally, and without damaging company morale?

Several good things happen when you check your team’s online behavior. For one, it can help your company avoid theft, embezzlement or other financial harm. Monitoring can also prevent compliance issues, provide evidence in the event of lawsuits and ensure that your workplace is free from harassment.

Deal With It

It’s just a fact of life that monitoring with your employees’ full knowledge and consent is necessary to mitigate legal and regulatory risks. However, it’s also important to be aware of the potential pitfalls.

If employees feel a distrustful Big Brother is looking over their shoulder, it could hurt performance and

morale.

Be careful about inadvertently gathering information about your employees’ religion, political views, sexual orientation or medical history. This could expose your firm to discrimination lawsuits.

So how do you monitor without getting into hot water with attorneys and regulators – and avoid hurting your team’s morale and performance?

“It’s also important to be aware of the potential pitfalls.”

Know the difference between monitoring and surveillance.

There’s nothing obtrusive about monitoring events on a company’s computer system to

protect the company’s assets and reputation. Surveillance, on the other hand, is tracking an individual’s activities, and entails a certain “creepy factor.” Engage in focused surveillance only if you have well-founded suspicions and documented agreement with your attorney and top managers.

Set clear policies. Document your corporate policy on Internet and device usage to make rights and responsibilities clear to everyone – and to protect you in the event of a legal challenge.

Inform and gain consent. It’s not enough to simply let your employees know you’ll be watching them. By being fully transparent and explaining the risks to the business from improper use of digital assets, you’ll steer clear of legal issues without putting a damper on morale.

Let Us Help You!

You don’t have to navigate the employee-monitoring maze alone. FREE through the month of February, take advantage of our 10-Point Technology Abuse Audit to see for yourself how much work time is being wasted, and how many hacking and legal issues your employees expose your company to every day. Contact us today at **(506) 799-2100** or info@becktek.ca to get started.

Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company’s Critical Data And Computer Systems

You Will Learn:

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.becktek.ca/protect



Shiny New Gadget Of The Month



Keeps You In Touch, Could Save Your Life

If you fly often for business, a satellite messenger may be just the thing to stay in the cloud when you're above the clouds. And if your travels for fun take you into the wild, it could literally be a lifesaver.

Just ask retired Houston firefighter Michael Herrera. After breaking three ribs and his collarbone in a hard fall from his dual-sport bike in a remote area in Alabama, he hit the SOS button on his messenger. Within 40 minutes an ATV was on hand to transport him to a trauma center.

Features to look for in a satellite messenger include data speed, battery life, coverage areas, size, weight and ease of use.

And, of course, an SOS button.

Forget Something?

A while back I did a huge favor for someone and never heard anything from them... Zip, zilch, nada, nothing. Just a simple "thank you" would have been nice...but they acted as if it was expected of me. To say that I was disappointed is putting it mildly.

To me, *disappointed* is a very powerful and scary word. You see, *disappointed* can turn into other "dis" words, such as *disgruntled*, *discouraged*, *disenthralled*, *disillusioned*, *disheartened* and possibly even *dissatisfied* with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words reciprocation or gratitude don't seem to be in your vocabulary.

Everyone likes to be remembered, thanked or appreciated for doing favors, going above and beyond, being courteous, considerate, thoughtful or kind. Being "taken for granted" stinks. Forgetting to show any kind of appreciation for someone who did something for you...that they didn't have to do... can end up causing you problems later on. You will never know when someday you may need a helping hand, and all those people you took for granted and/or never thanked might NOT be so readily available to help you out.

Francesca Gino, an associate

professor at Harvard Business School, did some research on gratitude and looked at 41 fund-raisers at a university, all receiving a fixed salary. The director visited half of the fund-raisers in person, telling them, "I am very grateful for your hard work. We sincerely appreciate your contributions to the university." The second group received no such expressions of gratitude. What was the impact of the director's thanks? Gino said that "the expression of gratitude increased the number of calls by more than 50%" for the week, while fund-raisers who received no thanks made about the same number of calls as the previous week.

Organizations and leaders who miss chances to express gratitude lose opportunities to motivate people that actually cost them nothing. Simply stated: gratitude is free and profitable. People may not show that they are upset about not being thanked...but when the time comes for them to help YOU out again, they may just be a little too busy that day. You can transform your relationships, business and personal life with the Power of Gratitude! Never underestimate the power of a thank-you and never pass up on the opportunity to say those two words.

"It is not happy people who are thankful. It is thankful people who are happy." – Anonymous



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

BeckTek Trivia Win a \$25 Gift Card !!

Gaming technology has given us a host of beloved characters. Who of the following does NOT come from Nintendo®?

- a) Mario
- b) Donkey Kong™
- c) Sonic the Hedgehog™
- d) Princess Peach™

Email your answer to:
wendy@becktek.ca

**Winner determined by random draw on the third Friday of the month and announced in next months newsletter.
**

Last month's winner was:
Stephanie Sparks,
Southeast Deaf and Hard of Hearing

She correctly answered the question from last month:

The Internet Domain name system was created in January of what year?

B) 1985



"No, Spidey-sense is different. I think what you've got is a hotspot."

Microsoft Outlook for iOS and Android – Worth a try?

The new Outlook for iOS and Android connects e-mail accounts, calendars and files all in one place. So what's the verdict from users? It gets mixed reviews, for an average of 3.5 out of 5 stars on Google Play. On the plus side, it's got a lean, easy-to-use UI. It sorts incoming e-mail by "Focus" and "Other" with an easy-to-use swipe gesture to move between the two. The scheduler uses color-coding and grays out info you don't need. On the minus side, some users report syncing and sign-in errors and incompatibility with certain systems. Still, once the bugs are worked out, it's certainly worth a test drive. *-Computer World, 10.29.15*

Star Wars BB-8 Droid Tie-In: The Story and the Tech Behind the Hit Toy

Talk about your dream contract! It was just the second day of Disney's inaugural tech-development Accelerator. Sphero CEO Paul Berberian and the company's two founders were invited to chat with Disney CEO Bob Iger in his office. When it's their time to meet, Iger pulls out his iPhone and shows them dailies from the new Star Wars film, *The Force Awakens*, then in production – stuff nobody but folks directly involved in making the movie had seen. Iger pointed to the rolling droid, BB-8, and asked Berberian if he and his team could build it. The rest, as they say, is history. *-Wired, 09.03.15*

What We Are Reading

Ever hear that revenue minus expenses equals profits? Sure you have, and most businesses operate this way.

Mike takes this formula and flips it on it's head in **Profit First**. As the title suggests, Mike explains, in easy to understand language, the why and how of **YOU** getting paid first for your hard work. His system is super easy to understand and implement. Imagine, watching your account grow each month – it's possible with the **Profit First** system.

Stop treading water or hoping your business is being profitable. With Mike's **Profit First** system you know you are. It's working for me, let it work for you!!

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

