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THE SHOCKING TRUTH BEHIND THE GROWING CYBERCRIME THREATS YOU FACE... AND WHAT YOU CAN DO NOW TO PROTECT YOUR COMPANY

Are businesses losing the war on cybercrime? One recent article on ZDNet says yes. **The number of security breaches has risen by 11% just in the last year.** This is costing businesses even more in lost revenue dealing with these kinds of attacks. It's wasting their time and resources.

In 2016, Cybersecurity Ventures stated that by 2021, digital crime will cost businesses a total of \$6 trillion. So far, this projection seems on point as hackers continue to chip away at businesses around the world. They don't care about the damage they're doing.

Right now, the Internet is flooded with sensitive data. From passwords to financial information – it's out there. Some of it is secure, some of it isn't. Either way, because of the sheer amount of data floating out there, cybercriminals have a greater chance to get what they want. And over time, it becomes harder to protect that data.

But the cyber security industry has also grown in response. People are fighting back. In 2018, the investment into cyber security totaled \$37 billion. However, it seems like it's just not enough. When you look at **small and medium-sized businesses – the targets of nearly 70% of cyber-attacks**, according to SMB Group – cyber security isn't taken as seriously as it should be.

In 2017, Harvard Business Review looked at the reasons

behind why many businesses don't take cyber security seriously. The results were interesting. It turned out, **businesses don't treat cyber security as "the ongoing process that it is." Instead, it's typically treated as a "finite problem that can be solved."** In other words, if you do the bare minimum for security today, the thinking goes, you'll be protected tomorrow.

The problem is as the Internet changes and evolves, so do the threats against its users. **It's pretty much impossible to set up a one-and-done security solution. If you were to set up something like an SMB "quick fix" and walk away, there's a good chance your business would be the successful target of an attack within a matter of months.**

This kind of thinking is far more costly than many business owners realize. A study by Akouto and Alpha Logistics found that **businesses that underinvest in cyber security end up spending more on cyber security in the long run as they deal with attacks – up to 58% more.** These costs don't even include downtime or lost wages caused by data breaches. In short, recovering from an attack is FAR more expensive than investing in security now.

So what can you do to protect your business? You can **start with changing the way you think about cyber security.** You have to accept that the threats are out there and will always be out there.

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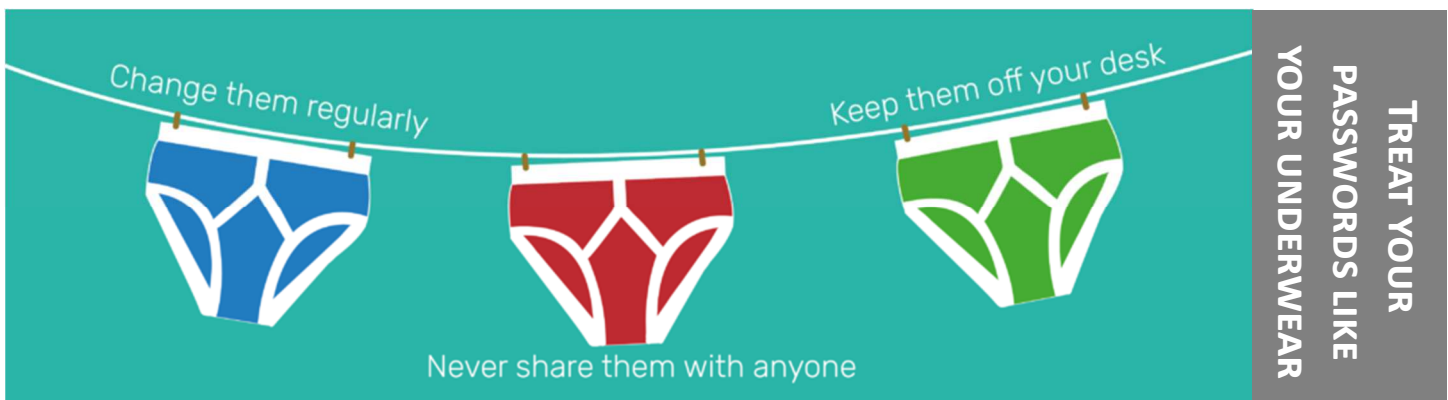
... Continued from page 1: But there are things you can do to minimize those threats.

Start with your people. For many businesses, especially those smaller than Fortune 500 companies, **your biggest threat is right inside your organization.** For those of us who are Internet-savvy, most would never dream of clicking on a scammy link or responding to a phishing e-mail. We've been around the cyber block and we know what to look for.

However, people still fall for even the most basic scams. There will always be someone on your team who isn't informed about these kinds of threats, or those who use obvious passwords. ZDNet points out that "only 26% of workers know what to do in the event of a breach" and that "7% **openly acknowledge that they ignore or go around security policy.**"

It pays to invest in a thorough and ongoing training program. It's crucial to outline clear and firm security protocols so your team knows EXACTLY what to do. No one's left guessing or clicking on anything they don't recognize.

It's also crucial to not go it alone. The single best way to stay on top of all things cyber security is to hire a highly experienced managed services provider who is up-to-date on the threats you're facing. Having a partner means you don't have to assume your business is protected. You'll know your business is protected.



THIS MAY SURPRISE YOU... NEARLY 70% OF IDENTITY THEFTS OCCUR OFFLINE

According to Javelin Strategy & Research's 2018 Identity Fraud: Fraud Enters a New Era of Complexity, in 2017 there were 16.7 million victims of identity fraud, a record high that followed a previous record the year before. The reason: a lack of proper information disposal along with inadequate document shredding programs within businesses, organizations and communities. In 2005 the Disposal Rule was established as part of the Fair and Accurate Credit Transactions Act. This legislation applies to organizations that obtain information from consumers for a variety of reasons, from determining eligibility for employment to reviewing credit history. It states that any person who maintains or otherwise possesses consumer information for a business purpose is required to properly dispose of the information in electronic and paper form. In addition, it states that the organization has to take reasonable measures to protect against unauthorized access to, or use of, the information in connection with its disposal. Ignoring or not fully complying with the law exposes companies to serious risks. Here are examples of records that need to be properly, safely destroyed:

- Accounting Information
- Applications for Employment
- Bank Statements
- Budget Data
- Cancelled Checks
- Confidential Letters/Memos
- Correspondence
- Credit Card Information
- Customer Lists
- Customers' Mailing Lists
- Employee/Personnel Records
- Financial Reports
- Invoices
- Legal Contracts
- Medical Records
- Payroll Information
- Signatures
- Social Security Information
- Tax records

Don't jeopardize your future. There are a variety of options for properly, securely handling document destruction. Make certain you are using a shredding services provider that is AAA Certified by the National Association for Information Destruction, like Paper Tiger.

Written by Paper Tiger

Paper Tiger Document Solutions offers comprehensive document management solutions for businesses large and small. If you have documents to destroy – now or on an occasional or ongoing basis – please call Paper Tiger at 847-599-9700 or email us at info@yourpapertiger.com. They can help!

On the Lighter Side

My two-year-old cousin scared us one summer by disappearing during our lakeside vacation. More than a dozen relatives searched the forest and shoreline, and everyone was relieved when we found Alex playing calmly in the woods.

"Listen to me, Alex," his mother said sharply. "From now on when you want to go someplace, you tell Mommy first, okay?" Alex thought about that for a moment and said, "Okay. Disney World."

My husband was waterskiing when he fell into the river. As the boat circled to pick him up, he noticed a hunter sitting in a duck boat in the reeds. My husband put his hands in the air and joked, "Don't shoot!"

The hunter responded, "Don't quack."

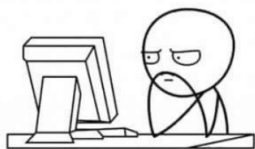
Two hunters are out in the woods when one of them collapses. He's not breathing and his eyes are glazed. The other guy whips out his cell phone and calls 911.

"I think my friend is dead!" he yells. "What can I do?"

The operator says, "Calm down. First, let's make sure he's dead."

There's a silence, then a shot. Back on the phone, the guy says, "OK, now what?"

Never let your computer know that you are in a hurry.



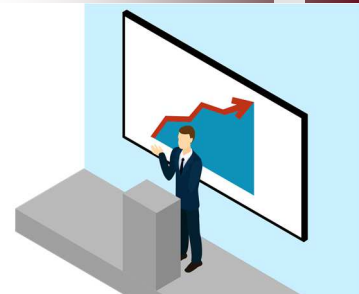
Computers can smell fear. They slow down if they know that you are running out of time.

**I HATE IT WHEN YOU CAN'T
FIGURE OUT HOW TO OPERATE
THE IPAD AND THE RESIDENT
TECH EXPERT IS ASLEEP.**

BECAUSE HE'S 5.

AND IT'S PAST HIS BEDTIME.

TOP TIPS FOR GIVING BETTER SPEECHES



Whenever you stand in front of a group, big or small, your influence and effectiveness are on the line. Whenever you speak publicly, no matter the occasion, it offers people a chance to form an opinion of you and your leadership abilities. Here are four tips to ensure your success when it comes time for you to present your ideas.

1. Have confidence in yourself.

Being a good public speaker doesn't require magic or genius, but it does require a genuine desire to communicate well. Do you feel comfortable with the way you communicate with your friends, coworkers and family? If so, think of public speaking as an extension of the way you communicate every single day. The ease and confidence with which you talk every day is the same manner that you need to have when you are speaking in front of a room full of people. So, just remember: even if you've never given a speech, you've done this before!

Another way to build legitimate confidence is to prepare and practice. Your confidence will increase in direct proportion to how prepared you are to speak. The #1 reason most presenters bomb is a lack of preparation.

2. Relax!

Don't get overwhelmed. Be comfortable with who you are. The more your personality comes through, the more authentic the audience will find you.

Your job isn't to impress the audience with what they think of you, but to influence them to think or do something because of your message.

3. Keep it short and simple.

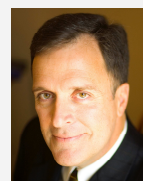
There was a time when people would listen attentively to speeches that were literally hours long. Those times, as you know, have passed. Now that there are so many ways to get information — TV, radio, print media, the Internet — live speeches need to be short, simple and memorable. Take a look at the Gettysburg Address. It is about 270 words long. The address also uses simple, single-syllable words and short sentences. This simplicity will make your speech easier to digest and harder to forget.

4. Don't just say it -- feel it!

Your audience will know if you don't believe in or care about what you're saying. If you don't believe what you're saying, why should your audience believe it? If what you're saying isn't important to you, then how can you expect your audience to care?

You can tell a story or be the story. When you tell, you communicate what happened. When you are the story, you re-experience what happened. Your feelings will enliven your words and your description will become more memorable.

*Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders inside 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, to learn more.*



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***"We make all of your
computer problems go away
without the cost of a
full-time I.T. staff"***

Shiny New Gadget of the Month

Logitech's Circle 2 Home Security Camera



The Internet age has made home security a straightforward affair, and with Logitech's popular Circle 2 home security camera, it's easier than ever to get in on the action. Equipped with 1080p livestreaming, a wide 180-degree viewing angle, free 24-hour event-based cloud storage and rated for both indoor or outdoor use, it's a powerful tool for keeping your home safe, whether you're there or not.

The device works seamlessly with all the popular smart home platforms, including Amazon Alexa, Apple HomeKit and Google Assistant, and it is easy to set up. It offers crystal-clear video night or day and is easily viewable from your phone wherever you are. If you're in the market for a smart home security system, this is the place to start.



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