



# Tech chronicle

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**February 2019**



### Our Mission:

To enable you to achieve your technology goals by being and integrated IT partner within your organization.



## Sneaky Ways Cybercriminals Access Your Network And What You Can Do To Prevent It TODAY

Hackers prefer the little guy. The high-profile data breaches you read about in the news — your Facebooks and Equifaxes and T-Mobiles — are only the tip of the iceberg when it comes to the digital crimes being perpetrated day after day, especially against small businesses. Today, according to a report by the National Cyber Security Alliance, 70 percent of hackers specifically target small businesses. Attracted by the prospect of easy money, they search for those organizations who underspend on protection, who have employees untrained to spot security risks, and who subscribe to woefully out-of-date practices to protect their data. As a result, more than 50 percent of small businesses have been hacked, while 60 percent of

companies breached are forced to close their doors within six months.

Most business owners have no idea the danger they're putting their livelihood in by leaving cyber security up to chance. According to a survey conducted by Paychex, 68 percent of small-business owners aren't concerned about their current cyber security standards, despite the fact that around 70 percent of them aren't adequately protected. In the face of an imminent, global threat to the very existence of small businesses everywhere, most CEOs offer up a collective shrug.

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The tactics and software available to hackers become more sophisticated by the day, but with so many unwitting victims, most criminals don't even need to work that hard to net a six-figure income. By sticking to two tried-and-tested tools of the trade — phishing, ransomware and the subtle art of guessing users' passwords — they leech comfortably off the earnest efforts of small businesses all over the world.

So, what's to be done? Well, first things first: You need to educate yourself and your team. Protect your organization against phishing by fostering a healthy skepticism of any email that enters your inbox. Make it a habit of hovering over hyperlinks to check their actual destination before you click. If an email is coming from someone you know,

**“In the face of an imminent global threat to the very existence of small businesses everywhere, most CEOs offer up a collective shrug.”**

but the email address is different, verify it with the other party. And never, ever send passwords or personal details to anyone over the internet if you can avoid it.

Speaking of passwords, you probably need to upgrade yours. The majority of folks use the same password for everything from their Facebook account to their business email. The fact that this includes your employees should make you shudder. It may not seem like a big deal — who's going to take the time to guess SoCcErMoM666? — but aside from the fact that simple software enables hackers to guess even complicated passwords in minutes, that's not even usually necessary. Instead, they can just look at the data dumps from a recent more high-profile breach — think the Equifax fiasco — pull your old website from there and type it into whatever profile they want to access. If you keep all your passwords the same across sites, it won't take them long to dig into your most precious assets. To avoid this, implement a strict set of password regulations for your business, preferably incorporating two-factor authentication and mandatory password changes every few weeks.

Of course, you can read up on hacking techniques and teach them to your team until you're blue in the face, and a data breach can still occur. Cybercrime is constantly evolving, and staying abreast of its breakneck pace takes



a dedicated awareness of the latest protective tools and measures. That's why your single best weapon to defend you against the hackers at your door is to find a managed service provider (MSP) with a background in defending against digital threats to partner with your organization. These companies not only regularly monitor your network, they also keep it updated with the latest patches and measures to prevent the worst. And if crisis somehow still strikes, they'll be able to get your network back up in minutes rather than days, equipped with an expert knowledge of your systems and years of experience in the field.

In today's digital world, leaving your cyber security up to a subpar antivirus and some wishful thinking is more than irresponsible — it's an existential threat to your company. But with a little savvy, a bit of investment and a second opinion on the circumstances of your company's security, you can rest easy knowing that no matter what comes, you're protected.

## GRS TECHNOLOGY SOLUTIONS Earns 2018 Angie's List Super Service Award



**GRS Technology Solutions** is proud to announce that it has earned the service industry's coveted Angie's List Super Service Award (SSA). This award honors service professionals who have maintained exceptional service ratings and reviews on Angie's List in 2018.

“Service pros that receive our Angie's List Super Service Award represent the best in our network, who are consistently making great customer service their mission,” said Angie's List Founder Angie Hicks. “These pros have provided exceptional service to our members and absolutely deserve recognition for the exemplary customer service they exhibited in the past year.”

## Cartoon of The Month



“You know, in the tech world being disruptive is seen as a positive.”

# Good Morale Means Profitability

Employee morale is a fickle thing, going up and down seemingly without reason, a rollercoaster ride of emotions and profitability. Of course, you can't control people's emotions, but with the right approach, you can steer company morale consistently in the right direction. Here are a few tips to do just that.

## 1. INITIATE A DAILY HUDDLE.

The stories we tell ourselves have more impact on our emotions than perhaps anything else. But by holding standing mini-meetings of no more than 10 minutes every day, you can spark a new, authentic story in your work community. Let people share their challenges, the actions they're taking to overcome them, and their victories.

One thing, though: if you do start doing a daily huddle, make sure you keep it consistent for the entire life of your company. Leaving huddles hanging is a surefire way to plummet morale.

## 2. CHANGE UP THE WORK SCHEDULE.

When people fall into an emotional rut, they're often in an action rut as well. Let your employees switch up their daily work schedules, and it will help jar them out of sluggishness. Letting someone start late on Monday to allow them to clear up some personal baggage can go a long way.

## 3. REMIND THEM OF THE "WHY."

People tend to get fixated on the "what" of your business, and the day-to-day grind begins to cause fatigue. To stir up passion and purpose among your team, direct everyone's attention to the deeper meaning behind the work they do. The more compelling and fleshed out your company mission is, the easier it'll be to stick to it and stay happy.

## 4. LISTEN.

The first thing many customer service reps learn is that angry people need to vent before



they are open to change. Meet with disgruntled team members individually or in small groups to learn about the problems they're facing. However, avoid big groups — these tend to spawn soapboxers who will bring more problems forward than you can fix.

## 5. LET THEM TAKE NAPS.

Seriously! Ever had a critical conversation with your significant other when you were both exhausted? I'm guessing it didn't go too well. Well, it's the same thing with your employees. Giving your team a "dark room" to take a 20-minute power nap shows that you genuinely care about them, not to mention boosting their productivity when they return to work.

## 6. TAKE ONE FOR THE TEAM.

When your people are facing a particularly nasty obstacle and morale is sinking, be the ultimate leader and shoulder the burden for them. Take on the dirty work, handle the confrontation, and show the team you're there to serve them.

Once you've taken action and morale is lifting, it's your job to keep the momentum going. With regular communication and authentic leadership, you can keep mood dips brief and keep everyone working together for a common goal. Don't blame your team — it's your responsibility to maintain positivity, trust, and cooperation in the office.



## Who Wants to Win A \$10 Starbucks Gift Card?

The winner will receive a \$10 gift card to Starbucks and has to be the first person to correctly answer our quiz question.

Alexander Graham Bell is credited as the inventor of the telephone. The first call is said to have taken place on March 10, 1876 in Boston. What are the words that Bell is said to have uttered?

- a) Once more unto the breach, dear friend
- b) Mr. Watson, come here I want to see you
- c) We few, we happy few, we band of brothers



*MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship and the author of the cult classic book The Toilet Paper Entrepreneur and the instant new classic, ClockWork, his latest book. For more information, visit [www.mikemichalowicz.com](http://www.mikemichalowicz.com).*

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# 5 Ways To Build A Stronger Small Business In 20 Minutes Or Less

**1. Go to a networking event.** It's all about who you know, as they say, and with sites like Eventbrite or Meetup.org, it's easy to find communities where you can connect and learn.



**2. Take a break and learn something.** Listen to a podcast or put on a quick TED Talk on a subject you're interested in. Over time, these little nuggets of information add up and can transform the way you work.

**3. Work on your social media.** Schedule some posts that will get traction.

**4. Take an online class.** Whether it's through Google's free

online academy, Udemy, LinkedIn Learning, Skillshare or Coursera, it's easier than ever to pick a subject and learn everything you can.

**5. Find money you're owed.** Track down an overdue invoice and send a friendly reminder. *Inc.com, 10/10/2018*

## 5 WAYS TO PROTECT YOUR COMPANY FROM CYBERCRIMINALS

A recent survey by Vistage revealed that a full 62% of CEOs do not have an active cyber security strategy in place, while 27% have no plan at all. Frankly, this is insane. Follow these five quick steps to bolster your security right now. There's no time like the present.

1. Use a tool like the Cybersecurity Framework from the National Institute of Standards and Technology to perform

a thorough assessment. You can't fix something until you know what's broken.

2. Train your employees on cyber security risks. Forewarned is forearmed, and most data breaches occur as the result of employee neglect.

3. Implement cyber security policies. Put procedures in writing, and make sure they're followed to the letter.

4. Get tools that work. It needs to go far beyond a simple antivirus, encompassing everything from endpoint security systems to firewalls and backup solutions and everything in between.

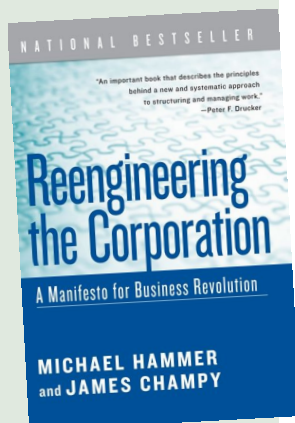
5. When in doubt, consult an expert. *Inc.com, 9/25/2018*

## Reengineering The Corporation

By James Champy & Michael Hammer

During the Industrial Revolution, labor became broken down and separated into its most essential and basic components. But if you ask James Champy and Michael Hammer, authors of *Reengineering The Corporation: A Manifesto For Business Revolution*, the time has come to rethink that paradigm.

Too many of our companies are run based on outdated practices. To survive in the modern world, we need to take a long, hard look at the way things are done in our organizations and rework them from the ground up for maximum optimization.



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