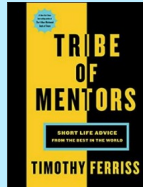




What's New

Tribe Of Mentors: Short Life Advice From The Best In The World

By Timothy Ferriss



Timothy Ferriss is renowned for *The 4-Hour Workweek*. It's been a go-to book for countless entrepreneurs for over the past decade. Ferriss's *Tribe Of Mentors: Short Life Advice From The Best In The World*, however, takes things in a new direction. Ferriss is looking for answers to questions like, "What's next?"

He finds the answers by assembling a "tribe of mentors" – in this case, over 100 celebrities, athletes, founders and other entrepreneurs who found major success. He brings together their wisdom in life and business and shares it with readers. At the same time, the book highlights the importance of surrounding yourself with people you can lean on when you have questions about life or business – or when you need help to figure out "what's next?"

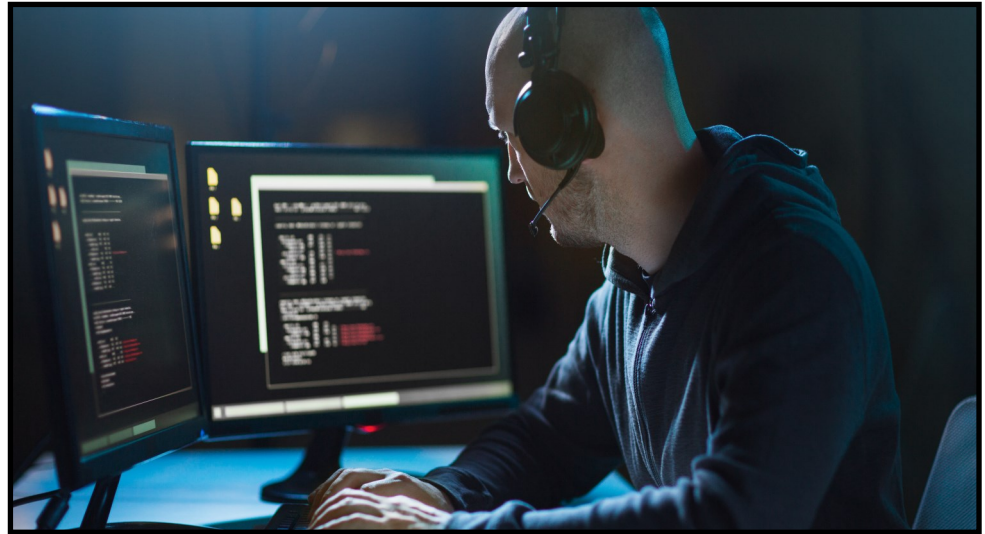
August 2020

MC University

97%

of Cybercrime could have been prevented with basic security measures. We'll give you the formula and coach you through the implementation. **Register now for our Upcoming Live Webinar at:**

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3 Critical Cyber Security Protections EVERY Business Must Have In Place NOW To Avoid Being Hacked

Five years ago, you might have had state-of-the-art security protecting your business and network. You had the latest malware protection, highly rated firewalls and a great data backup plan. Maybe you even had a handbook on how to address cyberthreats. You were set. But then you forgot to do one crucial thing: you didn't stay up-to-date with your IT security policy.

This is a trap countless businesses fall into. They invest in great cyber security *once*. Five years ago, this was fantastic. The problem is that cyberthreats are constantly evolving. Methods used by hackers and cybercriminals have come a long way in the past five years. Criminals stay on top of what's going on in the IT security industry. They are always looking for new ways to steal your data and make a quick buck at your expense.

What can you do to stay up-to-date in an ever-changing digital world? Here are three things every business must do to protect itself.

Understand The Threats

It's easy to assume that hackers are trying to get into your network the "old-fashioned" way. You might picture them hacking your network trying to get your passwords and usernames or breaking through your firewall protection. While some hackers will do this (it's easy for them if you use simple passwords), many of today's cybercriminals rely on social engineering.

The most common form of social engineering is the phishing scam. The criminal sends you or your employees an e-mail, hoping someone will click a link or open an attached file.

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Cybercriminals have gotten VERY sophisticated. These e-mails can mimic the look of a legitimate e-mail from a legitimate business, such as the local bank you work with or another company you buy from (or that buys from you). Social engineering is all about tricking people.

This is why you need a cyber security handbook – one that is regularly updated. It's something you can reference. Your team needs to know how to identify a phishing e-mail, and you need to have procedures in place for what to do if a questionable e-mail shows up. This helps keep your employees from becoming the weak link in your security setup.

Update, Update And Update

From software to hardware, you must stay updated. There is no such thing as “one-and-done” when it comes to network security. Something as simple as a wireless router can DESTROY your security if it's not regularly updated. Hackers are always looking for vulnerabilities in both hardware and software, and when they find them, they WILL exploit them.

What happens when a piece of hardware (like a router) is no longer supported by the manufacturer? This occurs all the time, particularly as hardware ages. Manufacturers and developers drop support for their older technology so they can focus on their newer products.

“Proactive monitoring means your network is being watched.”

When they drop support for a product you use, this is a good indicator that you need to replace that piece of hardware. The same applies to software.

You might balk at the cost of buying new technology, but in the long run, the cost is well worth it. Think of the cost of buying a new router versus the cost of cleaning up after a data breach. Some small businesses never recover after a hack – it's just too expensive. Keep your malware software updated, keep your firewall updated, keep your cloud backups updated and keep all your devices and software UPDATED!

Invest In Proactive Network Monitoring

When it comes to the security of your network and overall business, being proactive can make a huge difference. Proactive monitoring means your network is being watched 24/7. Every little ping or access to your network is watched and assessed. If a threat is found, then it can be stopped.

The great thing about proactive network monitoring is that you can customize it. Want to know about every threat? You can request a real-time report. Only want updates once a day or once a week? That can be done too! This approach means you have one less thing to think about. Someone is always keeping an eye on your network, making sure the bad guys stay out.

You might think, “How am I going to do all this?” You don't have to go it alone – and you shouldn't. Work with an IT services firm. Work together to find the best solutions for your business. When you work with IT specialists, you can rest assured your team will be updated on today's threats. You'll know your network – and everything connected to it – is updated. And you'll know someone is watching over you. That's the ultimate peace of mind.

Free Report Download: The Business Owner's Guide To IT Support Services And Fees

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- Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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Shiny New Gadget Of The Month:



FitTrack — A Smart Scale That Does More

The bathroom scale isn't always the most useful device in the home. FitTrack is a smart scale that aims to change that. It's a different kind of bathroom scale that gives you *much* more than a single number.

Traditional bathroom scales don't tell you anything about what's happening in your body. FitTrack *does*. It gives you an "inside look" into what's going on inside your body. It measures your weight, body fat percentage, body mass index, muscle and bone mass, hydration and more. In fact, it tracks 17 key health insights.

The advanced scale pairs with the FitTrack app, which you can download to your smartphone and connect to the smart scale. All you do is step on the scale with your bare feet – the scale actually reads electrical signals from your body – and it sends the results to your phone. Simple and useful. Learn more about FitTrack at bit.ly/2VOg7Vs.

Building Confidence As A Business Leader

How can you build your confidence as a CEO, investor or entrepreneur? My colleagues and I at ghSMART see many talented people work hard to build their confidence.

New CEOs have impostor syndrome. Private equity investors who just raised another \$1 billion in funds read newspaper headlines about the coming recession and quietly gulp. Self-made billionaire entrepreneurs worry that their fortunes will take an embarrassing hit. Newly elected government leaders worry about whether their results will live up to their campaign promises.

We find that leaders are less confident when they obsess about things they can't control, rather than take action in the areas they can control.

Like what?

The *Wall Street Journal* reported the results of a Conference Board survey (Jan. 16, 2019) of what is on the mind of 800 CEOs.

External Hot-Button Issues

1. Recession
2. Global trade
3. Politics

Internal Hot-Button Issues

1. Attracting and retaining top talent
2. Disruptive technologies
3. Developing the next generation of leaders

What this survey says to me is this: it's good to be aware of issues that are outside of your control – recession, global trade and politics. But it's even more brilliant to master the things that are within your control – hiring and retaining top

talent, developing digital capabilities and developing the next generation of leaders.

How much confidence do you have in your team?

If you have a high degree of confidence in your team, then keep doing what you are doing to hire and develop them.

But if you don't have a high degree of confidence in your team, then you should focus on hiring, developing and retaining more of the right people who fit your strategy and who can achieve the results you seek.

How?

There are three ways to build confidence in your team. You can invest the time to master the skills and best practices around hiring, developing and retaining top talent yourself. You can engage ghSMART to do it for you. Or (what most of our clients do) you can engage ghSMART to solve this problem immediately and build your skills in this area for your longterm success. (A quick side note: I'm very proud to report that my colleagues achieved 99% "high" client-reported satisfaction over the past 12 months. So, to go with this confidence theme, I have a very high degree of confidence that my team will help you solve your #1 problem!)

A great way to build confidence in yourself as a leader is to build your confidence in your team.

If you are the CEO of a company that generates over \$1 billion in revenue (or has raised at least a \$1 billion fund), then please reach out if you would like my team to help you build confidence in your team to deliver the results you want to achieve for customers, employees and shareholders.



Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book *Who: A Method For Hiring* and the author of the #1 *Wall Street Journal* best seller *Leadocracy: Hiring More Great Leaders (Like You) Into Government*. Geoff co-created the *Topgrading* brand of talent management. He is the founder of two 501(c)(3) not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring, and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in economics with honors from Northwestern University and a master's and doctorate in psychology from Claremont Graduate University.



Business Security Podcast

“Stupid... or Just Irresponsible?” Ep. 3: Painted Into a Corner

*Using out of date software is irresponsible.
But Windows 95? Come on, people! That’s just stupid!*

Below are the show notes for the Master Computing Business Security Podcast, “Stupid...or Just Irresponsible?” Episode 3: Painted Into a Corner. You can hear the live version on our website: Master-Computing.com/Podcasts. You can also subscribe and listen on your favorite streaming platform.

SHOW NOTES:

In Episode 3 of Stupid or Irresponsible Justin Shelley, CEO of Master Computing, and Joe Melot, CTO of Master Computing discuss the stupid things we see out in the wild. Last week we talked about slow computers. Today we play and expand on that and talk about out-dated software. When is software out of date? In this episode we put a timeline on software.

[4:35] Using out of date software
 —Additional problems introduced when you use old software
 —As far as hacking is concerned, software is the Name of The Game!
 —Software side has to be CONTINUALLY updated because with every update can cause security vulnerabilities to any given software at any given time. The name of the game for hackers is to figure a way to get into software, to get into computer to steal your stuff.

[5:35] Look at Microsoft office (this is what we are going to dig into today) – when do you have to replace it? The end of life?

[5:50] Oldest version of supported Microsoft office today:
 —End of life Office 2010 is October this year (2020) so “technically” it is still ok today.
 —But if you are running windows 7 you are so much more likely to get hit with a virus than windows 10.

[6:45] When should people update their software?
 —Financially, it costs SO much more to wait until last minute... *Don’t wait until you’re painted into a corner.*

—Want it to be on your terms, so you can prepare, you have wiggle room, and probably end up saving you some money.
 —Have a plan, get some solid advice!

[9:00] QBR (Quarterly Business Reviews)
 —Once a quarter we go and talk to the person who makes business decisions and discuss future of your company looking like

[10:04] Budgeting is #1! You want to be able to spread that money out, it always costs less, it definitely costs less to do it right once, then do it wrong 2 or 3 times.

[11:43] Email migrations: Story from a fellow IT guy
 —This company has been neglected for 10 years and they are still running exchange 2010 and Office 2010.
 —Exchange is the actual office mail server itself (done back in January, no longer supported by Microsoft)
 —Stupid – using exchange 2010
 —Irresponsible – using office 2010

[13:15] Still Using Exchange 2010—“Server 2003 still existed in this company... Windows 95...” That is just stupid.

[17:00] Ransomware, bank fraud, now they have your exchange system, they are faking your emails to any and all of your contacts..

[17:30] Paying an IT guy and he is promising the world, but how do you know he is giving sound advice, as far as strategy is concerned?



DISCOVERY CALL

We’ll take 10 minutes to ask some key questions and answer any of yours, to find out if we’re a good fit.



ASSESSMENT

Our 27-point network health and security assessment will help us build the perfect technology roadmap for your organization.



ROADMAP

Buy it from us, or buy it from somewhere else, but this is the path to success. We put all our cards on the table.



ACCOUNTABILITY

Through our live-data portal, regular meetings, and complete transparency, you will always know we deliver on our promises.

Don’t wait, go to Master-Computing.com/Discovery to book your 10-minute discovery call today!