Technology Times January 2020 Issue

"As a business owner, I know 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!"

Dan Foote
Owner/President

What's Inside:

Got IT Problem? - Click Here!

4 Reasons Why CEOs Should Plan For Failure and Encourage Risk-Taking

By Andy Bailey

Every successful company leader will tell you that failure is a part of business, but far fewer will admit they plan for failure.

Growing a business requires taking risks, and failure is a frequent outcome on the journey to achieving success. The company I founded and sold, NationLink Wireless, started out selling pagers to retail shops like RadioShack. When we recognized that cell phones would be the future of the business, we took a calculated gamble and reallocated significant resources (human and financial capital) to compete.

In hindsight, it seems like a no-brainer. But believe me, at the time there were still plenty of pundits who didn't believe cell phones would become an indispensable part of our life. Initially, I didn't want to adapt and give up on the pager business because my success as a business leader was linked to the product. My hesitation resulted in our company losing a lot of money and nearly going out of business. Fortunately, thanks to support from a great team, we embraced the cellular business and saved the company.

In their best-selling book "Switch," co-authors and brothers Chip and Dan Heath describe how world-renowned design firm IDEO (perhaps best known for its work with Apple) plans for failure during its design process. The company's designers even created a process chart that factors in the excitement and hope at the beginning, the emotional lows of when things aren't going as planned and the joy of victory at the end.

MFA/2FA

By Dan Foote

Coming to a secure portal near you is a form of Factor Authentication. After users input their usernames and passwords, a secondary event requires further proof. If this is based on something a user knows or has, it's considered 2FA (Two Factor Authentication). If we add on a biometric scan or geographical location, we now enter the realm of Multi-Factor Authentication.

Because of the prevalence of breaches and your info that ends up on the *Dark Web*, adding 2FA or MFA to login requirements helps to add security to the users' accounts. If you, as a user, are offered to secure a web portal with additional authentication, our recommendation is to follow instructions to set this up. This brings us to "how."

In some cases, a code gets sent to your email or phone. Once you receive this code and insert it into the response, you'll get logged into the portal.

Another method requires an application like Google Authenticator, Authy, LastPass, and others. From my experience of both Google Auth and Authy, I prefer Authy. Authy provides both a smartphone and a desktop app, which makes it quick and convenient, depending on where you're working. One "gotcha" that I've encountered in Authy is that the site identifier defaults to your login name, which is quite often your email address. Change this to the site name, and identifying the site you need the response code for is quick and easy.

Now, either copy and paste the code or type it into the proper field to move forward!

One note of caution: phone calls that purport to be from a support team that asks you to identify the code sent to you are FRAUDULENT. Do not give this information out to anyone. Microsoft, your bank, the IRS, and local/national law enforcement agents do not call to ask for personal information.

For more info, see our sites:
darkwebexposure.com and
protecttheclick.com.

Don't be a victim! #ProtectTheClick!

2020 VISIONS

The 'Axis of Evil' and Escalation of Destructive Attacks

Tom Kellermann, VMware Cybersecurity Strategist, on the Threats to Watch in 2020

Tom Kellermann, former cybersecurity adviser to the Obama administration, doesn't mince words when he describes the nation-state threat to the U.S. as the "axis of evil in cyberspace." Nor does he hold back about the threat from destructive attacks, 5G deployment and other trends to watch in 2020.

In an interview with Information Security Media Group, Kellermann, currently the head of cybersecurity strategy for VMware, advises defenders to be a bit more subtle in their threat response.

"We've been conducting incident response too loudly for too long," Kellermann says. "In many cases, it's best that you not turn on the lights and cry out. 'I've got a gun and I've called the cops' metaphorically when conducting incident response. Because they may choose to drop a wiper inside your infrastructure or leverage ransomware NotPetya-style against you without demanding ransom."

In this installment in a series of "2020 Visions" interviews with thought leaders about trends in the new year (see audio link below photo), Kellermann discusses:

- Process hollowing and other emerging threats;
- The escalation of destructive attacks;
- 5G and the security concerns it brings.

Kellermann, head of cybersecurity strategy at VMware, is the former CEO at Strategic Cyber Ventures. He's a cyber intelligence expert, author, professor and leader in the field of cybersecurity. He held a seat on the Commission on Cyber Security for the 44th President of the United States and served as an adviser to the International Cyber Security Protection Alliance. As chief cybersecurity officer for Trend Micro, he was responsible for analysis of emerging cybersecurity threats and relevant defensive technologies.

The Amount Of Earth Google Has Mapped So Far

These days, who hasn't made use of Google Maps? It has become an indispensable navigation tool and smart phone navigation. It is powered by Google Maps and could arguably be described as a killer app that makes modern life a whole lot more convenient. What fewer people realize is that Google Maps' Street View is handy for research, walking trips, and has even become an important social media platform.

It is a convenient way to leave reviews for local businesses, which raises an interesting question. Just how much of the world has Google mapped in this way for Google Street View and Google Earth?

The answer might surprise you. According to a report the company recently published, Google has photographed more than 10 million miles of Street View imagery and more than 36 million square miles of Google Earth imagery. Of those two figures, the Google Earth figure is the most impressive, and based on the particulars in the report, Google claims to have photographed more than 98 percent of places on the planet where people live.

The Street View figure is no slouch, however. It runs far ahead of Google's nearest competitor Apple, which has begun a similar project. It is millions of miles behind Google. Even if you don't make regular use of either service, it's clear just based on the scope and scale of the company's accomplishments in both of these areas, how seriously the company takes it.

More and more, imagery is taking center stage on the world wide web. We're a long way from being able to declare that text is no longer the King of the web, but imagery is increasingly important. If you aren't already doing so, next time you have a minute, try doing a Google Earth search to get a sense for how far things have come, and prepare to be impressed.

It's a brilliant way to view risk-taking and how leaders can plan for failure while on the road to success. It's an approach I embrace at Petra Coach and recommend to the member companies that we consult. Here's how you do it:

1. Plan For Failure By Knowing the Risks

When taking a risk, make sure it's a calculated one. Evaluate the upside and downside and what they mean to your business. Have answers to key questions such as: Does the undertaking align with your company's vision and mission? Do the activities and tasks support company goals and priorities? Did we plan for failure, and do we know how to respond if things go sideways? Remember, a failure that is aligned with your business's goals is still a step in the right direction. Don't let avoiding risks and being resistant to change hold back your team.

2. Learn From Your Mistakes

Every failure experienced will provide important lessons that can be applied to your business. Roll up your sleeves and find out what went wrong. Were your expectations incorrect? Did you misjudge market demand? Was your strategy not on target? Be brutally honest about the hows and whys, but don't dwell on it or point fingers. Get your team together to determine the necessary changes and move forward.

3. Celebrate Failure

Failure is part and parcel of running a business, so don't feel ashamed when things don't go as expected. Failure means you're taking action to grow your business. Celebrate each failure by publicly applauding team members who had the courage to take a chance and accept the consequences. Hold a "failure party" or create an award for the biggest risk taken. It will foster a positive attitude toward smart risk taking.

4. Encourage Open Discussion About Failure

All business leaders have failed at some point during their careers. To foster a culture of smart risk-taking, encourage team members to share their highs and lows about projects where they took a chance. Make it acceptable to talk about mistakes so team members are encouraged to share their experiences and ideas. It will create a more open and creative environment and help build healthier teams.

In today's world where business seems to move at the speed of sound, the biggest risk is not taking any risk at all. Few, if any, business leaders have succeeded by sticking to their original idea. A pre-planned, detailed strategy to deal with failure will keep your team energized and in a positive mindset when they tackle the next big idea.

Dark Web Scan Assessment

As CEO of an Alaskan Business, How Do You Safeguard Your Company's Data And Your Customer's Private Information?

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With the first model being released in 2016 and the second generation released in 2018 this gadget may not be brand new, but it is still cutting edge and thanks to updates via WiFi it stays cutting edge. An "everything" oven created by a team that brought the iPhone, Fitbit, GoPro, and Lyft to market has to be cool, right? Well, it is. This countertop oven will bake, broil, air fry and more with a camera INSIDE the oven that allows you to see a video feed of how your food is doing without even walking into the kitchen. Yes, you read that right. It has a camera that withstands the heat of the oven and you can watch your cooking progress via an app on your phone, tablet or other device. It has a built in temperature gauge that precisely monitors and reports internal temperature of your food and therefore improves the end product. It is large enough to fit a 12" X 16" pan, 10 pound turkey and a 12 inch pizza.

One of their projects was to improve the cooking of bacon. They found that the original settings were not robust enough to cover all of the variables like number of pieces, thickness, etc. Users were able to share their settings, video, and end result of hundreds of batches of bacon they cooked with the company and June used this data to develop 64 different settings for cooking bacon! With automatic updates via WiFi they were able to share this improvement with all of their customers.
Check out their website, cooking shows, and blogger sites for more information and reviews.

10 Top New Year's Resolutions for Success and Happiness in 2020

Another year has come to an end, and another has just begun. So, now that the new year is here, what resolutions are you going to make? Making New Year's resolutions is a time-honored tradition all around the world. We all hope for a better future--especially when the year we're leaving behind has been a tough one.

According to research on the topic, about 60 percent of us admit that we make New Year's resolutions but only about 8 percent of us are successful in achieving them. Regardless of whether we achieved our previous resolutions, most of us go right ahead and make a new set of resolutions - hoping for the best.

Here are a few more interesting facts about New Year's resolutions:

- Saving money is one of the top five New Year's resolutions and also in the top five for most commonly failed.

- More than half of respondents said they fail their resolution before January 31.

- Women make health-focused resolutions while men pledge to find a new job and lay off the alcohol.

So, what are we all wishing for in 2020? **Here are the top 10 New Year's resolutions according to a survey of 2,000 people:**

- 1. Diet or eat healthier (71 percent)
- 2. Exercise more (65 percent)
- 3. Lose weight (54 percent)
- 4. Save more and spend less (32 percent)
- 5. Learn a new skill or hobby (26 percent)
- 6. Quit smoking (21 percent)
- 7. Read more (17 percent)
- 8. Find another job (16 percent)
- 9. Drink less alcohol (15 percent)
- 10. Spend more time with family and friends (13 percent)

Are any of these resolutions on your personal list? Who knows - this just might be the year that you achieve every goal you set for yourself. Here's to a new year filled with much success and happiness.