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THE T. DANIELS TIMES



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Did You Know?

Our Blog is filled with helpful technology tips and insights for your business.

We post new articles that provide valuable information for your business almost every day. You can sign-up to be notified of new topics when they are posted or you can visit <https://www.tdaniels.com/blog>.

Here are a few examples of the kind of information that is available:

- **8 Ways IoT Can Improve Your Business Office:** <https://www.tdaniels.com/iot>
- **Watch Out For Vaccine Survey Phishing Emails:** <https://www.tdaniels.com/vaccine-scams/>
- **Allstate transforms the customer experience with Azure AI:** <https://www.tdaniels.com/allstate/>

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“As a dealership 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.”



Breaking Bad Habits: 4 Ways Your Employees Are Putting Your Dealership At Risk For A Cyber-Attack

Your employees are instrumental when it comes to protecting your dealership from cyberthreats. But they can also become targets for hackers and cybercriminals, and they might not know it. Here are four ways your employees might be endangering your dealership and themselves – and what you can do about it.

1. They’re Not Practicing Safe And Secure Web Browsing. One of the most basic rules of the Internet is to not click on anything that looks suspicious. These days, however, it can be harder to tell what’s safe and what isn’t.

A good rule of thumb is to avoid websites that do not have “https” in front of their web address. The “s” tells you it’s secure – https stands for Hypertext Transfer Protocol Secure. If all you see is “http” – no “s” – then you should **not** trust putting your data on

that website, as you don’t know where your data might end up.

Another way to practice safe web browsing is to avoid clicking on ads or by using an ad blocker, such as uBlock Origin (a popular ad blocker for Google Chrome and Mozilla Firefox). Hackers can use ad networks to install malware on a user’s computer and network.

2. They’re Not Using Strong Passwords. This is one of the worst IT security habits out there. It’s too easy for employees to use simple passwords or to reuse the same password over and over again or to use one password for everything. Or, worse yet, all of the above.

Cybercriminals love it when people get lazy with their passwords. If you use the same password over and over, and that password is stolen in a data breach

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(unbeknownst to you), it becomes super easy for cybercriminals to access virtually any app or account tied to that password. No hacking needed!

To avoid this, your employees must use strong passwords, change passwords every 90 days, and not reuse old passwords. It might sound tedious, especially if they rely on multiple passwords, but when it comes to the IT security of your dealership it's worth it.

3. They're Not Using Secure Connections. This is especially relevant when working from home or away from the dealership but it's something every employee should be aware of. You can find WiFi virtually everywhere, and it makes connecting to the Internet very easy. A little too easy. When you can connect to an unverified network at the click of a button, it should raise eyebrows.

And unless your employee is using company-issued hardware, you have no idea what their endpoint security situation is. It's one risk after another, and it's all unnecessary. The best policy is to prohibit employees from connecting to unsecured networks (like public WiFi) with company property.

Instead, they should stick to secure networks that then connect via VPN. This is on top of the endpoint security that



should be installed on every device that connects to your dealership's network: malware protection, antivirus, anti-spyware, anti-ransomware, firewalls, you name it! You want to put up as many gates between your business interests and the outside digital world as you can.

4. They're Not Aware Of Current Threats. How educated is your team about today's cyber security threats? If you don't know, or you know the answer isn't a good one, it's time for a change. One of the biggest threats to your dealership is a workforce that doesn't know what a phishing e-mail looks like or doesn't know who to call when something goes wrong on the IT side of things.

If an employee opens an e-mail they shouldn't or clicks a "bad" link, it can compromise your entire dealership. You could end up the victim of data breach. Or a hacker might decide to hold your data hostage until you pay up. This happens every day to all types of businesses around the world – and hackers are relentless. They will use your own employees against you, if given the chance.

Your best move is to get your team trained up and educated about current threats facing your dealership. Working with a company like T. Daniels Consulting that specializes in supporting dealerships and know the risks that dealerships face, we can help you avoid everything we've talked about in this article. Education is a powerful tool and, when used right, it can protect your dealership and your employees.

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Win A Network Assessment & Penetration (PEN) Test (A Value of \$3,995-\$19,995*)



At **no cost or obligation**, our highly skilled team of IT pros will come to your dealership and conduct a network assessment and PEN Test (which simulates a real-world cyber-attack to identify security issues) to pinpoint any weak spots in your network.

After the assessment is done, we'll prepare a customized "Report Of Findings" that will reveal specific problems and provide a Prioritized Action Plan for getting these issues and vulnerabilities addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the dealerships we've done this for discover they are completely exposed to various threats in a number of areas.

Sign Up For The Opportunity To Win An Assessment & PEN Test:

<https://www.tdaniels.com/assessment>

Or Call Our Office At: 810-629-0131

*** One winner will be drawn by chance drawing.** All other registered entrants will receive 50% off a Network Assessment and PEN Test (exact savings will be determined by size and complexity of your current network.)

Shiny New Gadget Of The Month:



Cancel Stress With Cove

Wouldn't it be nice if you could just press a button and your stress would melt away? Well, now it's possible, and it's thanks to Cove. The first of its kind, Cove is a wearable device (like a pair of headphones) designed with "stress cancellation" in mind.

Cove rests on your ears and wraps around the back of your neck. It uses subtle vibrations behind your ears to soothe your stress. Over 90% of those who participated in clinical trials reported a marked decrease in stress, and 91% reported sleeping better.

If you're looking for a new and innovative way to help manage your stress, Cove may be the answer. Due to its compact, lightweight design, it can be used anywhere, anytime. Learn more at [FeelCove.com](https://www.FeelCove.com).

From Start-Ups To Best Places To Work: How Culture Changes Everything

There are two parts to culture: people and systems. On the people side, consider the "Empathy Accountability Continuum." Empathy is at one end of the spectrum and accountability at the other.

Then, based on who you are dealing with and the context of the conversation, figure out where you need to be on that continuum.

The more you get to know someone, the easier it becomes to choose the right moment in time to lean toward either empathy or accountability.

How do you know where to land on the scale? Be curious about the people on your team as well as people in the world around you. Ask what they are doing and how they are doing it.

A big part of maintaining curiosity and understanding also comes from being calm and connected. You can't have a connection with your people unless you are calm. It's part of being a leader within your organization.

To that effect, you need to be able to lead yourself and know where you are on the Empathy Accountability Continuum. We can't lead others unless we can lead ourselves. So, we have to understand our own fears and concerns. Then it becomes easier to make those connections.

On the systems side of things, you have to "discover the core": your core purpose and core

values, which tell you what is important to you and your business.

As part of that, you also need to document the future. Plan, strategize and put it into writing. Where are you going? What is your vision? What is your BHAG (big, hairy, audacious goal)? What is your 10-year obsession?

Once you plan and put your future into writing, you have to execute relentlessly. This is how you make sure you get there. Live your system – use daily rituals like huddles and make sure they are useful. You should be constantly talking about your core values and goals.

Of course, as part of building a strong culture, you need a robust recruiting process. Find the right people and keep them engaged. Have a multi-step and multi-person process when hiring and use a scorecard (a very detailed job description) when recruiting.

When you bring it all together – people and systems – be sure to show more love. Make sure there is peer recognition and recognition from leadership on a regular basis. Send them cards on their anniversary or birthday. Even have a budget for when bad stuff happens in people's lives.

But don't rush your culture. Take it one piece at a time – do something every day to work at it and build something great.



Tristan White is the founder and CEO of The Physio Co, a unique health care company based in Australia. While he's led The Physio Co, the company has been ranked one of Australia's 50 Best Places To Work for 11 consecutive years. In building this fast-growing company, White authored the book *Culture Is Everything* and started a podcast, *Think Big Act Small*. Learn more at: <https://www.tristanwhite.com.au/> and see his Petra Coach webinar at: <https://tinyurl.com/ecaup2zx>

The T. Daniels Difference



For over 25 years, T. Daniels Consulting has provided Small and Medium sized organizations with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 10 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.

■ Eliminate Workplace Distractions To Maximize Your Productivity

While most of us accept that distractions will be a part of our day, if your intention is to get things done and to stay productive and focused, you'll need to minimize those distractions. No, we'll never be able to eliminate them 100%, but we can certainly try. Here's what you can do to cut distractions.

Block Time On Your Calendar (And Stick To It).

Use your calendar to its full advantage. Mark time off for e-mails, for *all* projects, phone calls, Zoom calls, you name it! If it's part of your normal day,

put it on your calendar. Even throw on time for miscellaneous stuff. Then share it with all relevant parties and stick to it. If you're working on a project between 1:00 p.m. and 3:00 p.m., that's the word.

Use Sound To Your Advantage. A common source of distraction is sound: it can be office chatter in the background or even neighborhood sounds (for those working from home). Find a sound that complements your workflow. It might be chill music or the sounds of rain or a babbling brook. Find the right sound that helps you zone in and

blocks disruptive sounds.

Forbes, March 15, 2021

■ The 2 Best Investments You Will Ever Make

Practically every successful person has something in common with every other successful person.

Millionaires and billionaires share these habits – habits that are absolutely crucial if you want to achieve the success that's on your mind.

1. Read, Read And Read

Some More. Warren Buffett and Bill Gates are prime examples of this, but it's one of the most common traits among the most successful businesspeople in the world ... They are constantly reading: books, blogs, newspapers, magazines and anything else that enriches their personal and professional lives.

2. Get Educated. Whether you hire a private coach, take courses (like continuing education) or hire consultants, there are pros who can teach us more about what we do (or want to do) and how to improve ourselves or our businesses. While we may be good at what we do, there is always room for improvement – you just have to be open to it.

Inc., Feb. 24, 2021



"I think we're named after computer passwords."

CartoonStock.com