

November. Here are just a few examples out of thousands that you'll probably never hear about:

- Green Ford Sales, a car dealership in Kansas, lost \$23,000 when hackers broke into their network and swiped bank account info. They added nine fake employees to the company payroll in less than 24 hours and paid them a total of \$63,000 before the company caught on. Only some of the transfers could be canceled in time.
- Wright Hotels, a real estate development firm, had \$1 million drained from their bank account after thieves gained access to a company e-mail account. Information gleaned from e-mails allowed the thieves to impersonate the owner and convince the bookkeeper to wire money to an account in China.
- Maine-based PATCO Construction lost \$588,000 in a Trojan horse cyber-heist. They managed to reclaim

some of it, but that was offset by interest on thousands of dollars in overdraft loans from their bank.

Why You're A Target - And How To Fight Back!

Increasingly, cyberthieves view SMEs like yours and mine as easy "soft targets."

That's because all too often we have:

"Require two people to sign off on every transaction."

1. Bank accounts with thousands of dollars.
2. A false sense of security about not being targeted.
3. Our customers' credit card information, social security numbers and other vital data that hackers can easily sell on the black market.

If you don't want your company to become yet another statistic in today's cyberwar against smaller companies, and your business doesn't currently have a "bullet-proof" security shield, you MUST take action without delay - or put everything you've worked for at risk. The choice is yours.

Here are three things you can do

right away:

1. Remove software that you don't need from any systems linked to your bank account.
2. Make sure everyone with a device in your network NEVER opens an attachment in an unexpected e-mail.
3. Require two people to sign off on every transaction.

Let Us Help

When it comes to defending your data, whether it's bank account information, customer and employee records or proprietary intellectual property or processes, Do NOT take chances.

We'll answer all of your burning questions and determine which phone system is BEST FOR YOU, based on your specific needs, budget, Internet connection and existing network. No charge and no obligation! Simply call us today at 215-256-7902 to get started!

FREE REPORT: "The Ultimate Guide To Choosing The RIGHT VoIP Phone System For Your Small Business, Call Center Or Multi-Location Office"

The Ultimate Guide To Choosing The RIGHT VoIP Phone System For Your Small Business, Call Center Or Multi-Location Office



Read This Report To Discover:

- What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3-4 years.
- 4 different ways to implement VoIP and why you should never use 3 of them for a business phone system.
- Hidden costs with certain VoIP system that can negate any cost-savings you might gain on your phone bill.
- 7 revealing questions to ask any VoIP salesperson to cut through the hype, half-truths and "little white lies" they'll tell you to make the sale.

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You shouldn't have to wait for your technology.
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Shiny New Gadget Of The Month:



Your Desk Is Killing You: Do This Instead

The evidence is piling up that sitting all day is bad for your health. Though not perfect, Varidesk offers a compelling solution.

On the plus side, The Varidesk sets up right out of the box - no assembly required. With its weight-balancing system, you don't need any hardware to fasten it to your desk. And it features an attractive, sturdy design. You can lean on it and your monitor won't go crashing to the floor. Springs and levers make it easy to raise or lower it to one of 11 preset levels.

The main flaw is that when you raise it, it also moves forward - a problem if you're in a tight space. All in all, though, it's worth looking at, especially if you have a wireless keyboard and mouse - and enough space in your office or cubicle to back up a bit.

At The Office: Be The Adult In The Room

There's a reason people refer to the office as a "sandbox," because some folks refuse to act like adults. And, if the level of childish behavior rises to tantrum pitch and the culture becomes toxic, there's no chance for communication or growth. But the office is not a playground, and we're not children. So it's important that we enter into an "adult agreement" when we walk through the doors at work and begin our day.

When I work with companies looking to improve their business, one of the things we start with is our adult agreement. It informs the work we do for the entire day, and hopefully beyond.

Here are three agreements to make sure you're acting your age in the workplace:

Don't shoot each other down.

When a colleague brings an idea to the table - even if you disagree with it - don't shut them down just to be "right." If we want to be collaborative, we've got to consider that those around us have something valuable to offer. If you make it a habit to cut people off or discount what they're saying out of hand, you'll not only guarantee that they won't share their ideas with you again, but you'll likely miss out on insights that could help you and your company.

Own up to mistakes and bring them to the table.

Nobody is perfect - not you, not me, not Bill Gates or Mark Cuban or any-

one you might admire in business. We all make mistakes, and the worst thing we can do is deny that they exist. Instead, own up to your mistakes and let everybody know what they are. We only grow and learn when we're vulnerable with each other. Admitting error is often considered a risk, but it's really an opportunity. Our mistakes let others understand who we are, what risks we're willing to take and what lessons we've had to learn. Share freely to engender trust and understanding among your teammates.

Don't hide problems.

Maybe you want to stay focused on the positive and don't want to highlight "problems." Wrong. You're not a negative person just because you bring problems to light or point out conflicts where they might exist. More likely, you're finally saying what everyone else is thinking and is afraid to say. Or you're bringing something up that's important for everyone to understand in order to improve and move forward. Put problems up for discussion and brainstorm solutions. Hiding problems only makes them grow.

As you seek to master these three steps, remember one more thing: adults don't crush each other just for acting like adults. We've got to support each other in our efforts to be truthful and vulnerable. A team is only as strong as its weakest link, so it's critical that we lift each other up.

When we act like adults - especially in the sandbox - we all win.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It's not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.

Services We Offer

Complete Care, IT Business Support, ChristoCloud, IT Consulting, ChristoGuard, Data Recovery, VOIP Services. Give us a call today at 215-256-7902 to discuss your needs.

You shouldn't have to wait for your technology.
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