



# The Tech chronicle

## McD's got Hit

McDonalds is the latest corporation that fell victim to a hacking attack.

Information on employees and customers in the U.S., South Korea, and Taiwan were stolen.

Luckily no financial information was taken, but PII was taken.

It seems like a daily report now, someone, somewhere, someplace got hacked.

Read the full article in our June 26th blog on the website.

In the mean time, take extra precautions in keeping yourself, and your systems safe and secure.

**July 2021**



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Our Mission: To build a community of successful-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



## Take Your Business To The Next Level With These Technology Solutions

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When you set goals for your business this year, there's a good chance one of those goals was tied to growth. It's a common goal. You have your eyes set on acquiring new customers. You're ready to take their business to the next level. The challenge, however, is getting to that next level. If you do a web search on how to grow your business, you'll find more results than you know what to do with. It can be frustrating and overwhelming.

This month, we're here to take away some of that frustration and share a few ideas on how you can use technology solutions to put

together a growth strategy that works for your business, its needs and *your* overall goals. There are four areas where technology really shines: automation, access, engagement and security.

### Automation

There are automation tools that assist with everything from invoicing to customer service. One great example is the chatbot. Thanks to major strides in artificial intelligence (AI), chatbots are more useful than ever. All you have to do is plug one into your website, and it can handle a surprising amount of customer service issues. It can even direct customers and leads to real humans within your organization. When you can direct leads accordingly, it makes it easier to

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## Windows 11

It's almost here, but according to Microsoft, it will be released later this year and we need to be ready.

Like a lot of upgrades, sometimes your hardware must be ready for the new change.

**Processor:** You will need to have at least a 1GHz or faster but must support 64-bit.

**Memory:** Although MS recommends 4 GB of RAM, we have seen enough to know that you should have something closer to 16 GB for the system to work well.

Storage is 64 GB or larger

**System firmware:** must support UEFI (Unified Extensible Firmware Interface) and be Secure Boot capable.

**TPM:** Trusted Platform Module version 2.0. TPM is to assure the integrity of the platform.

**Graphics:** DirectX12 compatible

**Display:** 9" or greater with HD resolution (720p)

There are many more requirements for full functionality, but this is what we all will be needing to at least think about upgrading to Windows 11. Sooner or later, we will all need to upgrade. Remember Windows 2000, Windows XP, Windows 7?

# Soft Skills, Solid Results

Parenting seems unrelated to business, but in my experience, it is very much related to people skills – and people skills are necessary for business. There are four key people skills, often called “soft skills,” that I want to talk to you about:

- Gratitude
- Listening
- Grace By Margin
- Vision

### Gratitude

How do you feel when you get a thank-you note? People never forget when they get a handwritten thank-you note. A text or e-mail is nice, but they last a day. People love to feel gratitude. They love to share it and to receive it. Thank-you notes remove barriers, so make it a habit.

### Listening

Listen longer and listen better. When you're speaking with someone, encourage long pauses. Let the silence do the heavy lifting. You don't have to rush into an answer or response before thinking about what a person is saying. This is helpful in sales and with direct reports. Allow yourself to stay quiet so the other person can do the talking. Don't be afraid to ask open-ended questions like “How did that go for you?”

### Grace By Margin

This is all about things that save you time. Consider using the “while” system as a way to multitask. For example, place an under-the-desk bike to work out while you work at your desk. Another thing to consider: timed e-mails. Schedule an e-mail to be sent out at a specific



time and add links in e-mails to schedule time on your calendar. One more time-saving tool is speech-to-text transcription. This ensures you have a record of every conversation that you can reference as needed.

### Vision

Break down your vision into small parts. Instead of feeling overwhelmed by something large, choose one smaller goal for the month. Do this with everyone in your organization. Break down everyone's goals into smaller parts. This makes it easier to track over the course of a quarter or year. Even go as far as creating a vision board. Add images of what you want to achieve. Make your vision visual. Lastly, write down your achievements as part of your vision. Where are you now and where do you want to be over the next three years?

**P.S.** Don't forget to check out the “Soft Skills, Solid Skills” Petra Coach webinar at [PetraCoach.com/soft-skills-solid-results-with-bea-wray](https://PetraCoach.com/soft-skills-solid-results-with-bea-wray).



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## ■ As A Business Owner, Are You Ready For The IT Future?

Over the past year, countless businesses moved to a remote work or hybrid model. It also meant these businesses had to change the way they operate, including a sweeping shift to cloud-based services and a renewed look at their IT security. But despite these changes, many businesses aren't where they need to be. There are still gaps in their cloud infrastructure and security. How do you fill those gaps?

Put a greater emphasis on endpoint security and monitoring. As much as you need solid IT security on your end, every employee needs solid IT security on their end as well. Not only does every device need endpoint security, but you also cannot forget about performance monitoring. This gives you the ability to see threats and potential threats to your network in real time, which means you can react accordingly and stop potential attacks or hardware failures. As

you work with your IT security partner, discuss monitoring options and give yourself one more tool in the protection of your organization. *Forbes, April 15, 2021*

## ■ 3 Key Ways To Keep Your Business In Growth Mode

**1. Talent.** You must hire a team willing and able to meet the challenge of growth. You want people who are not only talented in their field, but who also fit within your company culture, who are eager to learn and ready to solve problems, and you have to be just as willing and able to reward them for their talent.

**2. Innovation.** When you have a talented team at your side, innovation comes easier. You need to continuously develop products and services that customers want to buy. Understand your customers and their problems at the highest level so you can bring solutions to the table.

**3. Accountability.** As your team and business grow, you must put greater emphasis on accountability. Track everything and have key performance indicators (KPIs) attached to every goal and project. But don't just hold people accountable to meet certain goals – hold them accountable when they succeed; that is to say, make sure the wins are celebrated along the way. *Inc., April 8, 2021*

## ■ Are You In The Cloud Yet?

Some businesses have tried to avoid the cloud. There are lingering fears that cloud-based services aren't as secure as their non-cloud counterparts. However, cloud services are more prominent than ever, and service providers are fully aware that they must meet the IT security needs of today.

For those businesses still unsure, it's estimated that 97% of businesses already use cloud services. You might not realize it, but cloud services are in the mainstream. Even businesses that are hesitant to join the cloud may already be a part of it. Most e-mail and communication apps are cloud-based. If you use virtually any Google or Microsoft service, you've joined the cloud.

The bottom line is that digital security is top priority for cloud platforms. Not only do these providers need to meet the requirements of their clients, but they must also follow international rules and regulations. If you want to keep your data backed up and secure, the cloud is your answer. *Forbes, April 1, 2021*



*"He opened his email and saw the attachment from an unknown source. His hand slowly reached to click on the paper clip. He had no idea what horror awaited him..."*

# IT Scramble

1. RUTSTCIRRAENUF INFRASTRUCTURE
2. ORAFTEWS SOFTWARE
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4. ATMGEEYB MEGABYTE
5. EBMRRICYCE CYBERCRIME
6. SUCEYRIT SECURITY
7. CAPKUB BACKUP
8. RYOMEM MEMORY
9. IEBRF FIBER
10. ETOBRO REBOOT
11. PUCETMRO COMPUTER
12. BTAGGII GIGABIT
13. WEBSROR BROWSER
14. RAODTMEOBHR MOTHERBOARD
15. AOJTNR TROJAN
16. PRIPAEHLRE PERIPHERAL
17. RGCSPIAH GRAPHICS
18. YSWPAER SPYWARE
19. KICOOE COOKIE
20. ANDROADBB BROADBAND
21. MAELRAW MALWARE
22. RSPODWSA PASSWORD
23. TENRETIN INTERNET
24. IARLFELW FIREWALL
25. KWRTNOE NETWORK

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