

TECHSAGE Monthly Newsletter

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The #1 Mistake Your Employees Are Making Today That Lets Cybercriminals Into Your Network

In the wake of unprecedented rates of digital crime, with the cost and frequency of data breaches constantly skyrocketing year after year, companies all over the world have been forced to scramble for solutions. There's an arms race running behind the scenes of every piece of technology we use in business today, as cyber security companies shore up their clients' defenses against increasingly sophisticated digital threats. Billions of dollars are now poured into battling away would be intruders from the most precious assets on global networks: most of the money directed toward the software that keeps everything afloat, just out of reach of the bad guys.

But even as each day brings a new technological apex for security solutions, data breaches continue. Despite the fact that the tools hackers use to make money are more or less the same as they were three years ago, nobody seems to question why companies are still being hacked at record levels. It is easy to imagine a crack team of infamous hackers hammering away at a keyboard into the late hours of the night, feverishly computing the one piece of code that will break them into a system.

This may be the process behind the high-profile breaches you read about in the news each week, but in reality, most cybercrime takes much less effort. The average hack succeeds not because of overt vulnerabilities in the structure of business networks, but because of a mistake made by you or your employees. According to IBM's X-Force Threat Intelligence Index, more than two-thirds of breaches arise from what they call "inadvertent insiders," folks

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A group of three people, two men and one woman, are working together at a desk in a modern office. They are looking at multiple computer monitors displaying code or data. The woman is pointing at one of the screens, and the men are looking on attentively. The office has large windows in the background, letting in natural light.

Regardless of how it happens, most hacks occur because employees just do not know better. Even in 2019, when cybercrime runs rampant and virtually everyone is constantly at risk on the Internet, most of us just are not well-versed in ways to protect ourselves, much less the companies we work for.

“Somebody clicks the included link without thinking, and there you go — you have ransomware.”

Of course, this will take more than a 30-minute crash course in the break room one afternoon. It will take a concerted effort and dedicated resources. Luckily, we can help. With a trusted partner dedicated not only to keeping your organization protected from the latest digital threats, but to keeping your employees alert and ready to spot anything phishy, you drastically decrease the chances of your business becoming another statistic in the war on cybercrime. Work with us and secure the future of your company for the long haul.

Free Cyber Security Assessment Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now



At no cost or obligation, one of our highly skilled IT pros will come to your office and conduct a cyber security assessment to uncover holes in your company's IT security.

After the assessment is completed we will prepare a custom “Report of Findings” that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting the security problems addressed quickly. This report and action plan will be a real eye-opener for you since almost all of the businesses we have done this for discover

To get started and claim your free assessment now,
login to www.techsagesolutions.com/cyberassessment/ or call 210-582-5814.

New

Gadget Of The Month:

Skip The "HeatBuddy"

An Underperforming Heating Solution
That Promises The World

The cold may be winding down, but you are still likely fatigued by the high heating bills you were forced to shell out extra money for over the last three months. Luckily, heating technology is improving all the time, reducing electricity costs while keeping your toes from freezing off. However, it is important that you don't get roped in by another "as seen on TV" product that overpromises and under delivers.

Take, for example, the HeatBuddy: a portable, plug-and-play space heater that ostensibly offers revolutionary heating capabilities in a tiny, low-electricity package. However, it is another case of "too good to be true" — even a cursory glance at customer reviews reveals this to be a run-of-the-mill space heater, if only a little smaller. Unless you need a very small heater for some specific task, it is best to skip the \$29.99 and keep on researching other options to lower your power bill.



Taking The Fear Out Of Feedback

As much as most of us go on and on about improving ourselves, our work and our business, we are usually pretty afraid of actually receiving any feedback. But with the right structure, support and mindset, feedback does not have to be a boogeyman—it can be an essential tool to further your success.

By removing disruption, surprise and conflict from the equation, the phrase "constructive criticism" can actually start to mean something. The key is to zero in on how feedback is—or is not—shared in your organization and removing the roadblocks that make it messy. If you proactively provide resources that foster a continuous flow of non-hostile feedback, everyone will benefit. *Forbes.com 12/21/2018*



The Self-Made Myth: All Business Leaders Had Help Along The Way

I'm about to share an unpopular opinion: the self-made CEO is a myth. No successful entrepreneur or business leader is a self-made man or woman. If you think you are, you need to take a long, hard look in the mirror. Behind your successes are countless contributions from family, friends, teachers, mentors and coaches. If you can't see that, you're not looking hard enough.

As a business coach, I have seen companies grow from kitchen tables to \$100 million enterprises and then collapse because the owners thought they knew everything. In contrast, the world's most effective leaders know they did not get where they are by themselves. They recognize that ideas can come from anywhere, and they actively seek out people who can help them on their journey. Here are three ways to harness that inspiration.

1. RELY ON YOUR TEAM, AND SHOW YOUR APPRECIATION.

The most effective leaders are always the first to admit that they do not have all the answers. They ask themselves tough questions to understand their own strengths and weaknesses, and they don't let ego or pride get in the way of building their companies.

One of the biggest mistakes I see business leaders make is thinking they cannot learn anything from the people around them. It is essential to recognize your limits, seek others' help and opinion to patch holes in your expertise and give credit where credit is due.

2. RIP OFF AND DUPLICATE — THE OTHER R&D.

Some of the best ideas I have had for my businesses are ones I have borrowed (and modified) from others. In my experience as an entrepreneur and coach, I have seen first hand how ideas that are considered standard practice in one industry can be innovative when applied to another. Of course, it is about how you adapt those ideas to your business, not necessarily just copying what your

competitors are doing. Instead, use the existing base of knowledge to provide a novel solution.

3. CROWDSOURCE IDEAS FROM FELLOW BUSINESS LEADERS.

Finding new solutions to business challenges is a never-ending and often exhausting task for entrepreneurs and business leaders. One source that I have used to help me solve problems has been a business advisory group (BAG) comprised of professionals in business operating in noncompetitive markets. Peers in a BAG can relate to the daily challenges you face running your company, managing teams and growing the business. BAG members can provide you with valuable insight into how they are running their own companies and how business solutions they've implemented may apply to your business.

Business is a team sport. No great company has ever been built solely atop the efforts of a single person. The entrepreneurial spirit will take you far, but eventually, you have to recognize that you need to rely on the ideas and contributions of others. When that happens, you will become a greater leader, and you will see your business and company culture grow exponentially.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

3 Ways To Make Your Customers Love You

1. Be available.

Today, when customers expect products to be available on-the-go, businesses must do the same. Set up reliable resources to update and manage customer experience, for example, by setting up an automatic callback system. Instead of waiting on hold, callers get added to a list then receive the call when the service team is ready. Live chat, an informative online FAQ and other handy resources can go a long way toward avoiding frustration.



2. Surprise customers by actually being convenient.

We've all had interactions with customer service that made us want to pull our hair out. Avoid this by reducing friction wherever possible. Make sure the people in charge of customer experience, whether it's a front-desk person or a team of dedicated service professionals, are friendly and transparent about the service process. Make signing up for appointments abundantly easy and pleasant, and you'll see the benefits in no time.

3. Put your money into the most important investment.

We all know that acquiring new customers costs seven times more than keeping existing ones. That makes the numbers pretty clear: you need to invest in your existing customers or risk going under. *Inc.com, October 4, 2018*

Can You Afford To Lose \$80,000 A Year?

If Not, Read This: According to the Better Business Bureau's 2017 State of Cybersecurity Among Small Businesses In North America report, SMBS lost more than \$79,000 to cybercriminals. Honestly, this shouldn't surprise anyone; after all, as even the smallest businesses digitize more and more of their processes, the costs of breaking those systems will continue to skyrocket. If you're a small business owner in 2019, you need to start making cyber security a priority – now. Make a list of clear goals and objectives, and prepare your business for threats coming from all directions, rather than relying on a single defensive strategy that's prone to fail when things get tough. *SmallBizTrends.com, 12/3/2018*



Refer a friend

From January 1 through March 31, 2019:
Get an ALL-NEW Echo Show (2nd Generation)
Premium sound and a vibrant 10.1" HD screen

How the Contest Works:

- 1) Call or email us with your referral information and receive \$25 gift card.
- 2) We will call your friend to schedule an appointment. If an appointment is made, we will send you a \$50 gift card.
- 3) After the appointment we will add your name into the drawing for All-New Premium Echo Show Premium 10.1 HD Screen.
- 4) If your friend becomes a client and spends \$1,000 or more, we'll send you a check for \$100. As a bonus, we'll also give your friend a \$100 discount off our services!

What makes a good referral for TechSage Solutions?

A business owner who has 5 or more PC's and needs help with their network, data backups, phones, email, data security, etc. or is just interested in having a second opinion on how they are doing things now. We provide service to the San Antonio area and surrounding cities.

Send email to info@techsagesolutions.com or call (210)-582-5814

The Creative Curve

By: Allen Gannett

According to Allen Gannett, everything we have been taught about creativity is a lie. It is not only for geniuses, whose inspiration arrives like a bolt of lightning. In fact, Gannett argues, the principles behind achieving success in any creative endeavor, whether it is selling a painting or starting a business from the ground up, is quite predictable. In this book *The Creative Curve*, by Gannett boils down the essentials of creative success into four prime laws. If you have been stuck in a creative rut and are looking to get a leg up on the competition, his book is the perfect place to start.

