



Tech chronicle

End of Life for Windows Server and Windows 7

Did you know that Microsoft will no longer be offering support for Windows 7 and Windows Server 2008 after January 2020? This means that all security updates will no longer be offered and support will not be provided after this date.

Make plans soon! Contact us at (843)234-9980 for more information and we will ensure that the upgrade runs smoothly!



This monthly publication provided courtesy of Bill Hinson, CEO of Creative Consultants Group, Inc.

Our Mission

To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



Top 3 Leadership Strategies I Learned From Peyton Manning

Peyton Manning doesn't need much of an introduction. Whether you're a football fan or not, you've got to respect his hustle: Considered one of the greatest quarterbacks of all time, with a career spanning 18 seasons of play, he's the only quarterback in history with Super Bowl wins under his belt from two different franchises. Not only that, but he's been named MVP five times – more than any other NFL player – and holds the record for career touchdown passes. To top it off, he's a consummate philanthropist: His charity, the Payback Foundation, is dedicated to providing opportunities to disadvantaged and at-risk kids.

With so many accolades squirreled away in his trophy case, it'd be easy to assume that the friendly, easygoing Manning you see off the field is only a fabrication. As far as I could tell from seeing him speak at a recent boot camp, though, the man is frustratingly faultless. Luckily, as a born leader, he is also eager to share his wealth

of knowledge with others. Here are three of the top leadership strategies I learned from the retired football icon and how to implement them in your life and business.

1. THE 4 KEYS TO BEING A TOP PERFORMER

At his peak, Manning was one of the few individuals in the world to truly reach that lofty pinnacle of being the absolute best at what he did. Asked what got him there, he cited an attitude founded on four primary pillars for success.

Whatever field you're in, he says, "You certainly gotta have the ability." But, of course, that's far from enough. "You gotta combine that ability with a strong work ethic. You hear about it in sports all the time: 'hard worker, just not very talented' or 'super-talented, just not a very hard worker.'" If you cultivate *both* traits, he argues, that's what will set you apart from the pack. And then, what will drive you a notch higher is your passion. "You gotta love your job. [My brother] Eli and I

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always used to kid – we'd never tell the owners this – we would play for free, 'cause we loved football that much." If you lack that fire for what you do, he adds, "it'll show up somewhere."

The final component, he says, is a sense of accountability. "That's what always kind of drove me, that people were counting on me – coaches, teammates, fans. You don't want to let them down."

2. DO YOUR HOMEWORK

Manning had a reputation for being one of the most consistently prepared quarterbacks in the NFL. By all accounts, the sheer level of detail he would put into his game plan was second to none.

When asked what steered him toward this habit, he has a pretty straightforward answer. "I always felt that preparation was where I could get an edge on the competition," he says. "I couldn't outthrow anybody, I couldn't throw at 75 to 80 yards down the field. If you've ever seen me play, you certainly know I couldn't outrun anybody; I had a coach tell me once that I couldn't run out of sight in a week – that was nice. But I thought that I could out-prepare anybody, and so that's what I based my game plan on."

"The best leaders, Manning says, walk the walk as well as they talk the talk."

When he was growing up, he says, his dad was always providing him with the wisdom of sports leaders. When he was 14, his dad gave him a quote from Chuck Noll, then-coach of the Pittsburgh Steelers: "Pressure is something that you feel only when you don't know what you're doing." It's okay to get nervous and excited, Manning says – that just means you care about your work. "But *pressure* means you haven't done your homework." It's easy to get bored of the fundamentals, he says, but their mastery will be what leads you to victory.

3. LEARN FROM YOUR MENTOR'S EXAMPLE, AND THEN LEAD BY IT

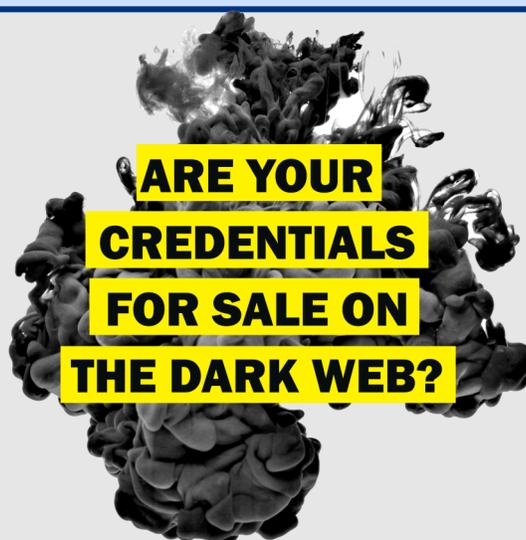
Manning was fortunate to be coached for years by some of the most skilled sports leaders in the country. But one of his greatest influences was the legendary coach Tony Dungy of the Indianapolis Colts. "He had a very unique style of leadership," Manning says. "Never raised his voice. Never used any kind of language, but he treated you like such a professional that you just didn't want to let him down."

According to Manning, Dungy peppered his coaching with a lot of pithy little expressions, things like "Take care of the little things, and the big things will take care of themselves"; "Expectations, execution"; "No excuses, no explanations." "He was just as calm in the fourth quarter of the Super Bowl as he was out there at practice every day. When your leader is calm, the rest of your team following can be calm as well."

The best leaders, Manning says, walk the walk as well as they talk the talk. Pay attention to the habits and advice of those you admire, implement them into your own practice and success will always follow.

For a FREE Dark Web Scan, visit:

www.getccg.com/darkweb/



Is Your Business Prepared For Hurricanes?

In 2017, Hurricane Harvey hit Texas and certain parts of Louisiana the hardest. In the same year, Hurricane Irma devastated companies in Florida, Georgia, and South Carolina. During uncertain times, a disaster recovery (DR) plan is what saves companies from power outages and massive revenue losses. Let these tips guide you.

Determine recovery hierarchy

Certain parts of your IT are more mission-critical than others. Ask yourself which systems or data must be recovered in minutes, hours, or days to get your business back to running efficiently. For example, you may find that recovering sensitive customer information and eCommerce systems take priority over recovering your email server. Whatever the case may be, prioritizing your systems ensures that the right ones are recovered quickly after a disaster.

Pay attention to location

First and foremost, your backup site should be in a hurricane-free zone. Ideally, your off-site facility should be located at least 100 miles away from your main location. If this isn't possible, make sure it is built to withstand wind speeds of 160 mph (as fast as Category 5 storms), and is supported by backup generators and uninterruptible power supplies.

You should also request an upper floor installation or, at the very least, keep critical IT equipment 18 inches off the ground to prevent water damage.

Use image-based backups

Unlike fragile tape backups, image-based backups take "snapshots" of your systems, creating a copy of the OS, software, and data stored in it. From there, you can easily boot the virtual image on any device, allowing you to back up and restore critical business systems in seconds.

Take advantage of the cloud

The cloud allows you to host applications and store data in high-availability, geo-redundant servers. This means your backups can be accessed via the internet, allowing authorized users to access critical files from any device. Expert technicians will also watch over and secure your backups, allowing you to enjoy the benefits of enterprise-level backup facilities and IT support.

Back up your data frequently

Back up your data often, especially during disaster season. If your latest backups were created on the 15th of September and the next storm makes landfall on the 28th, you could lose nearly

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FlexSafe Will Protect Your Valuables

Beachgoers all know the security dilemma that comes with a stray wallet. When it comes time to put on your trunks and head into the sea, do you bury your valuables in the sand? Hide them under a towel? Or leave them be and hope for the best?

For all of those who find each of these options less than ideal, there's FlexSafe. It's a handy, personal, portable safe designed to stave off thieves, wherever you are. Water-resistant, slash-proof, RFID-blocking and equipped with a heavy-duty three-digit combination lock, it turns you from an easy target to a walking fortress. The bag-shaped design clips into itself, allowing you to secure it to a beach chair, umbrella or any other unwieldy surface and go on your merry way without worry. At \$59.99, it could be a sound investment for those of us finding ourselves leaving our valuables exposed on the regular.



two weeks of data. Get in the habit of replicating your files at the end of each day, which should be easy if you've opted for image-based backups.

Test your DR plan

After setting up your backups, check whether they are restoring your files accurately and on time. Your employees should be drilled on the recovery procedures and their responsibilities during and after disaster strikes. Your DR team should also be trained on how to failover to the backup site before the storm hits. Finally, providers, contractors, and customers need to be notified about how the hurricane will affect your operations.

As cell towers and internet connections may be affected during this time, make sure your company forums are online and have your employees register with the Red Cross Safe and Well website so you can check their statuses. It's nearly impossible to experience little-to-no disruptions during disasters like Harvey or Irma, but with the right support, you can minimize downtime. If you're concerned about any natural disasters putting you out of business, call us at (843)234.9980. We offer comprehensive business continuity services that every company should have.

9 Cybersecurity Terms You Need To Know

Cybersecurity is everyone's responsibility. But you don't need to be an IT expert to know how to protect yourself from a cyberattack. To help you get started, here are helpful terms you need to know so you're not left in the dark, whether you're teaching yourself how to update your anti-malware, updating your systems, or consulting your tech support.

Malware: For a long time, the phrase "computer virus" was misappropriated as a term to define every type of attack that intended to harm or hurt your computers and networks. A virus is actually a specific type of attack, or malware. Whereas a virus is designed to replicate itself, any software created for the purpose of destroying or unfairly accessing networks and data should be referred to as malware.

Ransomware: Don't let all the other words ending in "ware" confuse you; they are all just subcategories of malware. Currently, one of the most popular of these is "ransomware," which is malware that encrypts valuable data until a ransom is paid for its return.

Intrusion protection system (IPS): There are several ways to safeguard your network from malware, but IPSs are quickly becoming one of the non-negotiables. IPSs sit inside of your company's firewall and look for suspicious and malicious activity that can be halted before it can exploit or take advantage of a known vulnerability.

Social engineering: Not all types of malware rely solely on fancy computer programming. Experts agree that the majority of attacks require some form of what is called "social engineering" to be successful. Social engineering is the act of

tricking people, rather than computers, into revealing sensitive or guarded information. Complicated software is totally unnecessary if you can just convince potential victims that you're a security professional who needs their password to secure their account.

Phishing: Despite often relying on face-to-face interactions, social engineering does occasionally employ more technical methods. Phishing is the act of creating an application or website that impersonates a trustworthy and often well-known business in an attempt to elicit confidential information. Just because you received an email that says it's from the IRS doesn't mean it should be taken at face value — always verify the source of any service requesting your sensitive data.

Antivirus: Antivirus software is often misunderstood as a way to comprehensively secure your computers and workstations. These applications are just one piece of the cybersecurity puzzle and can only scan the drives on which they are installed for signs of well-known malware variants.

For more terms, visit www.getccg.com/terms/

We aren't just creating a glossary of cybersecurity terms; every day, we're writing a new chapter to the history of this ever-evolving industry. And no matter what you might think, we are available to impart that knowledge on anyone who comes knocking. Get in touch with us today at (843)234-9980 and find out just how we can help you with your IT woes.

CCG Monthly Trivia -Win \$250 Gift Card!

The Grand Prize Winner of last month's Trivia Challenge Quiz is Tara Brown of Carolina Health Specialists, whose name was randomly chosen among those that correctly answered my quiz question from last month: Which of the following Avengers from the comics is NOT in "The Avengers" movie?

The answer was d) The Wasp.

TRIVIA

Now, for our June trivia question. Email your answer to: swollums@creativeconsultants.net.

In "Back To the Future", how fast does DeLorean have to go to time travel?

a) 92 mph b) 88 mph c) 100 mph d) 99 mph

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"You know, you think after a while you'd get tired of profits. But I just never do."