



T. Daniels Consulting

# THE T. DANIELS TIMES



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## Did You Know?

October is National Cyber Security Awareness Month. Cybercriminals are very good at getting personal information from unsuspecting victims, and the methods are getting more sophisticated as technology evolves. Protect against cyber threats by learning about security features available on the equipment and software you use.

Below are some of the current scams and ways to protect your business:

- **Microsoft 365 Accounts Targeted In New BEC Scam:** <https://www.tdaniels.com/bec-scam/>
- **Modern Security Solutions For Evolving Ransomware Attacks:** <https://www.tdaniels.com/modern-security/>
- **Malware-As-A-Service Gaining Popularity:** <https://www.tdaniels.com/maas/>



## Is Your Security Awareness Training Up to Snuff?

Cybersecurity threats can take many forms and target any individual within an organization. Although high-level security access would be ideal for the hacker, it's effective to crack the passcodes for more accessible employees, who probably have lower levels of cybersecurity threat exposure and training. If they can steal or guess someone's credentials, regardless of whose, they can more easily breach the organization's systems security and steal files off the network.

Since anyone can become a target, it's important for organizations to hold cybersecurity awareness training programs that teaches staff, at ALL levels of the organization, how to recognize and respond to security threats as they arise in real-time. It's not a matter of if a breach happens, its a matter of when.

### Current State of Awareness Training

**Did you know that 85% of data breaches result from human error?**

Whether it's from failing to recognize a threat for what it is or a simple mistake at the end of a long week, one moment of oversight can end up costing the business tens of thousands of dollars to recover from an attack.

One of the challenges in providing thorough cybersecurity awareness training is the changing nature of cyber threats, which advance alongside technology developments. How can you keep on top of the biggest dangers to your business when they are so liable to change?

### Supporting Overall Company Security Awareness

Organizations can help their employees grasp the crucial messages of their cybersecurity training by doing some of the following:

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## October 2022



This monthly publication provided courtesy of Timothy D. Ricketts, President of T. Daniels Consulting.

"As a business owner or leader, you don't have time to waste on IT issues. That's our expertise. Call us and we will put an end to your IT problems so you can stay focused on what's important-growing your business."

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- Hold regular training and refreshers to keep everyone apprised of the latest threats
- Find creative ways to bring the point home and keep employees engaged during training
- Include security awareness training in your company onboarding process, to reduce the risk of liability with new hires
- Reward good behavior and, when mistakes occur, educate instead of punish

Go below the surface; while many training programs use a bird's eye view to educate people about common threats, what makes a great training is showing staff how attacks may appear in their particular role and common risk factors involved in that level of the organization. It can be hard to grasp your role in the bigger picture and how a company works *together* to prevent cyber threats.

### How to Build Your Internal Training

When creating, expanding or updating your cybersecurity awareness program, what are important aspects to include?

- What to do when someone encounters a threat, including any reporting protocol that must be followed
- How to set up multi-factor authentication on all of their user accounts
- The most up-to-date tactics that cybercriminals use in social engineering attacks
- Education on how and why to update software on a regular basis
- Password security such as using a variety of alphanumeric characters, password managers, routinely changing them, and generating different passwords for different accounts

- How to identify safe sites and software
- The dangers of trusting unknown people, wireless networks, and/or devices
- An overview of the threats most likely to target your business, based on its industry or location as well as other factors

Staying apprised of the latest in cybersecurity news will also tell you when there are new technologies or tactics that the company should employ for a more up-to-date security posture.

### Conclusion

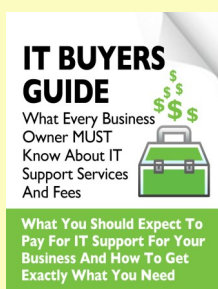
When it comes to cybersecurity, it takes a village. A strong cybersecurity awareness training program prepares employees for the inevitability of attempted (and successful) breaches, with particular consideration on how their role plays into the greater picture of the company's overall defense posture.

Protecting your business from the latest cybercriminal behavior, even as it changes, doesn't have to be time consuming or come at a high price. There are automated systems that will send simulated phishing emails and related items to employees to determine if they know it is a threat, train them when they need it, and give you a score on each employee so you know who may need some additional help. The great thing is you don't need to lift a finger because the whole thing is done for you. The cost is very reasonable and will most likely be offset by the reduced premium on your cyber security insurance policy. To learn more, visit us at: <https://www.tdaniels.com/> or call 810-629-0131.

## Free Executive Guide: What Every Business and Organization Leader Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- 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



Claim your FREE copy today at: <https://www.tdaniels.com/itbuyguide-1022>

## Shiny New Gadget Of The Month:



# Bril

It might be surprising to hear, but our toothbrushes are some of the dirtiest items in our households. There's a good chance that there are more than a million kinds of bacteria living on your toothbrush right now. Unfortunately, rinsing your toothbrush after brushing is only so effective. That's why Brill was invented.

Bril is a portable toothbrush case that sterilizes your toothbrush after every use. It contains an all-natural ultraviolet light that kills 99.9% of germs on contact. It's simple to use as all you have to do is place your toothbrush inside and close the lid. Bril does the rest. It's the quickest, most effective and easiest way to ensure your toothbrush head stays clean.

## 3 Questions No Leader Should Ever Ask

Over the years, I have advised many board members and CEOs of large companies on their most important leadership issues. In life, people like to think that there aren't inherently right and wrong questions to ask, but I think that's a misconception – especially in the world of business. "Right" questions are the ones that matter. They cut to the heart of the issue and produce an answer that a leader can act on. The "right" questions help leaders get results.

On the other hand, you have "wrong" questions. The mere act of asking these questions can lead you down the wrong path and prevent you from achieving your full potential in your career. Over the years, I've heard the "wrong" questions asked a multitude of times, and they can usually be grouped into three distinct categories.

### Ethical Questions

The wisest, most successful leaders I have worked alongside all seem to lead according to this rule regarding ethical questions: "If you have to ask, then don't." In other words, if there is something that makes you feel that it is in the gray area or that taking an action might even be misinterpreted as unethical, then just don't do it. I've never seen a leader regret having held back from taking an action when they had an ethical question. "How unethical would it be if..." is a question no leader should ever ask.

### Questions Regarding Underperformance

There is a cycle of "facing reality" that my clients sometimes go through. They have a bold vision: a goal to achieve something great. And when they realize that they don't have the team



to make it happen, they start to fantasize and think, "I wonder if Fred or Amy will rise to the occasion and suddenly display strengths or show a burst of energy we have not seen to achieve these results." Subordinates typically follow a very predictable pattern of performance. Great leaders know who they can count on to do what. So you rarely see great leaders asking themselves, "I wonder if my subordinate will suddenly perform well in a role that does not appear to fit their talents and interests."

### Questions About Trusting Your Boss

There is a saying that people don't quit companies, they quit bad bosses. So if you find yourself wondering whether you can trust your boss or not, you likely can't. Go find a boss you can trust, one who will hold your interests in high regard. Rarely do you see great leaders staying in roles where they ask themselves, "I wonder if I can trust my boss."



*Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.*

## The T. Daniels Difference



For over 27 years, T. Daniels Consulting has provided Small and Medium sized organizations with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 15 years' experience benefiting you by fixing problems quickly and correctly the first time. No other competitor comes close to our level of knowledge, experience and professionalism. We are continuously adding new and improved services to meet your ongoing needs. We never stop improving. That is the **T. Daniels Difference**. Thanks to all of our customers for making us one of Michigan's fastest growing IT consulting and service companies.

## ■ These Marketing Trends Didn't Go Out Of Style

When people think about trends, they often imagine what's in style at that current moment. We like to imagine that trends come and go, but the opposite is sometimes true. In fact, the greatest trends become a part of our culture. At one time, people thought cellphones, texting and computers were just a phase, but decades later, they're still here because they made our lives better! Trends in marketing are the same. Sometimes a fresh marketing strategy will pop up, but if it works, it will become a mainstay.

As you continue to plan your marketing strategy for the next few months and the

upcoming year, you can look at previous statistics to ensure your methods are successful. Below, you will find three marketing strategies that have proven successful in the past. If these strategies are properly utilized by your company in today's climate, you will quickly see results.

### Using Influencers

People love to use their smartphones and social media. During the pandemic, many businesses started to advertise on Instagram and TikTok through the use of social media influencers. A TopRank Marketing survey found most B2B marketers believe this strategy changes minds, improves the brand

experience and yields better campaign results.

### Advertising On Podcasts

There are podcasts available that discuss every topic imaginable, and over 30% of Americans listen to a podcast on a monthly basis. That percentage rises when you look at younger demographics. Advertising on podcasts is a great way to reach a younger audience.

### Leveraging AI

The importance of artificial intelligence (AI) for B2B marketing became crystal clear recently, when a Salesforce study reported that 80% of business buyers expect the companies they reach out to will talk to them "in real time," regardless of the hour. This statistic highlights how important chatbots and other AI solutions are for customer conversion.

If you've seen success with certain marketing trends in the past, you don't have to get rid of them when you develop a new marketing strategy.



*"I just feel fortunate to live in a world with so much disinformation at my fingertips."*

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