

# TECHNOLOGY INSIDER



Your monthly  
newsletter, written for  
humans not geeks

AUGUST 2023

## Is your team suffering from cyber security fatigue?

Recently, we've seen a concerning trend among businesses: cyber security fatigue.

It's a phenomenon that occurs when people become overwhelmed and desensitized to the constant barrage of cyber threats and security alerts they face on a daily basis.

You may be thinking "My business is too small to be a target for cyber criminals".

Unfortunately, that couldn't be further from the truth. In fact, small businesses are often targeted precisely because they are seen as easier targets. Cyber criminals know that small businesses don't have the same resources as larger corporations, making them more vulnerable to attacks.

So, how can you tell if your business is suffering from cyber security fatigue? **Here are a few signs to look out for:**

- Your employees are ignoring security alerts or taking shortcuts to get around them
- You've had a data breach or cyber attack in the past, but didn't take significant steps to prevent it from happening again
- You're relying solely on antivirus software to protect your business
- You haven't updated your security protocols in a while

If any of these sound familiar, it's time to take action. Here are a few ideas to help you combat cyber security fatigue and keep your business secure:

1. Invest in employee training. Your employees are your first line of defense against cyber threats. Make sure they understand the risks and are trained in proper security protocols.
2. Use multi-factor authentication. This adds an extra layer of security by requiring users to provide additional verification before accessing sensitive information.
3. Keep your software up to date. Many cyber attacks happen because of outdated software that contains vulnerabilities. Make sure all software is regularly updated to the latest version.
4. Partner with a trusted IT support partner. They can provide ongoing support and monitoring of your systems, ensuring that your business stays secure and up to date. If you don't have a partner, we should talk 😊

**Don't let cyber security fatigue put your business at risk. By taking proactive steps to improve your security, you can protect your business and enjoy peace of mind. Remember, the best defense is a good offense! If we can help, get in touch.**

## DID YOU KNOW...

the origins of the  
word Bluetooth?

What do you see in your  
mind when you hear the  
word 'Bluetooth'?

Probably not a medieval king?  
But maybe now you will...

The reference goes back to  
Harald "Bluetooth" Gormsson,  
a 10th Century King of Denmark  
and Norway who was said to  
have united Danish tribes under  
a single kingdom.

Intel's Jim Kardach, part of an  
initial development consortium,  
suggested "Bluetooth" as a  
codename for the technology  
because he hoped it would unite  
communication protocols.



## INSPIRATIONAL QUOTE OF THE MONTH

*"Success is often achieved by those who don't know that failure is inevitable."*

**Coco Chanel, businesswoman and fashion designer**



## Techno<sup>🔄</sup>logy update

### We're saying goodbye to Cortana... sort of

Microsoft has recently announced that it will be discontinuing its Cortana app for Windows 10 and Windows 11 later this year. This is after years of declining use and popularity for the digital assistant, which was originally intended to compete with other AI assistants like Siri and Alexa.

While Cortana will still be available as part of Windows 10 and 11, the standalone app will no longer be supported. Instead, Microsoft is shifting its focus towards integrating Cortana into other products and services, like Microsoft Teams and Outlook.



# TechFacts

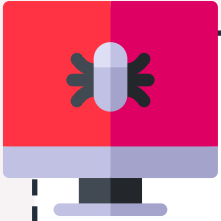
1

The first domain name ever registered was **symbolics.com** on March 15, 1985. At the time, there were only six other domain names in existence, making **symbolics.com** one of the earliest websites to exist on the internet.



2

About 51% of internet traffic is not human. More than 30% is made up of hacking programs, spammers, and phishing scams



3

According to Nordpass, the most commonly used password is "password" which, despite being easily hackable, is still used by 5 million people worldwide. Crazy!



# NEW TO MICROSOFT 365

## Finally, an enhanced search experience for Mac

If you use a Mac with Microsoft 365, chances are you'll have struggled with searches being a little sluggish.

Microsoft saw the issue and has finally done something about it. They have revamped the search experience in Word, Excel, and PowerPoint. Now Mac fans can look for information across multiple platforms in one convenient location.

## HERE'S YOUR QUIZ FOR AUGUST

- 1) Which company developed the first commercially successful microprocessor?
- 2) How much did the first 5MB hard drive weigh?
- 3) In the 1930s, which country built an analogue computer that ran on water?
- 4) What did the ESP button do on CD players?
- 5) When Gmail was released in 2004, how much free storage did it offer?

The answers are below.

- 1) Intel
- 2) 2000 lbs... that's a ton!
- 3) The Soviet Union
- 4) It stood for Electronic Skip Protection and prevented songs from skipping
- 5) 1GB



# Meetings are making your people less productive

**Are you one of the many businesses that still offers your people the flexibility of remote or hybrid working? If so, you're probably relying on video meetings a lot more than you usually would. And that makes sense, because it feels like the easiest way to get people together at the same time.**

But meetings can be a real drag for everyone at some stage. Whether you're dealing with introverted employees who are hesitant to speak up, scheduling conflicts that make it tough to get everyone in the same virtual room, or colleagues who try to take all the credit for your brilliant ideas (the worst!), meetings can actually slow down your productivity.

## So what are some simple solutions to help?

For projects that have a visual element, digital whiteboards are your new best friend. These handy tools allow for collaboration wherever, whenever, and replicate the feeling of being in an actual conference room. Plus, they don't put

anyone on the spot, so introverted employees can contribute without feeling self-conscious.

And for projects that don't require visuals? Maybe collaborative docs could be a good alternative for you. These documents are easily shared and distributed, making it easy for team members to work together in real-time or asynchronously.

Let your team know that they don't need to respond immediately to every notification or email. And if you really want to free up some time for deep-focus work, consider implementing a "no meetings" policy like Shopify has done. This empowers your team to work when they're most effective, regardless of their time zone.

When it comes to productivity, transparency is key! So have you considered prioritizing public channels over direct messages? It can be a game-changer for your team as it helps everyone understand how different individuals and teams work, and increases workers' faith in their managers.



In fact, research shows that employees who trust their leadership are 50% more engaged at work! And when it comes to clarifying priorities, the responsibility falls on leadership.

Make sure you're coaching your direct reports and giving regular feedback. Consider consolidating work in one platform to make things simpler.

**By choosing the right tools and minimizing time spent in meetings, you can increase your productivity and get more done in less time. So why wait? If we can help you get started, get in touch.**

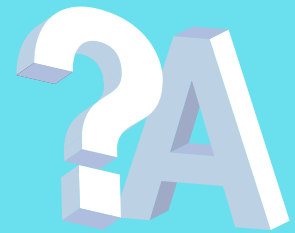
## Business gadget of the month

## The Microsoft Arc Bluetooth wireless mouse

If you're the type of person who prefers to use a mouse with your laptop, you probably find that the traditional shape makes it tricky to transport.

To avoid a lumpy laptop bag, you may want to invest in The Arc. This mouse is not only sleek and stylish, but its flexible design allows it to be flattened to fit in your bag more easily - or even your pocket! Better still, when it's flat, it switches off to save battery power.

**\$71.90 from Amazon**



## Q: Should I be using a Virtual Private Network in the office?

A: Yes. A VPN adds another layer of security to make sure your company data stays within the company network, and stops outsiders from looking in.

## Q: How do I reset my password?

A: Most sites and applications have a 'forgot password' option that should help, but in some cases you'll need to speak to your IT support partner for instruction. To avoid the issue again, start using a password manager for increased security!

## Q: Are Passkeys ready to start using now?

A: Passkeys are still in their early stages, so they're not available to use across many devices, apps, and systems yet. You can certainly use them where they are available - PayPal, Google, and Apple, for example - but they're not yet a complete security solution.

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