



# Meeting Tree COMPUTER



Deeply Rooted - Providing You With Secure Hassle-Free IT Solutions

October 2020

## Have You Ever Wondered What it FEELS Like to be HACKED?



This is the true  
horror of it...

I want you to imagine what it would be like to open up your business's Online banking and see a figure much lower than you were expecting. Picture yourself staring at the screen with a puzzled look on your face, trying to figure it out.

Imagine how it would feel as you scrolled down, looking through the transactions. With a sick feeling developing in your stomach as you see payments made to suppliers you've never heard of...

Isn't this a horrible thought?

It's not just the inconvenience of someone getting into your IT system. It's the reality of cash disappearing from your bank account, and all the consequences of that. And this can happen after one member of your team clicks just one sketchy link in just one email.

Luckily there is a way you can discover how much risk your business is facing. Let's talk about running an IT security audit and see what your risk level is. I've made it easy for us. Simply book a 15-minute video call at a time that suits us both. We'll discuss how the IT security audit works, and I'll answer all of your questions. There's no obligation to schedule an audit and no obligation to buy anything, ever.

Book your 15-minute video call now:

<https://calendly.com/meetingtreecomputer>



## You're Better Off Giving Your Employees A \$1,000 Bonus Than Being Cheap With Technology

Imagine, for a minute, that you're the CEO of a scrappy, promising new start-up. In the beginning, it was just you and two other employees working on dinky PCs out of a 12-by-12-foot office, but times are picking up and the company is heading into the uncharted waters of rapid growth.

As the business moves into the public eye — and, in turn, the hungry eyes of potential hackers — it's become obvious that you're going to need to lock down your data. At this critical stage, a cyber-attack could mean the death of everything you and your team have built.

But the budget is looking lean. Everything you've done so far has been by the skin of your teeth, so why should security be any

different? You put one of your more tech-savvy employees on the case, tasking him with finding the cheapest cyber security solutions available. Sure, he may not be an expert, but he understands computers. What could go wrong?

He scours the web, perusing dozens of "Top 5 Cheap Firewall Software" articles, and, with the help of a scrappy how-to guide, installs what seems to be the best of the lot on your servers and across all your computers. The entire process takes 10 hours and costs the company next to nothing.

Potential crisis averted you turn your attention to other matters. We'll revisit our cyber security later, you think, once we have a little more financial wiggle room.

Get More Free Tips, Tools and Services At Our Web Site: [www.MeetingTreeComputer.com](http://www.MeetingTreeComputer.com)

(845) 237-2117

Across the following year, the company's success skyrockets. The phone is ringing off the hook, new business is flooding in and your profit margin is exploding. You even ended up snagging a feature in Entrepreneur magazine. Your company is the envy of all your peers.

That is, until the day that you get hacked. One morning, an advanced strain of ransomware easily sidesteps your free antivirus and starts wreaking havoc. It slithers through your systems and locks you out of everything, from client data to basic Word documents, and encrypts it behind a paywall, demanding \$50,000 in Bitcoin or you'll lose access to all of it — forever.

You couldn't make room in your budget for a robust cyber security solution. Well, how does that \$50K ransom strike you?

This may sound like nothing more than a horror story, but in reality, this happens to business owners all over the world each and every day. An IBM security study from last December discovered that over half of businesses surveyed had paid over \$10,000 in ransomware payoffs, with 20% paying over \$40,000. And that is not even including the millions of dollars of damage caused by other forms of malicious software every year.

**The fact is, when your time, money and business are on the line, it simply doesn't pay to be cheap when choosing your cyber security technology.**

Think of it this way. Say, with your free antivirus, you're "saving" \$100 a month. Lo and behold, a virus manages to punch its way through and causes chaos throughout the company server. Even if you're lucky and it isn't ransomware, by the time you've managed to expunge the stubborn virus from your business, you'll have put in countless man-hours, guaranteed to cost you more than that \$100 a month. Instead of throwing those thousands of dollars down the drain, you'd be better off giving each of your employees a \$1,000 bonus!

Free antivirus software, giveaway cyber-protection, or a \$5 firewall seems like a great idea, until a hacker cuts through your company's defenses like a warm knife through butter. These guys love when they see these outdated, cheapo barriers guarding your priceless data — those are the paper-thin defenses that keep hackers in business.

You wouldn't buy a rusty, secondhand old lock for your house, so why are you installing primitive cyber security software to protect your most precious company resources?

In today's world of rampant cybercrime, it's inevitable that somebody will come knocking at your digital door. When that day comes, do you want a free piece of software that you saw on LifeHacker, or a tried-and-tested, up-to-the-minute, comprehensive security solution?

Don't be shortsighted and risk everything just to save a quick buck. Invest in your company's future, and protect yourself with the most powerful tools on the market.

## Looking To Upgrade Your Office Computer Network Within The Next 6-12 Months?



**STOP!** Don't get **spooked** into spending thousands of potentially wasted dollars on that upgrade! I'd like to show you a potentially far superior way to get the up-to-date computer network you need without the heavy costs, complexity and problems associated with most IT upgrades, while simultaneously:

-  **Eliminating or drastically reducing** system crashes, slowness and other annoying technical problems.
-  **Delivering instant disaster recovery** so you'll never lose data due to a server crash, virus, hardware failure, disgruntled employee or other data-erasing disasters.
-  **Proving the freedom and flexibility to work from anywhere**, any time on any device.

By utilizing smart, efficient cloud computing technologies you will not only simplify your IT network, but you'll also be free from having to purchase and maintain complex and expensive IY systems in house.

**You can find out how cloud technologies can benefit your office by calling us today at 845-237-2117.**

## Are Credit Monitoring Services Worth The Money?



When your credit card information is out there and you've entrusted it with other businesses, you want to know it is secure and is not going to wind up in the hands of identity thieves.

Many consumers and businesses are turning to credit monitoring services, hoping to gain an extra level of protection and additional peace of mind. The question is, are these services really worth it? How much protection do they offer?

The answer is: it varies.

Up front, there are services that claim to offer protection from identity theft and fraud. The problem is, that's not how they work. Typically, these services will notify you when a new line of credit is opened in your name (or an attempt is made). Some will notify you if a certain limit is exceeded.

The problem is, like cyber-breach insurance, credit monitoring services aren't actively protecting you. They aren't going to do anything to stop an identity thief from taking and using your personal information. As the name suggests, they merely monitor activity and notify you. Ultimately, the success of the service is dependent on how quickly you act when you are notified of fraudulent activity. It's up to you to contact your credit issuer and the credit bureaus to halt and mitigate damage.

This service is designed for those who want the extra security and want an additional pair of eyes on their credit. For individuals or businesses that have several lines of credit open, it can be ideal—but it should not be your first line of defense.

## The Leader's Most Important Job

Can you guess what the most important trait is for effective leaders? Many things come to mind: relationship building, communication, awareness, positivity, innovation ... The list goes on. And you probably do a lot of those things too.

When I speak with leaders, I emphasize that a person's success as a leader doesn't come from what they do or how they do it — it's about how often they do these important things.

### The Most Important Thing For Leaders: Focus Your Team

A leader's most important job is taking the time and effort to focus their team. Leaders must help their team members focus their time and expertise to complete the organization's most important work.

The most successful businesses are driven by profit, innovation, efficiency and effectiveness.

Your team's revenue and results are all driven by how people spend their time (effort) and expertise (knowledge and skills), and these are the keys to elevating your team's success. By doing these things and being a role model for your team, you can experience amazing results.

### How To Elevate Your Team

Passion Creating a vision requires passion. This passion elevates your own commitment and helps both you and your team be productive. It's unlikely that a leader will be fully immersed in their role, their organization or their team if they are not passionate about what they are doing.

### Time, Expertise And Motivation

Everything is the by-product of time and expertise. When a leader invests both time and expertise into their team, the team grows. When time and expertise are invested wisely, the organization also achieves great success. By putting the time and expertise into your team members, you can motivate them to improve in their roles.



### Focus

This goes hand in hand with time and expertise. By focusing on the strengths (and weaknesses) of a team and learning how to constantly improve and grow, an organization can produce positive results. When a leader doesn't have this focus, the organization suffers. Mediocrity becomes the norm.

A great deal of time and expertise is wasted in companies where employees are doing low-priority work or work that shouldn't be done at all. When a team lacks an effective leader, it is difficult for them to know what they should be doing instead.

When a leader takes the time to show their team the importance of their work and how their work will achieve success, the whole organization grows. This commitment is what creates remarkable performances. You can learn more about this in my book *The Encore Effect: How To Achieve Remarkable Performance In Anything You Do*.

At the end of the day, it's most important for leaders to regularly take the time to focus on and elevate their team. Just as a conductor makes sure members of an orchestra are all playing the right music to the best of their ability, so does an effective leader do their job.



Mark Sanborn, CSP, CPAE, is the President of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the best-selling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series "Team Building: How To Motivate And Manage People" or his website, [marksanborn.com](http://marksanborn.com), to learn more.

## Do These 3 Things To Protect Your Business From Getting Hacked

**1 Train Employees.** Your team needs to know how to identify and handle today's IT security threats. Cybercriminals often rely on your employees' lack of training to break into your network.

Ongoing training gives employees tools and resources to overcome this and many other IT security challenges. Make training a top priority!

### **2 Hold Employees (And Yourself) Accountable.**

Training and company guidelines don't mean much without accountability. When you set rules, follow them, just as you follow industry and government rules and regulations when operating your business. Be willing to hold anyone who does not accountable.

### **3 Have A Disaster Recovery**

**Plan.** Things happen. When you store sensitive data, you need to have a plan in place to recover and restore that data should anything

happen. This doesn't just include data loss from malicious attacks but other types of disasters, including hardware failure, fire and flood. How is your data being backed up and saved? Who do you notify in the event of a breach? Who do your employees call in the event of disaster?

*SmallBiz Technology, Dec. 26, 2019*

## 4 Tips To Get Projects Done On Time With A Small Team

### **1 Give Them The Tools And Resources They Need**

We all need tools to get things done – project management software, content creation tools, messaging apps, virtual private network access and more. Have a conversation about what each team member needs to maximize productivity and work closely with them to meet that need.

### **2 Set Aside Time For Proper**

**Research.** Don't jump headfirst into a project without jumping into research first. Information is



a powerful tool to get things done efficiently and effectively.

### **3 Assign Accordingly**

Before the team goes to work, make sure assignments or responsibilities are delegated properly and check in with everyone on a regular basis to make sure things are going smoothly (or to see if they need help).

### **4 Plan And Plan Again**

Plan out the project before you set to work. Give yourself and your team a map to follow as you work through the project. As with any project, expect obstacles along the way and be willing to update your map accordingly.

*Small Business Trends, July 4, 2020*



### Follow Us On Social Media!



<http://bit.ly/MeetingTreeComp-Facebook>



<http://bit.ly/MTC-LinkedIn>

*A referral from a friend,  
Client, or colleague is the  
highest compliment  
we can receive.*

[www.MeetingTreeComputer.com](http://www.MeetingTreeComputer.com)

Phone: (845) 237-2117