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These Are The Biggest Privacy Threats You Face Online Today

Webcam Access – While it's rare, there are known exploits that allow others to access your webcam (such as malicious software or software security flaws). Putting electrical tape over your webcam isn't a bad idea, but more webcams are coming with kill switches and shutters for peace of mind.

Phishing Scams – Don't ever expect these to go away. People still fall for them. NEVER click links in e-mails from anyone you don't know (and even if you do know them, verify that they sent you a link — e-mail addresses can be spoofed).

Web Browser Plug-ins – Vet every browser plug-in and extension you install. Many extensions collect your browsing history and

sell it. Read the terms of service before you click install (a good rule of thumb for software in general).

Ad Tracking – Web ads (and web ad providers, such as Facebook and Google) are notorious for tracking users. They want to know what you like so they can cater ads directly to you in the hopes that you'll click the ad, which gives them ad revenue. It's one of the many reasons why people use ad blockers.

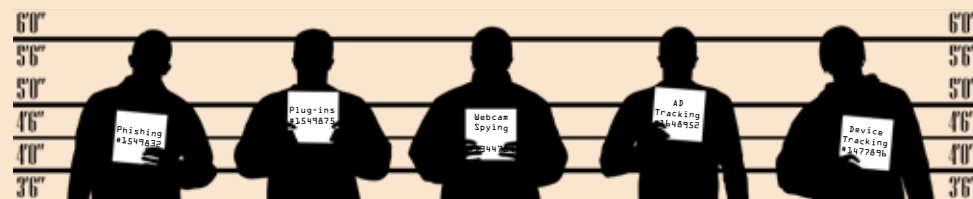
Device Tracking – If you have a smartphone, chances are it's being used to track your every move. Again, it comes back to delivering ads that are relevant to you so you'll click on them. For companies like Facebook and Google, users are the product. *Inc.*, 7/19/2019

CAPITALIZE ON THIS STRATEGY TO IMPROVE YOUR BOTTOM LINE

Want to boost your bottom line? The answer may be in cashless payments. It's all about taking your current systems and updating them to current trends.

Outside of the U.S., particularly in Europe and much of Asia, cashless payments are king. More people are relying on smartphones as payment processing tools (both in the consumer and business worlds). Of course, you don't want to rely on cashless — you want to be able to accept any money your customers are spending, whether it's cash, card or electronic.

Look at your point-of-sale system — is it ready for cashless? If not, look into it, research your options, ask around and see what option makes sense for your business (and bottom line). *Small Business Trends*, 6/26/2019

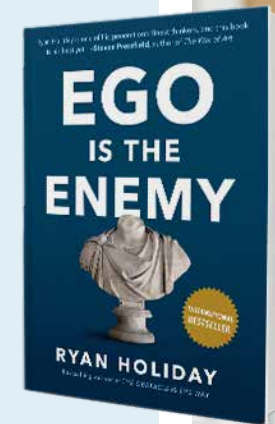


PRST STD
US POSTAGE
PAID
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Ego Is The Enemy By Ryan Holiday

This is a book that became an instant *Wall Street Journal*, *USA Today* and international best seller, and for good reason. *Ego Is The Enemy* by Ryan Holiday is packed with insight that examines the single greatest threat to our own success: ourselves.



Ego Is The Enemy highlights ways we sabotage or deceive ourselves — and how our ego gets in our way. Holiday looks at the lives of historical figures, such as Howard Hughes, and how their own egos influenced their work and their legacy. *Ego Is The Enemy* is a thought-provoking read that can help you see past your own ego in order to tackle new levels of success.

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This monthly publication provided courtesy of Chris Schalleur, CEO of Christo IT Services.

“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!”

A lot of businesses need to come to terms with the fact that their employees are their greatest IT threat. As a business owner, you may be aware of cyberthreats to your business, but your employees might not be. They might not know about the threat of cyber-attacks or malware. They might use unsecured WiFi on company equipment. As a result, your employees may be putting your business at serious risk.

What can you do to change that?

1. IT ALL STARTS WITH EDUCATION. One of the biggest reasons why employees put their employer at risk simply comes down to a lack

3 Ways To Prevent Your Employees From Leaking Confidential Information



of education. They don't know about the threats targeting businesses or that small businesses are a major target of hackers and scammers.

You need to do everything you can to train your employees. Give them the education and resources to be a line of defense rather than a risk. Develop a consistent training regimen. If you need to bring in IT professionals to help, do it. Don't make assumptions about critical IT security training if you aren't sure. Professionals can answer your questions and make sure you and your employees have everything you need to know to keep your business secure.

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Another important thing is to **hold this training regularly**. Threats evolve, and you need to stay ahead of the curve. Keep IT security on the minds of your employees. When they forget about it, that’s when the risk is highest.



snoop around. Hackers use public hot spots to circulate malware and steal data. Sometimes they even set up fake hot spots with the same name as a legitimate hot spot to trick users into connecting to their WiFi, which makes data theft *even easier*.

Discouraging your employees from using unsecured, public WiFi is a good step to take, but don’t be afraid to take it further. Don’t let them connect company equipment to unsecured WiFi *at all*. And place a bigger focus on endpoint security – make sure your equipment has up-to-date software, malware protection, local firewalls, as well as a VPN (virtual private network). The more layers of security, the better.

3. PROTECT ALL OF YOUR DATA. Your employees should never save personal or business data on portable/external hard drives, USB drives or even as printed material – and then take that data out of the office. The theft of these types of devices is a real threat. An external hard drive is a tempting target for thieves because they

will search the drive for sensitive data, such as financial or customer information that they can use or sell.

If you have remote employees who need to access company data, put a method in place to do just that (it should be discussed as part of your regular company IT security training). They need to know how to properly access the data, save the data or delete it, if necessary. Many businesses go with a secure cloud option, but you need to determine what makes the most sense for your business and its security.

While these three tips are great, nothing beats helping your employees develop a positive IT security mindset. It’s all about understanding the threats and taking a proactive approach to security. Proactivity reduces risk. But you don’t have to go it alone. Working with experienced IT security professionals is the best way to cover all your bases – and to ensure your employees have everything they need to protect your business.

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON’T, Until You Read This...



If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report: **“5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud.”**

This report discusses in simple, nontechnical terms the pros and cons of cloud computing, data security, how to choose a cloud provider and three little-known facts that most IT consultants don’t know or won’t tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. **Even if you aren’t ready to move to the cloud yet**, this report will give you the right information and questions to ask when the time comes.

Get your **FREE** copy today at www.christoit.com/cloudreport or contact us at info@christoit.com or at 215-256-7902

Cartoon Of The Month



SHINY NEW GADGET OF THE MONTH

The Philips Somneo Sleep & Wake-Up Light

Research suggests that when you wake up naturally (that is, you aren’t jolted awake by an alarm or radio), you feel more refreshed and energized during the day.

The Philips Somneo Sleep & Wake-Up Light puts this research to the test. It’s designed to simulate a natural sunrise right in your bedroom. You can set it to your specific needs, and it will slowly and steadily brighten when you need to wake up. It can also simulate a sunset for the opposite effect when you’re going to bed! You can even use the light as a reading lamp — and it has a built-in radio, too!



The Philips Somneo Sleep & Wake-Up Light is a versatile device, perfect for anyone who wants to get a better night’s sleep. Find it at Amazon and many other electronic retailers.

Marketing Horror Stories

A shocking number of companies hold promotional giveaways without calculating exactly how much they will cost. They do some research and get estimates, but they often fail to anticipate the public’s reaction. Here are two prime examples.

Back when *Oprah* was the biggest show on television, KFC ran an ad offering a free two-piece chicken meal with two sides and a biscuit for anyone who went to their website and downloaded a coupon. Over 10.5 million coupons were downloaded, and KFC had to give away \$42 million in free food.

In the 1990s, Hoover Company in the United Kingdom offered two round-trip plane tickets with the purchase of a vacuum. Unfortunately, even in the ‘90s, most vacuums were still cheaper than plane tickets, and Hoover lost 50 million pounds in what remains the biggest promotional disaster ever.



The Power Of Punctuality



Personally, I am not a fan of people who are always late. Sometimes, things happen that we have no control over, such as car accidents, traffic jams and unexpected family emergencies, to name a few. I am not addressing those situations.

What I am addressing is how punctuality can do wonders for your success.

Have you ever thought about what being punctual says about you? It shows you are in control, disciplined, able to keep track of things, trustworthy, reliable and respectful of another person’s time. Being late demonstrates none of those things. In fact, being late shows you are unreliable, disorganized, disinterested and inconsiderate. When you look at it from that perspective, you would never want yourself described that way.

Do you want to hire someone who is unreliable? Not me. How about disorganized? A disorganized person will make mistakes — and mistakes cost money. Let’s take a closer look at *disinterested*. One of the definitions of *disinterested* is having or feeling no interest in something, unconcerned, uncaring and unenthusiastic. That sounds like someone you NEVER want to have on your team. Then that leaves us with inconsiderate, defined as thoughtlessly causing hurt or inconvenience to others, unthinking, selfish, impolite and rude.

Associates, bosses and customers have NO fondness for lateness. I heard one person

express it this way: “If you are chronically late, you are chronically rude.” If you are looking to be promoted to a leadership position, it will be difficult to prove yourself reliable when people are having to wait for you to show up. Punctuality is a product of discipline, proper planning and respect for others. In simple terms, preparedness and punctuality are two of the most important qualities of a leader.

When you are late, you are saying, “My time is more valuable than yours.” That is not a great way to start anything. The celebrated writer Charles Dickens once said, “I could have never done what I have done without the habits of punctuality, order and discipline.” I feel that by being punctual, you are paying a courteous compliment to those you are about to see or serve; it’s a respectful gesture of how you value their time.

Chronic lateness sets a tone about accountability. If you want a culture in which people are accountable to customers, associates and even to themselves, then make punctuality a priority. Start all meetings on time regardless of who is missing. The word will get out, and people will start showing up on time.

Being on time may seem a bit trivial to some people, but it’s a good idea to start making accountability part of your corporate culture. Shakespeare once stated: “Better three hours too soon, than a minute late.” There truly is power in being punctual.



Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he’s shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.