

# TECHNOLOGY TIMES

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

## WHAT'S NEW



### Meet Kaleb!

Hey, I'm Kaleb!  
I am into tech, love the outdoors, and enjoy giving back to my community. You will find me hiking, fishing, or camping, and I am a big fan of soccer and baseball. I am always up for making a positive impact and exploring new tech trends.



## DON'T SETTLE FOR LESS 5 QUESTIONS EVERY IT PROFESSIONAL SHOULD SAY YES TO

Business owners have a wide variety of responsibilities. In many cases, they oversee the hiring process, ensure operations run smoothly and find the best third-party vendors to help benefit their business for years to come. One problem many business owners face when hiring a third party is knowing whether they're the right fit for their business. Making the wrong choice can be detrimental to your business, so how can you ensure you make the right decision? You ask essential questions.

abilities. We've seen this with many... "experts," so we wanted to help you by providing you with some questions you should ask before they get anywhere near your network.

Here is what you should ask any IT professional before hiring them to oversee your network, IT and cyber security practices. These are simple yes-or-no questions; if you get a no from the "expert" for any of them, you're probably better off finding a different option.

### Are They Monitoring Your Network At All Times To Ensure Security Settings And Security Patches Are Current?

For many businesses, the whole purpose of hiring an IT team or individual is to keep their cyber security protected. They might work with sensitive data that, if compromised, could harm their clients and the business's reputation.

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*This monthly publication is provided courtesy of Reyna Monson, President of Pantheon Computers.*

## OUR MISSION:

Helping people in business make better use of their computers.

...continued from cover

You need to make sure any IT expert you hire is going to stay up-to-date with the current security patches so they can ensure all holes are covered to keep your business protected. There should not be gaps when they aren't monitoring your network.

### Do They Provide Detailed Invoices That Clearly Explain Everything You're Paying For?

Some IT "experts" believe the business owners they work with are clueless about the IT and cyber security industry. They'll try to overcharge for simple tasks without fully explaining what they did, and their invoices are as basic as it gets. This shouldn't fly with you. Every third party you work with should provide detailed invoices so you can see exactly what you're paying for. It's a huge red flag if they refuse to do this.

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### Will They Be Proactive And Provide You With Regular Updates?

If you're hiring someone to oversee your IT needs, you don't want them to be another responsibility you must manage. You want to trust them and know they're doing everything possible to assist your business. If you have to continually go to them to see how they're doing on certain projects, you're better off with someone else.

### Do They Offer Any Guarantees On Their Service?

This is a big one many people don't think about, but it could make all the difference in your decision. A business or individual who does excellent work will stand behind their service no matter what, which means offering guarantees that they'll do what they say they'll do. Find out how they respond if your company's data is

compromised or something goes wrong with a particular piece of software. Their response should tell you whether they're trustworthy or not.

### Do They Have Set Rates For Each Project?

Before hiring them to assist with your IT needs, you should know how much everything costs. You should be cautious if they say they won't know how much something will cost until they start working. There's no telling how much they'll try to charge you, and it could be difficult to know if you're getting bamboozled or not.

It's important to have IT assistance for your business, as it helps keep your company, employees and customers protected. These are just a few questions you should ask before hiring an IT expert. If they answer no to any of the above questions, then continue your search and find someone who is a better fit and has your best interests in mind.

## FREE REPORT:

### 12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery



#### You Will Learn:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- Seven things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don't even think about until their data is erased.

**Claim Your FREE Copy Today At [www.inserturl.com](http://www.inserturl.com)**

## CARTOON OF THE MONTH





July 20, 1969, just eight years after President Kennedy made one of history's most ambitious declarations – the US would send a man to the moon and back – Neil Armstrong and Edwin “Buzz” Aldrin became the first people to set foot on the moon.

Today, Buzz is a philanthropist, author and renowned speaker who shares what being a space pioneer taught him about life on Earth: no mission is completed alone, failure is a crucial milestone of success and to never stop envisioning your next impossible dream .

### Lessons From “The Moonman”

#### Dream The Impossible

Aldrin remembers President Kennedy’s announcement in 1961, and although he wasn’t sure how they’d do it, he said, “We did have a leader with that determination, the courage and the confidence that we can get there.” Without a leader brave enough to share an impossible vision, ideas never get off the ground. In business, it’s crucial to give your team a meaningful vision to rally around, something they want to be a part of.

#### Behind Every Successful Mission Is A TEAM

The “backroomers” – software engineers, secretaries and even the tailors who manufactured spacesuits – were all necessary to Apollo’s safe launch and return to Earth. When Apollo 11 landed, the world cheered. “People were not just cheering for three guys but for what we represented,” Buzz recalled in a speech. “That by the nation and the world coming together, we had accomplished the impossible, and the true value of it is the amazing story of innovation and teamwork that overcame many obstacles to reach the moon.”

Success is rarely the story of one person. Rather, it’s often the story of many people working together. “There are a lot of people out there in the universe who wish you well and want to be your friend. Let them help you,” Buzz said. “You don’t have to carry it all on your own.”

#### Failure Is A Mark Of Growth

In the book *No Dream Is Too High*, Buzz explains how everyone at NASA knew the risks involved in their mission. Only by planning for failure and testing every system, component and spacesuit zipper could they improve design and functionality – failure was part of the process.

“Some people don’t like to admit that they have failed or that they have not yet achieved their goals or lived up to their own expectations,” Buzz wrote. “But failure is not a sign of weakness. It is a sign that you are alive and growing.”

#### Know What’s Next

What happens when you accomplish what you set out to do after all the cheers and high-fives? After Apollo, Buzz wrote in the book *Magnificent Desolation*, “There was no goal, no sense of calling, no project worth pouring myself into.”

He sunk into severe depression for years, finally realizing, “I needed to realign my direction and find a new runway.”

Today, he’s a speaker, author and philanthropist for STEAM-based education to help get the next generation of heroes to the moon – and beyond. Perhaps the key to lifelong fulfillment is never to “land” for too long – to keep learning, growing and achieving impossible things.

### SHINY NEW GADGET OF THE MONTH

#### Amazon Basics 8-Sheet High Security Micro-Cut Shredder



Your recycling and garbage bins are a jackpot for identity thieves. Even if you don’t handle CIA-level classified documents, criminals can use your recycled mail – like bank or credit card statements – to steal personal information. A shredder like the Amazon Basics 8-Sheet High Security Micro-Cut Shredder is an easy and affordable way to secure your information. You can shred up to eight pieces of paper simultaneously, with a five-minute continuous run time. Recycle the shreds, use it as packaging material or add it to your cat’s litter box. Either way, a shredder keeps your information out of the hands of criminals.

### Pantheon Anniversaries



Dillon  
4 years



Louie  
1 year



Jeremy  
4 years



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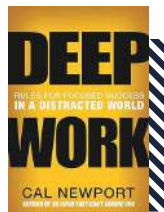
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## DEEP WORK

By Cal Newport

It's undeniable: we're more distracted than ever. From text messages and e-mail pings to social media and our own disruptive thoughts, the relentless influx of distractions is sabotaging our productivity and even our ability to be present in our lives. *Deep Work*, by Cal Newport, is a compelling guide to help us take back our focus and cultivate more fulfillment in our work. Newport introduces readers to four "rules" to transform our minds and habits into a hyper-focused superpower: work deeply, embrace boredom, quit social media and drain the shallows. Through engaging stories and practical advice, the book outlines a framework for cultivating a deep work ethic, promising professional growth and a more profound sense of personal fulfillment. *Deep Work* is an essential read for those looking to navigate a distracted world with grace and achieve focused success.



## DEEPFAKES ARE COMING TO THE WORKPLACE

Deepfakes result from people using AI and machine-learning technology to make it seem like someone is saying something they never actually said. Like every other tech on the market, it can be used with good and bad intentions. For example, David Beckham appeared in a malaria awareness campaign, and AI enabled him to appear to speak nine different languages. On the other hand, pornographic deepfakes of Taylor Swift went viral on X (to the horror of Swifties worldwide), and audio deepfakes of Biden encouraging New Hampshire voters not to cast ballots caused concern among experts.

However, deepfakes aren't happening only to high-profile politicians and celebrities – they are quickly making their way into the workplace. In April 2023, forensics research company Regula reported that one-third of businesses worldwide had already been attacked by deepfake audio (37%) and video (29%) fraud. Regula also noted that the average cost of identity fraud, including deepfakes, costs global SMBs \$200,000 on average.

### How Deepfakes Are Impacting The Workplace

While deepfake technology is used to commit a variety of crimes, there are two ways deepfakes currently cause harm to businesses like yours:

1. Impersonation/Identity Fraud Schemes
2. Harm To Company Reputation

One of the most common deepfake attacks is when AI impersonates an executive's voice to steal credentials or request money transfers from employees. Other attacks include deepfake videos or audio of a CEO or employee used to disseminate false information online that could negatively affect a brand. More than 40% of businesses have already experienced a deepfake attack, according to authentication experts at ID R&D.

## SHOULD YOU VERIFY YOUR PROFILE ON LINKEDIN?

In 2022, LinkedIn launched verification options where most users can submit a personal ID, employer e-mail or workplace ID to prove they're a real person amid an increasing number of fake accounts. In the second half of 2021 alone, Microsoft (LinkedIn's parent company) removed over 15 million fake accounts. If you feel weird about sharing your biometric or ID information online, that makes sense. But verification isn't a bad idea because of the



### What To Do About It

There are a few simple things you can do to prevent deepfakes from having damaging consequences on your business.

#### 1. Review policies around technology and communication

Ensure you have transparent communication practices and that your team knows how communications are used internally. Would a company executive ever call an employee to place an official request for money or information? If not, employees should be suspicious. Also, encourage employees to verify any e-mail or phone request they aren't sure about.

#### 2. Include deepfake spotting in cyber security awareness training

Double-check that your cyber security awareness training covers how to spot deepfakes. Things to look for include unnatural eye blinking, blurry face borders, artificial-looking skin, slow speech and unusual intonation.

#### 3. Have a response plan

Deepfake attacks are in their infancy, and you can expect to see more attacks like this in the future. Be sure your company's leadership talks about how to respond if a deepfake attack impacts your company. Even though there's no perfect solution to the problem yet, the worst thing that can happen is to be caught unprepared.



number of fake accounts on LinkedIn. Although LinkedIn reports using the highest security protections, consider using the employee e-mail option if it's available (employers must have a LinkedIn page and turn on this feature) because it's the least risky.