

118% Increase In Ransomware Attacks in 2019

By 2018, the number of ransomware attacks had begun to decrease while hackers found new tools to attack with.

In 2019, however, ransomware was back with a vengeance.

The dramatic increase in ransomware attacks is being driven primarily by three particular families of ransomware: Ryuk, GrandCrab and Dharma.

Are you protected?

Have questions regarding your network security? Contact us at (561)969-1616.



Top 4 Strategies I Learned From Daymond John To Improve Leadership And Grow My Business

This past June, I got to hear the one and only Daymond John speak at a small private event. You may know Daymond as a successful entrepreneur who has appeared on the hit ABC show *Shark Tank*. Best known as the founder of the clothing brand, FUBU, he is also the author of *The Power of Broke* — an insightful look into his life and what he did to find success.

Daymond brought a lot of that insight to the room. While he had a lot of great things to say, there were four business strategies that really struck a chord with me — strategies any business can learn from to improve.

INVEST IN PEOPLE This is the most important thing for a business to realize, as Daymond put it. He talked

about how he (and the Sharks) invests in people, not companies. Think about it: companies come and go. In fact, most companies will go. On the other hand, people learn from their experiences (good and bad), and they grow. Putting your people first is what gives companies staying power. Your team matters and your clients matter, and you should make every effort to ensure they know that.

DON'T BE REACTIVE — BE RESPONSIVE A lot of businesses are reactionary. This was a lesson Daymond learned working with prolific rapper and music producer LL Cool J in the late 1980s. When you react to something, you're already behind the times. Part of LL Cool J's success in the

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Our Mission

To equip small and mid-sized businesses in the West Palm Beach area with a smooth running and seamless IT platform that enhances productivity, improves efficiency, and creates a competitive advantage.

rap world was being responsive. He didn't just jump on trends, he helped create them. He recognized the rap world was constantly changing in terms of sound, lyrics and style (including his fashion).

Daymond was able to market his FUBU clothing because he was doing things other clothing makers weren't. He was taking risks, working exceptionally hard (another one of Daymond's points was "always be hustling") and was willing to respond to changes in the marketplace.

BE TRUE TO YOUR WORD When Daymond first got the call from Mark Burnett to join *Shark Tank*, Daymond knew he had to turn down the show. Signing onto *Shark Tank* meant he couldn't appear on any other shows, and he was already working with the Kardashians — a family who, at the time, wasn't quite the household brand name they are today.

Daymond told Burnett he was going to stick with the Kardashians because he had given them their word (and likely signed a few contracts with them). He wanted to help the Kardashians get their brands moving. He saw their potential. The family got word that Daymond had turned down the *Shark Tank* deal and said, "No, don't let us get in your way!"

Daymond also recognized that the Kardashians are savvy businesspeople. As he put it, "They know their analytics."

"Daymond was able to market his clothing because he was doing things other clothing makers weren't."

And that's true! That's why they found success on TV and in stores around the world where their many products are sold. But he wasn't about to leave them high and dry for his own gain. Eventually, they found a solution, and he joined *Shark Tank*, but he wasn't going to compromise his integrity. And that's something none of us should compromise on.

REMEMBER, YOU ARE THE BRAND The biggest brands are distilled down to three, four, five words. People know these words by heart, including Nike (Just Do It) and Apple (Think Different). You should have your own 2-5 words. "If you can't describe yourself in 2-5 words and you walk into a room, you leave it up to us to interpret."

Another thing to remember is that people associate your social media with your brand — whether you're a business intentionally posting content related to your brand, or you're an individual posting about your last vacation. What you share on social media is shared through a lens — your lens. Pictures, posts, you name it — it's all a part of your brand.

That said, posting something negative will hurt that brand. It's always important to be mindful of what you post and encourage your team to do the same. Having rules and policies regarding what can and cannot be shared on social media will go a long way in preventing a catastrophe.

These four points only skim the surface of what Daymond talked about, but these are crucial things we all can learn from. It was great to hear him speak and to hear his story, and I send my thanks to him for all of his wonderful insights!

Shiny New Gadget: TC1200 Flashlight

Having a reliable flashlight can make a big difference, whether you're on the job or just at home when the power goes out.

Meet the TC1200 Pro Tactical Flashlight, a flashlight designed with incredibly high standards. Made with aircraft-grade aluminum, it's durable (it survived a 21-mile fall to Earth) and has a powerful beam is 25 times brighter than an ordinary flashlight (it boasts five modes: low, medium, high, strobe, and SOS — the strobe feature can even temporarily blind an animal or person, if necessary).

At 1200 lumens, this flashlight can shine a light on any situation. It uses three AAA batteries or 1 Li-ion rechargeable battery. Learn more at bit.ly/2NGAGB5!



If My Business Is Compliant, I'm OK With Security, Too, Right?

If I have security, I'm ok with compliance, right?

Wrong.

Many assume that if they address the HIPAA compliance of their business, they are prepared and comfortable in regards to cybersecurity. That's a false assumption, but one commonly made.

Compliance keeps you up-to-date with regulations and laws set forth. Cybersecurity focuses on the vulnerabilities that may allow hackers in – and should be your first line of defense. Cybersecurity and compliance go together – you cannot have one without the other if you want to stay ahead and protect your business and your clients.

With cybercriminals viewing healthcare data, for instance, as an “easy mark”, it is imperative to stay one step ahead. Do you know why? Healthcare information is sold for *10–20 times* that of credit card data. Hackers are looking for the best bang for the buck, of course, and that would be sensitive healthcare information. In addition, they are not just targeting data theft; they are also attacking the employees by disrupting organizations.

Businesses must prioritize cybersecurity with the same fervor for HIPAA compliance. Protecting your business and your client data require an all encompassing strategy that includes both! Don't assume that your IT provider is taking care of this already. Ask questions, communicate, and ensure that your business is protected as an entire entity! Call us with questions or if you need any assistance at all with your business at (561)969-1616.



Are You Prepared For Hurricane Season?

Even if you feel your business is not likely to face the brunt of a hurricane's landfall, you should take steps to prepare for hurricane season. With talk of a busy hurricane season ahead, it is important that any business which might face heavy storms takes extra precautions. Extreme weather of any kind, from tropical depression and storms to Category 5 hurricanes and tornadoes, can not only cause structural damage to your business, but can also cause catastrophic data loss and network damages. Visit www.palmtech.net/hurricane-prep/ to download our [Extreme Weather Checklist!](#)



6 Ways To Protect Your Business From Getting Hacked...Are You Doing All Of These?

- 1. Know your data AND your risk.** What kind of data are you storing? Knowing your data can inform you of your risk, and when you know your risk, you can respond with a plan to secure that data.
- 2. Have backups.** Losing data cripples businesses. Always schedule regular backup so you never have to worry about losing it.
- 3. Encrypt your data.** Encryption helps to ensure that only those who have permissions can access and read your data.
- 4. Get better passwords.** Most people use bad passwords or use the same passwords for every website. Cybercriminals take advantage of this. Use strong passwords, two-factor authentication, and a different password for EVERY website.
- 5. Maintain defenses.** Malware lurks in e-mails or unknown links on the web. It can harm your equipment, give hackers access to your data and hurt your business. Antimalware software coupled with a firewall can help block these threats.
- 6. Educate.** Your team can be your best defense. They should be educated on cyberthreats and what to do/not do when it comes to their “digital responsibility” within your company. — *CPO Magazine, 6/12/2019.*



3 WAYS WORKING HARDER CAN SLOW THE GROWTH OF YOUR COMPANY

You're not delegating. When you work too hard, it becomes easy to “take over” projects. You become a micromanager who loses sight of the team and doesn't play to the strengths of the experts you hired to carry the load. If you're not delegating, projects move less efficiently and you miss important details.

You're not thinking creatively. Because you miss crucial details, you lack perspective, and a lack of perspective makes it hard to think creatively, as research confirms. When a problem comes your way, you may not be able to solve it to the best of your abilities and you will end up creating a bigger problem.

Your business suffers. One person can do only so much and one person cannot scale a business successfully. If you want your business to grow, you MUST hand over much of the responsibility to others. Your business must be able to run without you in the building. — *Small Business Trends, 2/12/2019.*

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