3 Critical Cyber Security Protections EVERY Business Must Have In Place NOW To Avoid Being Hacked

Five years ago, you might have had state-of-the-art security protecting your business and network. You had the latest malware protection, highly rated firewalls and a great data backup plan. Maybe you even had a handbook on how to address cyber threats. You were set. But then you forgot to do one crucial thing: you didn't stay up-to-date with your IT security policy.

This is a trap countless businesses fall into. They invest in great cyber security once. Five years ago, this was fantastic. The problem is that cyber threats are constantly evolving. Methods used by hackers and cybercriminals have come a long way in the past five years. Criminals stay on top of what's going on in the IT security industry. They are always looking for new ways to steal your data and make a quick buck at your expense.

What can you do to stay up-to-date in an ever-changing digital world? Here are three things every business must do to protect itself.

Understand The Threats
It's easy to assume that hackers are trying to get into your network the "old-fashioned" way. You might pic-

ture them hacking your network trying to get your passwords and usernames or breaking through your firewall protection. While some hackers will do this (it's easy for them if you use simple passwords), many of today's cybercriminals rely on social engineering.

The most common form of social engineering is the phishing scam. The criminal sends you or your employees an e-mail, hoping someone will click a link or open an attached file. Cybercriminals have gotten VERY sophisticated. These e-mails can mimic the look of a legitimate e-mail from a legitimate business, such as the local bank you work with or another company you buy from (or that buys from you). Social engineering is all about tricking people.

This is why you need a cyber security handbook – one that is regularly updated. It's something you can reference. Your team needs to know how to identify a phishing e-mail, and you need to have procedures in place for what to do if a questionable e-mail shows up. This helps keep your employees from becoming the weak link in your security setup.

July 2020

Local Summer Fun: VIRTUALLY SO MUCH TO DO

State and Bijou Theaters are offering selection of first-run films you can stream and proceeds go to helping non-profit community theaters and staff. They even offer a video to walk you through the streaming process go to the website and enjoy some of the movies you have been waiting for. https://www.stateandbijou.org/news-items/home-cinema-how-faq

I have had the pleasure of attending "Collage" in past years. It is a wonderful evening of performances highlighting the young talent attending Interlochen Summer Camp. Keep our eye on this website for more details. https://camp.interlochen.org/online-arts-camp/events

GT Pavilions Concerts on The Lawn is going Radio-Retro this year. Bringing you recorded concerts from the Grand Lawn to your own lawn, couch or kitchen table through the radio airwaves on WCCW 107.5 FM. Pass the virtual bucket for any free-will donations by visiting the website during the concert at

Northwestern Michigan College is offering online Extended Education courses all summer. And check out their FaceBook page for other community events they have a lot going on.

The TC Ticker is full of Bike Riding & Walking Events, Art Shows and more.

Norte, TACS, TCAPs and many other groups are moving forward with their Summer Camps. They are following all of the Covid-19 statewide protection guidelines, which in most cases means smaller classes and other safety requirements. Please check out their websites for more info.

This monthly publication provided courtesy of Tom Wyant, President of Wyant Computer Services.

Need Information About Our Services Go To: https://www.gowyant.com/

Update, Update And Update

From software to hardware, you must stay updated. There is no such thing as "one-and-done" when it comes to network security. Something as simple as a wireless router can DESTROY your security if it's not regularly updated. Hackers are always looking for vulnerabilities in both hardware and software, and when they find them, they WILL exploit them.

What happens when a piece of hardware (like a router) is no longer supported by the manufacturer? This occurs all the time, particularly as hardware ages. Manufacturers and developers drop support for their older technology so they can focus on their newer products. When they drop support for a product you use, this is a good indicator that you need to replace that piece of hardware. The same applies to software.

You might balk at the cost of buying new technology, but in the long run, the cost is well worth it. Think of the cost of buying a new router versus the cost of cleaning up after a data breach. Some small businesses never recover after a hack – it's just too expensive. Keep your malware software updated, keep your firewall updated, keep your cloud backups updated and keep all your devices and software UPDATED!

Invest In Proactive Network Monitoring

When it comes to the security of your network and overall business, being proactive can make a huge difference. Proactive monitoring means your network is being watched 24/7. Every little ping or access to your network is watched and assessed. If a threat is found, then it can be stopped.

The great thing about proactive network monitoring is that you can customize it. Want to know about every threat? You can request a real-time report. Only want updates once a day or once a week? That can be done too! This approach means you have one less thing to think about. Someone is always keeping an eye on your network, making sure the bad guys stay out.

You might think, "How am I going to do all this?" You don't have to go it alone – and you shouldn't. Work with us, Wyant Computer Services will help you find the best solutions for your business. When you work with IT specialists, you can rest assured your team will be updated on today's threats. You'll know your network – and everything connected to it – is updated. And you'll know someone is watching over you. That's the ultimate peace of mind.

Google Maps Has Added Some COVID-19 Updates
Things like transit alerts, station crowd levels, restaurant who offer takeout & delivery & business closures due to Covid-19; can all be found in the Google Maps Menu under Notifications.

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3 Technology Truths For Transforming Your Business

1. You have to keep up. Tech changes fast. More businesses will be relying on artificial intelligence to supplement productivity and customer interaction, putting them light-years ahead of the competition that lags behind.

2. You have to invest. If you aren't willing to invest in new tech, then you will fall behind, and so will your support and security. If you run into any problems, then you could be in big trouble.

3. Don't fall behind on cyber security. It's easy to forget about cyber security when things are running smoothly tend working as intended. Keep your data and your customers as secure as possible by staying ahead of the cybercriminals.

WYANT WORD SCRAMBLE

June's *Gift Card Winner is Joyce Pleva from Ben.- Lee. Health Dept.
June's Answers:
UNDERSTANDING, CAMPASSIONATE, QUARANTINED, MEDITATION, COM-FORTED, PANDEMIC, RELAX Bonus: SUMMER EQUINOX

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*Email your answers to <u>wendy@gowyant.com</u> to enter gift card drawing.

Five Ways to Instill Confidence In Your Team

One of our most important roles as a business manager and/or owner, is to bring out the best in your team. By encouraging collaboration and empowering your workers you can achieve even greater success. You will increase performance and productivity by helping to improve employee confidence and make them see that their contributions and talents matter.

1. <u>Be supportive.</u> One of the most fundamental ways to boost people's confidence is to actively support them and build them up emotionally. Connect with individuals, make space to sincerely listen to their concerns and help them realize how much they have to contribute. When you get to know what motivates them; what really matters to them; you'll intuitively know how to best support them.

2. <u>Focus on people's strengths.</u> As a project manager or team leader you're likely to have a fair bit of influence over who does what. You can use that to actively build up someone's confidence by giving them work that they're genuinely good at and interested in. People's confidence (and motivation) will generally grow when they're given the chance to put their skills into practice and show mastery.

3. <u>Help people learn and develop.</u> Confidence and competence are closely related. If team members feel that they're not developing professionally and that their skills are being under-utilized, they'll quickly begin to doubt their abilities. Give your team access to courses, training and give them time to study or to run a project they're passionate about. Help them improve and learn new skills so they can play a stronger role in contributing to the company.

4. <u>Delegate step-by-step.</u> Delegate specific tasks and gradually give each team member more responsibility. Make sure that you are available to guide them and that they have the instructions & tools they need to succeed. When reachable goals are set and difficult tasks are broken into smaller steps people gain confidence as they master each step of the assignment.

5. <u>Embrace failure</u>. Make sure that your business is a place that employees can learn from their mistakes rather than be penalized. This takes an enormous chunk of negative energy and worry away and as a result, team members open up and are more willing to contribute and experiment. Essentially, you free people up to pursue that which is truly important: The successful delivery of the project.

And the best way to demonstrate your support is to actively praise a team member and provide positive feedback when someone does something well. Nothing is more rewarding than having an employer that appreciates the work that you do.

Free Report Download:
The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- **The three most common ways IT companies charge for their services and the pros and cons of each approach.**

- **A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.**

- **Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.**

- **How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.**

IT BUYERS GUIDE
What Every Business Owner MUST Know About IT Support Services And Fees

What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

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Having IT Issues? Give Wyant Computer Services a call at 231-946-5969

![Wyant computer services logo]

1129 Woodmere Ave, K1
Traverse City, MI 49686

HOW MALWARE CAN CRIPPLE YOUR BUSINESS

Every year, the number of malware attacks on small businesses increases. Semantec's 2018 Internet Security Threat Report found that between 2017 and 2018, malware increased by 54%.

The term "malware" covers a number of different malicious programs, including ransomware, spyware, viruses, worms, Trojan horses and more.

In many cases, malware is designed to take over your computer. It may be programmed to look for specific data or it may give a hacker remote access to your files. In the case of ransomware, it locks you out of your computer until you pay the hacker a ransom. After that, the hacker may give you back control – or they might delete everything on your hard drive. These are not good people.

If you don't invest in cyber security, then hackers can destroy your business. It's already happened to countless businesses across the country. It's estimated that websites experience up to 58 cyber-attacks every day. Protect yourself before it's too late.
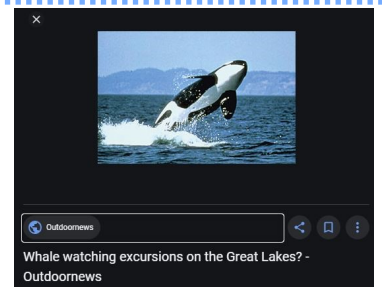
Small Business Trends, Oct. 12, 2019

Google: WHALE WATCHING IN THE GREAT LAKES

Whale watching excursions on the Great Lakes? - Outdoornews

Trying not to share false information is getting harder and harder because it is getting easier and easier to create legitimate looking stories and pictures on the internet. Google introduced its "Fact Check" tag in 2017 for Google News items and has expanded that feature into Google Search. Fact check labels appear on results that come from independent, authoritative sources that rely on ClaimReview, an open method used by publishers to indicate fact check content to search engines.

Google has just introduces an added fact-checking system in their Image Search so now you can check to see if the image you are about to share is the same as the original and or if it has been doctored in some way. When searching for images you now will see a fact check badge under the thumbnail image result, click it and it gives you a summary of the web page the image is from.

Now we have the ability to research and check the sources of all of the info that is being bounce around on the internet. And thanks to Google it is even easier to make sure that we do not pass along fake images or stories. For fun search Lake Michigan Whale Migration Station on FaceBook to see mores pictures Whales in their natural "fresh-water" habitat. By W. Roberts

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