



## What's New!



Learn more about our referral program!

Your referrals are our **GREATEST** compliment. To show you how much we appreciate **YOUR** appreciation, trust, and confidence in our work, we want to say thank you by giving you a customized Yeti Rambler or Cooler!

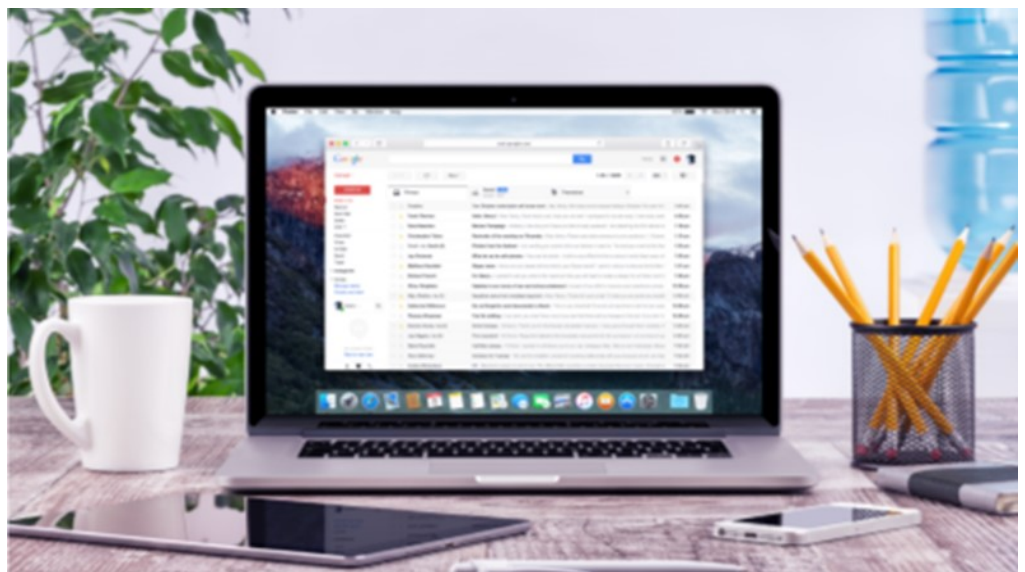
For more details follow the instructions inside!

## August 2017



This monthly publication provided courtesy of Justin Shelley, CEO of Master Computing.

Our Mission: To inform and inspire our clients and community. We hope to provide helpful information about technology and business so that we can all strive towards excellence together.



## The Dirty Loophole That Lets Insurance Companies Refuse to Cover a Cybercrime

Do you look at your inbox and want to cry? If so, you're not alone. According to widely cited Radicati Group research, the average person gets 120 business emails every day. If you don't manage your emails, you could end up in another statistical majority. People spend at least 14 percent of their workday on email alone. Is it any wonder that a recent Harris Poll found that only 45 percent of our workdays are spent on actual work? If you're looking for the solution to your email woes, start with some of the Silicon Valley greats.

### BEZOS DELEGATES

If you want to watch a corporate team start to sweat, see what happens when they get a "?"

email from Jeff Bezos. Business Insider reports that the notoriously easy-to-contact Amazon CEO will forward customer complaints to his people and add only a question mark to the original query. Getting that dreaded mark is a little like getting the black spot from Blind Pew the pirate. You know that a day of reckoning is at hand. Follow Bezos' lead. Instead of answering all emails yourself, ask, "Can this be better handled by someone else?" Forward it to your team and save yourself the time.

### USE AUTO REPLIES

You can also use auto-reply tools to manage the flood. Tommy John CEO Tom Patterson did just

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that after his emails skyrocketed from 150 to 400 a day. He tells Inc.com that “there weren’t enough minutes in a day to answer all of them.” So he didn’t; he set up an auto-reply to tell people that he only checked email before 9 and after 5 – and to please call or text if it was urgent. The result? “It forced me to delegate and empower others to respond,” he says. Suddenly the flow slowed to a trickle.

**DO YOU GET MORE EMAILS THAN BILL GATES?**

And it really should only be a trickle. Bill Gates reports that he only gets 40-50 emails a day. Ask yourself, “Should I really be getting more emails than Bill Gates?” One possible cause for email inundation, according to LinkedIn CEO Jeff Weiner, is other employees sending too much email of their own. He writes, “Two of the people I

worked most closely with ended up leaving the organization within the span of several weeks after they left I realized my inbox traffic had been reduced by



roughly 20-30 percent.” If you have over-communicators in your ranks, ask them to tone back the digital flood.

**SET BOUNDARIES**

Creating a hard buffer between your email and your life is another CEO tactic. Arianna Huffington doesn’t check her

email for a half hour after waking or before going to bed, and she never touches it around her kids. That space to breathe is essential to maintaining a work-life

balance. And if it gets bad enough? Etsy’s Chad Dickerson has a solution: email bankruptcy! He tells Fast Company that every few years, he just deletes everything and starts fresh!

Not all Silicon Valley gurus have it figured out, however. Apple CEO Tim Cook doesn’t get 120 business emails a day. No, according to an ABC interview, he gets closer to 700. He just gets up at the crack of dawn every morning and starts reading. Hint Water

CEO Kara Goldin does the same thing, preparing for a 12-hour workday with a marathon email session. But as you can tell from the other people we’ve discussed, this is an exception, not the rule. Emulate Jeff Bezos or Arianna Huffington instead and watch your email stress melt away.

**ARTIST SPOTLIGHT: *Tallee Carter* Age: 9, Idaho**



Before the hack



After



# FINISHING STRONG

Achieving our goals in life can be a lot like running a race...so came to my mind during a recent exercise run on a beautiful spring day in Denton, Texas. Where was I going? How was I going to get there? What happens if something gets in the way? Can I really do this?

The approach athletes use to successfully train for and win a race applies equally to any goal we have in life.

You can finish strong too!

When you cut it down to the very basics, there are just a few steps to "winning" our foot races in life. I include quotes around winning since we each define what winning means to us. For some, that means finishing in first place. For another, crossing the line faster than ever. For others, it might equate to "I finished". A key element is that it is your goal. The steps include:

- Writing SMART goals
- Building an action plan that addresses the obstacles in our way
- Remaining flexible during the journey
- Maintaining the right attitude

Writing down SMART goals (Specific, Measurable, Attainable, Reasonably High, and Time-Bound) significantly increases the chance that you will achieve them. Vague goals simply do not motivate nor keep you focused the same way as specific goals will. And if they are written then they can be reviewed regularly. Otherwise, the goals become forgotten—put of sight and mind. Then the goal date is suddenly approaching and the *only* thing left is hope. Besides, you can't run all the training miles the night before! A big "Complete my first 5K on the 4<sup>th</sup> of July" sign on my bathroom mirror works.

Building a plan that addresses obstacles immediately builds confidence. For the runner, an obstacle may be the perception of "I have no time to train." A quick solution may be to schedule it on your weekly calendar. What happens if we don't have an action plan? Obstacles get in our way, overcome us and, discouraged, we may just give up.

Likewise, new challenges will present themselves or we will simply trip along the way. So, we assess,

regroup, adjust the plan if needed, and then press on without looking back. Looks like this: I missed a run because I was sick, I get healthy first, and then I continue forward with a slightly adjusted training plan.

Fundamental to all of the above is winning with a positive attitude. With each step we tell ourselves "I can". When we complete a step such as a training run we re-inforce the truth of "I can" and begin to transform it to "I will" and even more so "I am." This is especially true if a run was hard, we felt bad, it was raining, etc. We don't let the inner voices of doubt drown out our "can do" attitude. If doubt wins then we become dejected and we may begin to accept the status quo; then instead of steady progress towards success we are actually heading backwards.

You probably followed along and realized how this really translates to life the goals we set personally, professionally or in our businesses. So what should you do?

Write down your goals and build that action plan. When new challenges appear dust yourself off and alter the plan but keep moving forward with action. Always make progress no matter how small. It will boost your confidence and build momentum.

You will then achieve your goals and fulfil your dreams, whether we are talking about a first 5K, a personal best in a marathon or achieving a new high of revenue/income, business growth, or balancing work-life. Start with those first steps we discussed.

**You too can finish strong...you know it is in you! Take action today!**



Brad Kearney is President of CBK3 Consulting located in Denton County. He works with individuals and businesses to help them excel organizationally, professionally, and personally so they achieve measurable results and create the future they desire. Reach out to Brad: [Brad@CBK3.com](mailto:Brad@CBK3.com) or visit: [www.CBK3.com](http://www.CBK3.com)

# UPCOMING EVENT

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## TUESDAY AUGUST 22ND

with **JUSTIN SHELLEY, CEO of MASTER COMPUTING**  
Brought to you by: **DENTON CHAMBER OF COMMERCE**

**SMART Business 101:** Advanced Security & Disaster Recovery (and Prevention)

### Beyond Anti-Virus

Stop playing Russian roulette with your business! Move beyond the outdated anti-virus tools of the past, which are only 30% effective! We'll demo the latest in advanced virus/ransomware protection available for your business.

### Building the Wall (Firewalls)

Turn on Intrusion Detection and Intrusion Prevention features. Send the log files to a managed SIEM. And if your IT team doesn't know what these things are, call us today!

### Data Encryption

Whenever possible, the goal is to encrypt files at rest and in motion (think email) and especially on mobile devices.

### How to Protect Your Data from Disaster

5 things every business owner must have in place NOW to GUARANTEE a fast, easy, and painless recovery of their data

See a **LIVE DISASTER RECOVERY DEMONSTRATION** of exactly what happens when disaster strikes, and how to **bring it back to life!**

**Location:** Denton Chamber of Commerce, 414 W Parkway, Denton, TX 76201

**Time:** 11:30 a.m.—1:00 p.m.

#### **Contact Information:**

Travis@denton-chamber.org with questions or to request additional information

**Fees/Admission:** Free to chamber members, \$15 for non-members

**\*\*LUNCH WILL BE PROVIDED\*\***

Proud Member Of



# REFER A CUSTOMER & EARN A CUSTOM YETI.

Yes! We are giving away Yeti Ramblers & Coolers.

## Level 1:

1-5 Referrals earn a YETI 30 oz. Rambler

## Level 2:

6-10 Referrals earn a YETI Tundra 35

## Level 3:

11-15 Referrals earn a YETI 30oz Rambler & Tundra 35 with a Gift Card Valued at \$250



# **FREE Cybersecurity Training for Your Entire Organization**

As the leader of your organization, you have plenty on your plate. I don't have to tell you that. But here's something you may not know: *when* (not if) your organization gets hit with ransomware or other forms of cybercrime, it is *your* head on the chopping block. A recent survey states that the CEO is the primary individual held responsible when cyberattacks hit the organization. Other executives and administrators are held liable as well.

As a fellow CEO, this is not good news for any of us. But this is also one area that I can help. For free (no charge to existing clients, otherwise a small setup fee may apply).

In its simplest form, cybersecurity is a two-pronged discipline. First is the technical side. Unless (unlike the rest of us) you have nothing with which to fill your 15-hour work day, hire a competent security-focused IT firm or internal IT staff to handle this one. But do your homework, because again, the wrong choice may come back to bite you.

The second side of cybersecurity is absolutely critical. Yet, somehow, it is almost always overlooked. The single-biggest security threat to your organization is human error. In fact roughly 95% of all data breaches are caused by human error. I cannot emphasize this enough. Poorly trained staff will undo the tightest network security money can buy. The problem is that most of us don't have a budget for security training. Let me help you with that!

Master Computing is now offering an online security training academy, and we're offering it to our clients free of charge. If you are not yet a client of ours, we may have to charge a small setup fee to cover the front-end labor involved in setting up your organization on our portal, but there are no ongoing costs zero.

**Here is a brief list of some of the topics we cover:**

- What is PII?
- Internal and external threats
- Phishing scams
- Phone scams
- Passwords
- Wi-Fi dangers
- Physical protection of your devices
- BYOD dangers



**For more information, please visit our new online academy at:**  
[www.master-computing.com/academy](http://www.master-computing.com/academy)

## Shiny New Gadget Of The Month:



### The Feeder of the Future

Petnet is looking to upgrade pet care with their new automated SmartFeeder, targeted toward pet owners who frequently travel or those with packed, variable schedules.

After you install the SmartFeeder app on your phone, it'll ask a few questions to get to know your animal, including their age, weight, activity level, and food type. This last feature is particularly interesting, as the feeder will recommend feeding amounts for dozens and dozens of common cat and dog foods, though users report it can be a little finicky.

After it gathers the information, you can set up regular, automatic feeding schedules for your furry friend. After that, it's an almost entirely hands-free process, until you need to reload the feeder with your animal's preferred food.

Its \$150 price tag may be a little steep for most pet owners, but for the busiest and laziest of us, it could be the perfect addition to your already-automated home.

# Geoff Smart: The 3 Hardest Questions About Your Career

I love helping people strategize about their career. A recently retired governor just contacted me to schedule a career strategy chat. I'm guessing he has a sense of what he wants to do next, but needs a sounding board in order to come up with a plan.

I hope that my approach (described below) will not only be useful for him, but also for you. It starts with answering these three hard questions:

## 1. What is my skill-will bull's-eye?

Your skills (what you can do) and your will (what you want to do) line up in what Randy Street and I call the "skill-will bull's-eye." I recently helped a Fortune 500 VP find hers when she struggled to put her finger on her core talents and interests. Was it head hunting? "No." What about coaching? "I don't think so?" What about designing the process that businesses use to recruit? "YES! That is what I get to do only part of the time in my current job. That is what I want to do with more of my time." Presto — a skill-will bull's-eye!

## 2. What are three career paths?

Force yourself outside the box by outlining three different career options. Following from the previous example, that VP had only previously focused on a corporate path. That was Path 1, so I asked what were two other paths she could consider. "Well, I guess Path 2 would be to try to join an existing consulting firm ... and Path 3 could

be that I hang out my own shingle and do that kind of work solo." We discussed the pros and cons of each path, and she eventually chose Path 2.

## 3. Who are 10 people who can help me get my dream job?

Do you know "hundreds of people?" Great, but let's prioritize the 10 most likely to get you your dream job. Start by listing past bosses who know your work and are well-connected. Now list clients or customers who respect you. Next, add a college friend or two with connections. Then a good recruiter, followed by any powerful family friends you may have. Once you have your 10, write out a half-page message summarizing the career path you're looking for and the reasons you'd be a good fit for that path. End by asking for a few minutes of their time to pick their brain — minutes that will hopefully end in referrals to your dream job.

If you think these tactics are useful, please download our other free career strategy tools at [geoffsmart.com/smarttools](http://geoffsmart.com/smarttools).



*Dr. Geoff Smart is the No. 1 thought leader on the No. 1 topic in business: hiring and leading talented teams. Dr. Smart founded the leadership consulting firm ghSmart in 1995, a firm he still chairs today. He is also a non-*

*profit founder, government advisor, and Wall Street Journal best-selling author.*

■ **This Genius Debit Card Lets Parents Control Their Teenagers' Spending** If you feel like your teen views you as a walking ATM machine, startup company Current might be able to help. Their new app – also called Current – allows you to track and control your teen's spending through the company's debit card. Current offers a series of robust services designed to

teach your child financial responsibility while still letting them have some say over how and when they spend their money. You can set up daily spending and withdrawal limits, but you can also set up contingencies – money that's freed up, say, when chores or tasks are completed.

*Techcrunch.com 5/9/2017*

■ **You Won't BELIEVE Where Hackers Are Hiding Malware Now.** If you use Popcorn Time or VLC, listen up: Hackers are targeting your subtitles. Yes, that's right – from bad kung fu movie dubs to the latest and greatest European

cinema, this technique hides malware in the downloaded subtitle information for a movie. Once it's in your computer it takes root and communicates with the attacker. By the intermission, your machine belongs to them! If you're a Popcorn Time user, you can download the patch online. VLC and other media players should have the problem patched by the time of printing. Or, you know, you could just not download movies from the internet ... but we all know how likely that is.

*Techcrunch.com 5/24/2017*

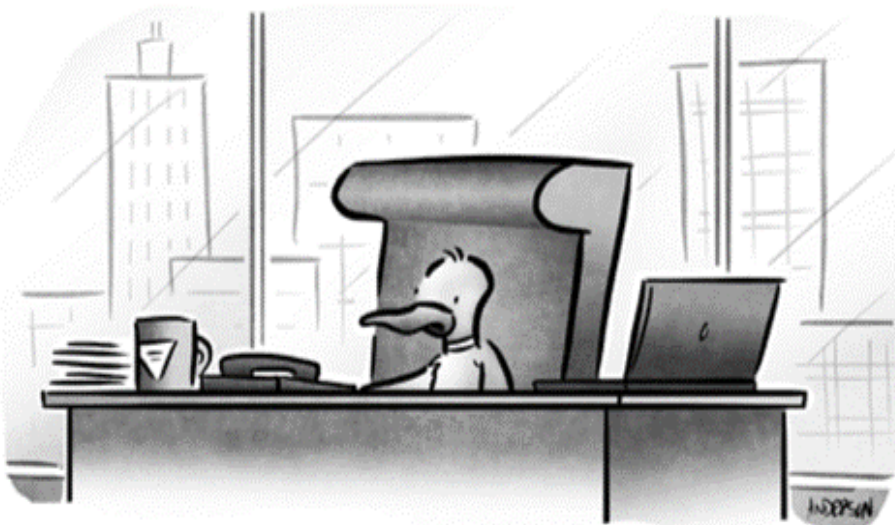
■ **How a University Campus Is Using This New Technology to Keep Its Students Safe.** Remember when you got locked out of your dorm building back in college and had to wait for someone to go in or out? Those days may be gone, if new technology out of China has anything to say about it. Dorms at Beijing Normal University are being fitted with face recognition software, which will let residents in – and keep intruders and other unwanted people out.

*Mashable.com – May 23, 2017*



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"Stephanie, would you please head down to that old lady in the park and bring me back some bread crumbs?"