

# TECHLORE

“Insider Tips to Make Your Business Run  
Faster, Easier and More Profitable”

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“As a business owner, 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 finally and forever!”  
- Jim Stackhouse  
NeoLore Networks Inc.

## 3 Ways Your Employees Will Invite Hackers Into Your Network... And What You Must Do To Prevent It TODAY

No matter how professional they are, members of your team – yourself included – are going to make mistakes. It’s true of every organization on earth. They’ll spill scalding coffee into the company copier. They’ll work overtime until the office is empty, then head home without thinking to arm the security system. They’ll neglect key accounts, muck up workflows and waste hours developing convoluted solutions to simple problems. And, worst of all, they may unknowingly bumble into the cyber-attack that forces your business to go belly-up for good.

In the majority of cases, that will be by design. There’s a saying in the cyber security industry, coined by renowned cryptographer Bruce Schneier: “Only amateurs attack machines; professionals target people.” When it comes to repeating the same process safely and autonomously, machines are less fallible than the average person sitting at a desk. Savvy hackers looking to boost funds from unsuspecting small businesses know this. So instead of developing a complex program that dances around the security measures baked into sophisticated modern technology, they target the hapless folks on the other side of the screen.

The strategy works disturbingly well. According to IBM’s 2018 X-Force Threat Intelligence Index, more than two-thirds of company records compromised in 2017 were due to what they call “inadvertent insiders” – employees who left the front door wide-open for the bad guys without even realizing it. Negligence, lack of awareness and sheer bad luck put the best-laid plans to shame on both sides.

But how does it happen? There are three primary causes of employee-related breaches, each of them contributing to a sizable portion of hacks across the country.

**1. SOCIAL ENGINEERING.** Phishing remains one of the most prominent strategies deployed by hackers to lift data from small and midsize businesses. The majority of these attacks stem from an employee clicking on a suspicious link that is embedded in a dubious or absolutely convincing e-mail. To lure your team into the trap, cybercriminals often use data gathered from cursory investigations of your organization from the Internet or social media. Maybe they pose as a security expert contracting with your company or a member of a customer support team behind one of your employees’ personal devices. Whatever mask they wear, it doesn’t take much to convince an uninformed individual to click on anything at all, resulting in a high success rate for phishing attacks.



**2. CIRCUMVENTED OR INCORRECTLY IMPLEMENTED SECURITY MEASURES.** Even if you do everything you can to protect your business from digital attack, your team may just dodge those measures anyway. According to a report by cyber security firm Dtex Systems, around 95% of compa-

nies have employees who will attempt to override previously implemented security processes. And that’s if the security measures are configured, patched and installed properly in the first place. The IBM X-Force report lists “misconfigured cloud servers and networked backup incidents” among the chief concerns of last year.

**3. INSIDERS WITH MALICIOUS INTENT.** Hell hath no fury like an employee scorned. A strikingly large number of breaches come not from error at all, but from insidious tactics by disgruntled employees or undercover criminals looking to make a quick buck. It’s not quite a “you can’t trust anyone” scenario, but there are definitely folks out there who would sell your business right out from under your nose. With each of these in mind, it’s vital that you incorporate extensive

employee training and vetting protocols to maximize their cyber security know-how. In addition, you need to implement safe practices that reduce the room for human error, alert employees when something is amiss and protect them from the worst.

It’s difficult to overhaul your cyber security, especially on the people side, without a round-the-clock team dedicated to pinpointing the weaknesses in your organization and working to patch them up. In 2019, human error is poised to take an even more central role on the stage of digital crime. Don’t leave it up to chance. Partner with an organization that has extensive expertise in training employees on security basics and bolstering your defenses, and head into Q2 knowing your most precious assets aren’t up to the whims of an unlucky employee.

### Shiny New Gadget Of The Month: TaoTronics Bluetooth Receiver

Now that newer cars have all but done away with CD consoles, you’ve likely noticed a new trend emerging: Bluetooth streaming. Unfortunately, while your phone may be Bluetooth-compatible, older cars may not be. That’s why this little device is so amazing. Because it’s able to give any old car instant Bluetooth connectivity, you can turn your old hootie into a hot ride. This tiny receiver lets you connect two Bluetooth devices at once. That means you can take hands-free calls as you’re driving while your friend in the front seat can stream their favorite tunes. Built-in audio settings let you adjust

the volume, skip tracks, pause, play and more. You can even call on Siri with the simple touch of a button. Even more impressive is the battery life. Great for long trips, this tiny receiver is able to provide up to 10 continuous hours of power. It also offers up to 200 hours on standby. There’s even a built-in microphone so you won’t have to worry about your caller having a hard time hearing you. [amzn.to/2V2ptdc](https://amzn.to/2V2ptdc)



# Still Not The Person You Always Wanted To Be? 3 Steps To Get You There In 2019

We all aspire to be better people, but too many of us hesitate to roll up our sleeves and tackle the roadblocks that prevent us from achieving that goal. We stay in our comfort zones, fall back on old habits and then question why our life isn't improving.

When I'm coaching CEOs and they tell me they're stuck in a rut, I always have the same response: start changing what you are doing in your life, because the person you are today will not get you to where you want to be.

Here are three guidelines to do exactly that.

## 1. START BY GETTING FOCUSED.

When planning any journey, the first thing you need to know is where you are. In business, you hold monthly and quarterly meetings to review operations



and financial statements so you know how the company is doing. You should be doing the same thing for yourself.

Then you need to figure out where you want to go. What do you want your life to look like one, two or three years down the road? Map out specific goals to achieve this, and then follow them religiously. Stay on task, but don't multitask. Limit your distractions, and control your time.

## 2. WRITTEN, MEASURABLE GOALS ARE A MUST.

The first and most important step toward achieving and exceeding

your goals is to write them down. I cannot stress this enough. Writing down your goals and priorities serves as a reminder of what you need to accomplish. As much as you can, keep them SMART: specific, measurable, attainable, relevant, and time-bound. Carry your list around with you and act on it every day. Do it for 30 days, and you'll be amazed at your progress.

## 3. LAY A FOUNDATION FOR EXECUTION EXCELLENCE.

If you've ever played sports, you are probably familiar with the phrases "in the zone" or "in the flow." It applies to any profession, from songwriting and acting to computer programming and engineering. When you're in the flow, you feel good, have a ton of energy and get a lot of work accomplished. Find the things you need to do on a daily basis to stay in the flow – whether that's exercise, meditating, reading or

anything else – and write them down.

It's also essential that you hold yourself accountable along this path. Find an accountability partner and share with them your tasks, priorities and deadlines to accomplish your goals. You are much more likely to succeed when you have someone watching your progress and ensuring you cross the finish line.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across

the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

## 3 Ways To Turn Your Culture Into A Competitive Advantage

It's easy to focus on metrics like profit and market share when you're working to succeed. But when you fixate on these numbers instead of the people in your organization, folks start to feel like nothing more than cogs in the machine.

According to a recent study by FTSE Russell, all the companies that have received the prestigious "FORTUNE 100 Best Companies to Work For" have a single thing in common: keeping employee experience at the top of their list of priorities. These companies have stock market returns up to triple than the market average and lower turnover rates than their competitors.

But what does turning your organization into one where "employees come first" actually look like? The first step in this massive undertaking is to pick a



"champion" who understands the goals of the project and the value of their team. Then, they can begin to assess where the problems are in areas like your mission, transparency, trust, communication and core values.

Soon they'll enlist the team on the project, creating regular rituals that reinforce your budding company culture. After a firm, long-term commitment to a new culture, you'll find your company, and the people who drive it, to be healthier than ever. *Inc.com*, 12/2/2018

## 4 Steps To Protect Your Business After The Marriott Data Breach

Keeping top performers from jumping ship should obviously be your priority, but these are often some of the most difficult people to keep on board. As they shoulder extra responsibilities and bend over backward to serve your company, they may start to feel undervalued. It's your job as manager to actively seek out any pain points they may be experiencing and resolve them. Regular employee surveys and open lines of communication between teams and management can curb problems before they turn happy workers into disgruntled sandbags. In a recent Glassdoor survey, it was revealed that over 45 percent of people quit their job because they've been offered more money elsewhere. CEOs tend to be fond of making excuses for avoiding raises and robust benefits, but employees know what they're worth, and they know what they need to stick around. *HomeBusinessMag.com*, 10/12/2018

## NeoTip: Find The Internet's Best Discount Codes with Honey

Automatically find and apply coupon codes when you shop online! Stop searching for coupon codes and sales. Click on the Honey button during checkout and Honey will automatically apply coupon codes to your shopping cart.

  
[www.joinhoney.com](http://www.joinhoney.com)

  
**Install in Seconds**  
Takes just two clicks and it's 100% free.

  
**Shop like Normal**  
We'll find every working promo code online.

  
**Save Instantly**  
We'll apply the code with the biggest savings.

## Free Report Download: The Top 10 Ways Hackers Get Around Your Firewall and Anti-Virus To Rob You Blind

**PROTECT YOUR DATA**  
"The Top 10 Ways Hackers Get Around Your Firewall and Anti-Virus To Rob You Blind"  


**Don't be their next victim!**  
This report reveals the most common ways that hackers get in and how to protect yourself today.

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are easy prey. Don't be their next victim! This report reveals the most common ways that hackers get in and how to protect yourself today.

Claim your FREE copy today at <https://www.neolore.com/10hackers>

## Who Else Wants To Win A \$25 Tim's Card?

The Prize Winner of last month's Trivia Challenge Quiz is Shirley T! Shirley correctly answered last month's quiz question:

Question: What is one of the seven most critical IT security protections every business must have?

Answer: Don't allow employees to access company data with personal devices that aren't monitored and secured by YOUR IT department.

Now, here's this month's trivia question. The winner will receive a \$25 Tim's Card!

Question: What is 1 of the many ways your employees will invite hackers into your network?

Call (613) 594-9199 right now with your answer! Or email [trivia@neolore.com](mailto:trivia@neolore.com).

"Why did the computer show up at work late? It had a hard drive."