

**Excuses Business Leaders Constantly Use To Avoid Implementing IT Security... Until It's Too Late**

- I don't have time to worry about it
- It won't happen to me, why bother
- It's too difficult to understand or implement
- I've heard others say it doesn't work
- I'm going to wait until \_\_\_\_\_ and THEN I'll do it
- I've never had to deal with it before
- Hackers only target big companies and I'm a small company
- Hackers only target small companies and I'm a big company
- I tried it once before and we still got a virus

**HAPPY CANADA DAY!!**

**July 2017**



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!”



**The Most Common Ways Hackers Access Your Network**

You are under attack. Right now, cybercrime rings in China, Russia, and the Ukraine are hacking into small businesses like yours to steal credit cards, client information, and swindle money directly out of your bank account. Some are even being funded by their own government to attack North American businesses, and half of all cyberattacks are aimed at small businesses. The National Cyber Security Alliance reports that one in five small businesses have been victims of cybercrime in the last year. It's critical that you protect yourself from the following 10 vulnerabilities.

**1** Poorly trained employees are the biggest risk. It's common for an employee to infect an entire network by opening and clicking a phishing email designed to look like legitimate correspondence from a trusted source. If they don't know how to spot infected emails or online

scams, employees can easily compromise your entire network.

**2** We strongly recommend an acceptable use policy that limits the websites employees can access with work devices as well as work material they access with personal devices. We can easily set up permissions that regulate which websites your employees access and what they do with company-owned devices, even granting certain users more freedom than others. You also need to detail what an employee can or cannot do with personal devices when taking work home.

**3** Weak passwords are bad news; passcodes should be at least eight characters long with both lower and uppercase letters and include symbols and at least one number. On a company cellphone, requiring a passcode makes stolen devices harder to compromise. *continued on pg2*

Again, this can be enforced by your network administrator so employees don't get lazy and put your organization at risk.

**4** If your networks aren't patched, new vulnerabilities (which are common in programs you already use, such as Microsoft Office) can be exploited by hackers. It's critical that you patch and update your systems frequently. If you're under a managed IT plan, this can be automated so you never miss an important update.

**5** Are you backed up in multiple places? Aggressive ransomware attacks, where a hacker holds files for ransom until you pay a fee, can be foiled by backing up your data. You won't have to pay a crook to get them back. A good backup will also protect you against accidental deletion and natural disasters, and it should be automated.

**6** One of the fastest ways cybercriminals access networks is by duping employees to download malicious software by embedding it within downloadable files, games, or other innocent-looking apps. This can largely be prevented with a secure firewall and employee training and monitoring.



**7** Not all firewalls are created equal. A firewall blocks everything you haven't specifically allowed to enter or leave your network. But all firewalls need monitoring and maintenance, just like all devices on your network, and a weak one does you little good. This, too, should be done by your IT person or company as part of their regular, routine maintenance.

**8** Many hackers exploit your devices when you connect to public Wi-Fi, get-

ting you to connect to their Wi-Fi instead of the legitimate public one. Always check with a store or restaurant employee to verify the name of the Wi-Fi they are providing. And never access financial or medical data or enter your credit card information when surfing public Wi-Fi.

**9** It may be one of the oldest tricks in the book, but phishing emails still work. The goal is to get you to download a virus by clicking a link or getting you to enter your login information on a clone of a legitimate website.

**10** In 2009, social engineers posed as Coca-Cola's CEO, persuading an executive to open an email with software that infiltrated the network. Social engineering is another old-school tactic, but, like phishing, it works well. Hackers pretend to be you, and people often fall for it.

If you are concerned about cybercriminals gaining access to your network, then call us to learn more about implementing a managed security plan for your business. You've spent a lifetime working hard to get where you are and have earned every penny and every client. Why risk losing it all? Get the facts and be certain your business, reputation, and data are protected.

## Free Cyber-Security Audit Will Reveal Where Your Computer Network Is Exposed and How to Protect Your Company Now

At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive Cyber Security Audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.



**To get started and claim your free assessment now  
call our office at 506-383-2895 and ask for Scott**

## Shiny New Gadget Of The Month



### Alexa, Who's Winning the Virtual Assistant War?

There are multiple companies trying to break into the “smart home hub” market, but Amazon’s Echo (and its sultry Alexa) are holding on to 70 percent of the market share, and it doesn’t look like that’s changing any time soon. That’s a clear sign of victory for Amazon - and a wake-up call for its competitors.

The voice-activated home assistant market is growing, with almost a third of millennials likely to use a home assistant this year. While it might take a decade or more for the devices to find their way into the homes of older demographics (a situation Saturday Night Live has already mined for comedy), it seems that smart hubs will only increase in popularity from here on out, and that Alexa is poised to rule them all.

## Do You Have a Business or a Job? How to Succeed as an Entrepreneur

### Turning Your Job Into a Business By Andy Bailey

To put it simply, if you can’t take a month off to travel to Italy (or to write the great American novel or do some other time-intensive activity), you’ve got a job.

When I started my first company, I thought I was out of the grind of a job. Sure, my company was successful, but after nine years, I realized that I still had a job, not a business. My stress level was still high, and I hadn’t made myself any happier than if I had a regular job. So, I made some changes.

Do you want to make the shift from job to business and realize your dreams of independence? Here are five steps to help get you there:

**1 MAKE A PLAN.** It’s best if you can define your priorities by breaking them down into daily, weekly, monthly, and quarterly activities. Figure out where you are as a company right now, where you want to go, and how you want to get there.

**2 SURROUND YOURSELF WITH THE BEST.** If you think you can do it alone and not end up having a job, you’re mistaken. You’ve got to be intentional about surrounding yourself with great people.

**3 ONCE YOU HAVE THE BEST, LEAVE THEM ALONE.** Relax. Resist the temptation to micromanage your team. Warren

Buffet said it best: “Hire well. Manage little.” If you’ve succeeded with steps one and two, you’ve already set your team up for success. So, let them do what they do best without hovering.

**4 MAKE YOUR BUSINESS INDEPENDENT OF YOU.** As I said earlier, if you can’t take a month long vacation, you’ve still got a job. Develop processes that allow your business to run without you. Instead of holding onto knowledge, share what you’ve got and teach your employees to be problem solvers, rather than come to you for answers.

**5 WALK YOUR TALK.** Be fair and reasonable with your employees and your clients. Make sure to show up on time and do what you say you’re going to do. You’ll reap the rewards through inspired loyalty and customer referrals.

Odds are, you’re going to have to start with a job to turn your company into a business. It won’t happen overnight. But, little by little — if you do it right — things will come together. In musical terms, think of yourself as a conductor. You’re not sitting first chair in the orchestra, and you’re not playing an instrument. Your job is to get the best players, decide who’s going to play what and how, and then let them perform the symphony. Pretty soon, you can put down the baton, listen to the music, and take that much-needed long vacation.



As the founder of Petra Coach, Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success, and coaching them past the excuses we all use to avoid doing what needs to be done. Andy learned how to build great organizations by building a great business, which he started in college. It then grew into an Inc. 500 multimillion-dollar national company that he successfully sold and exited.

## The Lighter Side... Fun Canada Facts



- ◆ The Apology Act was passed in 2009 to make apologies inadmissible in court. This is a result of Canada's frequent use of the word "sorry", so it means that any apologies are merely an expression of sympathy or regret, rather than an admission of guilt or fault. Only in Canada, eh?
- ◆ Canada has the longest coastline of any country in the world. In fact, if you were to walk around the country (without sleeping, eating, or resting), it would take roughly four and a half years.
- ◆ Saint-Louis-du-Ha! Ha! in Quebec is the only place in the world to have not one, but two exclamation marks in the name. In the 17th century, "ha ha" was the word for unexpected obstacles, and in the case of this town, the obstacle was Lake Témiscouata.
- ◆ Canadians consume more Kraft Macaroni & Cheese dinners than any other nation in the world.
- ◆ Canada is well prepared for the arrival of aliens and in 1967, built a UFO landing pad in St Paul, Alberta.
- ◆ The population is roughly 36 million. It's the second largest country in the world, but only 0.5% of the world's population reside in Canada.
- ◆ There are as many as 2 million lakes in Canada.
- ◆ Canada is home to 15,500 of the world's 25,000 polar bears. If seeing polar bears is on your bucket list, fly to Churchill in Manitoba, which also has the world's only polar bear prison. At certain times of year, the town has more polar bears than people.
- ◆ Many of Canada's national parks are bigger than countries. Wood Buffalo National Park in Alberta is larger than Denmark and Switzerland.
- ◆ There are more donut shops per capita in Canada than any other country in the world. But who's saying that's a bad thing?

### Quote of the Month:

"...and then some"

When you were a little kid and mom told you that you could go out and play after you cleaned your room, if you cleaned it the way you thought mom wanted ...**and then some**; you probably got to go out and play really quick.

When you got into school, and did what you thought the teacher wanted ...**and then some**; you did really well.

When you started your job, if you did what you thought the boss wanted ...**and then some**; you probably did really well again.

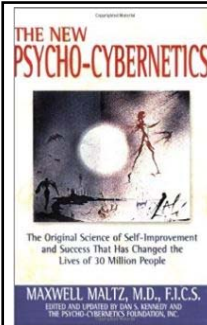
When it comes to customer service, if you do what you should ...**and then some**; you'll do great!

What can you do to do ...**and then some** for your customers ?

Keith Lee, Author & Customer Service Consultant

### Do What You Do So Well That People Can't Help Telling Others About You

### What We Are Reading



Dr. Maltz was a plastic surgeon that made an unusual discovery during the course of his career. Many of his patients weren't in need of actual surgery, they were in need of repairing their self-image. Thus began his journey into how a positive attitude can be a means of change on how we see ourselves and leverage our minds for self-improvement. Dr. Maltz proves time and again in the book that happiness and success are habits just like failure and misery are. So why should we be content with the negative?

This is one of the original self-help books originally published in the 60's and has been updated for modern times with current personalities. Dr. Maltz famously said "If you can remember, worry, or tie your shoes, you can succeed with Psycho-Cybernetics". What can you succeed in you might ask? Any thing you put your mind to—overcome fear of public speaking, obtain business success, lose weight—if you can envision it this book will give you practical exercises and steps to make it happen.

**Be the first to email me the title of the book at [scott@becktek.ca](mailto:scott@becktek.ca) and I will send you a free copy of the book**

© MARK ANDERSON

WWW.ANDERSTOONS.COM



"I'll team build you!"