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*THIS MONTHLY PUBLICATION IS BROUGHT TO YOU BY **MILTON BARTLEY, JAY MALLORY AND THE IMAGEQUEST TEAM.***

HOW TO KEEP YOUR EMPLOYEES FROM LEAKING CONFIDENTIAL INFORMATION

authored by: Milton Bartley

Back in 2014, Code Spaces was murdered. The company offered tools for source code management, but they didn't have solid control over sensitive information — including their backups. One cyberattack later, and Code Spaces was out of business. Their killer had used some standard techniques, but the most effective was getting an unwitting Code Space employee to help — likely via a phishing attack.

When it comes to cybercrime that targets businesses, employees are the largest risks. Sure, your IT guys and gals are trained to recognize phishing attempts, funky websites, and other things that just don't seem right. But can you say the same thing about the people in reception, or the folks over in sales?

Sure, those employees might know that clicking on links or opening attachments in strange emails can cause issues. But things have become pretty sophisticated; cybercriminals can make it look like someone in your office is sending the email, even if the content looks funny. It only takes a click to compromise the system. It also only takes a click to Google a funny-looking link or ask IT about a weird download you don't recognize.

Just as you can't trust people to be email-savvy, you also can't trust them to come up with good passwords. People still use birthdays, pet names, or even "password" as their passcodes — or they meet the bare-minimum standards for required passcode complexity. Randomly generated passcodes are always better, and requiring multiple levels of authentication for your most important data and applications is a must-do.

Remember, that's just for the office.

Once employees start working outside of your network, even more issues crop up. It's not always possible to keep them from working from home, or from a coffee shop on the road. But it is possible to invest in security tools, like email encryption, that keep data more secure if they have to work outside your network. And if people are working remotely,

remind them that walking away from the computer is a no-no. Anybody could lean over and see what they're working on, download malware or spyware, or even swipe the entire device and walk out — all of which are cybersecurity disasters.

Last but not least, you need to consider the possibility of a deliberate security compromise. Whether they're setting themselves up for a future job or setting you up for a vengeful fall, this common occurrence is hard to prevent. It's possible that Code Space's demise was the result of malice, so let it be a warning to you as well! Whenever an employee leaves the company for any reason, remove their accounts and access to your data. And make it clear to employees that this behavior is considered stealing, or worse, and will be treated as such in criminal and civil court.

Fortunately, it's still possible to run a secure-enough company in today's world. Keep an eye on your data and on your employees, and foster an open communication that allows you to spot potential — or developing — compromises as soon as possible.

You can also invest in security awareness training for your entire company. Call us at (888) 979-2679 or email securitytraining@ imagequest.com for more information about our in-person, compliance-based security awareness training.

> *"Sure, those employees might know that clicking on links or opening attachments in strange emails can cause issues, but things have become pretty sophisticated…"*

THE BUSINESS OF BUSINESS DEVELOPMENT III

authored by: Ida Turner

Eliminating the 'cold-call' in Professional Services

I mentioned in my previous article how Business Development is, or should be, a lifestyle: A very personal way of doing business… Networking may not be your activity of choice, and considering the billable hours spent smiling and shaking hands, the somewhat 'cold-call' or 'remember me?' -email that follows, and the slight chance of actually "meeting for lunch" soon, it can become both pricey and time-consuming. So, how do we execute the required business development activity without leaving the office?

Your business development activity could be as simple as introducing this 15-minute process into your work day. Rifting off of *Fortune's Best Networker of the Year, Adam Rifkin (excuse the pun), I am challenging you, dear reader, to try my version of Rifkin's "Five-minute favor." I call it the "Fifteen-minute self-favor." Rifkin's version is based on the premise that it will take you 5 minutes to introduce two of your contacts who can benefit from each other. My version takes a tactical approach.

Assuming you are and have been active on LinkedIn with an updated profile, diligent in connecting with colleagues, clients, and folks you've met at networking events, you could leverage this existing resource by taking no more than 15 minutes to do the following: For your first 10 minutes, identify two of your most influential "first-connections" on LinkedIn who are natural audiences for each other. Think, 'Real Estate Broker and Commercial Lender,' 'HR Director and Employment Attorney,' or 'Trust & Estates Advisor and "Planned Giving" Consultant.

Ready to try? Open your home page by signing into your LinkedIn account. Click on the "My Network" -tab on the top menu bar. To view "All Your Connections" click on the highlighted 'See All' -button on the left of your screen. On the following screen, use the "Search" -dialogue box in the top-center of your desktop screen (NOT the one on the top menu ribbon), and type "CEO" as a search word. By doing this, it will bring up all your first connections who use this title in their LinkedIn profiles. Identify your two connections, keeping in mind that your targets should also share a similar business acumen, as well as perhaps a common target market or two. Your remaining 5 minutes are spent calling both parties for a soft introduction of the other. Think about each call as 'softening the beachhead' on behalf of the person you want to introduce by explaining why you think the introduction can be valuable Finally, follow-up with one email to both, allowing for a smooth transition into a calendar invite for a cup of coffee.

A sure way to grow your practice, reputation and success, is to help other people succeed. These fifteen-minute favors are indeed critical in setting boundaries for your valuable time, but more importantly, they allow for deepening of existing relationships by contributing to someone else's success. If we all did business development this way, we could eliminate "the cold call" in professional services.

IDA TURNER

Ida brings to Pro Communications over 17 years of experience in Business Development with expertise in strategic development, event planning, public relations and sales and marketing that has connected a diverse client base of law, engineering and real estate firms to their target audience. She has also successfully implemented measureable business initiatives for customers in the Food and Beverage industry, and other civic and non-profit organizations, increasing ROI with quarterly 30-60-90 day plans, that allows her customers to continue to focus on what they do best. Ida is a native of Johannesburg, South Africa and moved to Louisville, KY in 2005. She is a graduate of Sullivan College of Technology and Design. In her spare time she enjoys photography, visual arts and spending time with her loving daughter, Helena.

WHERE HAVE TABLET SALES GONE?

Remember when they said tablets would outsell desktop and laptop computers? That now seems a tad optimistic. In March, Techcrunch.com reported that tablet sales are going down. But why? It turns out that folks treat tablets like computers — meaning they don't upgrade them nearly as often as smartphones. "The iPad 2 is still in use today," IDC Senior Analyst Jitesh Ubrani tells TechCrunch. "The [original] iPad Minis and Air are all still in use today. They were being supported by Apple until very recently. People have been hanging onto these devices and they're finding that they work just as well as they did when they were released.". That's bad news for the tablet giants, who are still releasing new versions of tablets at least once a year. In the future, don't expect big releases or online unveilings for slates.

SHOULD YOU HAVE A MOBILE APP FOR YOUR BUSINESS?

One of the great things about apps is that you don't need to be a big developer or company to build one. In fact, according to smallbusinesscomputing.com, 42 percent of small business in the United States have their own mobile app. By the end of the year, that figure is expected to hit 67 percent! Somewhat unsurprisingly, the most cited reason SMBs said they decided to build mobile apps is to increase sales (39 percent), followed by improving customers service (30 percent). Others turn to mobile apps as a competitive advantage in specific markets (22 percent) while for some organizations, their parent company suggested an app (10 percent). But with apps becoming more affordable than ever, there are lots of reasons to invest in your own app — and lots of ways to recoup that investment. What would your ideal app do?

AWESOME TECH YOU CAN'T BUY YET: AIRPORT JACKET - CARGO JACKET FOR TRAVEL

If you always find yourself forking out for excess baggage every time you take a flight, then an Aussie-based startup has come up with an ingenious solution that'll have you confidently packing the kitchen sink for your next trip. The "Airport Jacket" is, for all intents and purposes, a wearable suitcase. With a whopping 14 pockets and two detachable pocket panels capable of taking up to 15 kgs. (about 33 lbs.) of stuff, your only concern will be ensuring your legs don't give way as you stagger toward the check-in desk. The jacket — with all the stuff inside — can be quickly transformed into a small bag so you only need to put it on when you arrive at the airport. Once you're through check-in and on the plane, you can fold it back up again before throwing it into one of the overhead bins.

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Lemon Inventory

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"No! We *can't* make lemonade! That's the whole *point!*"