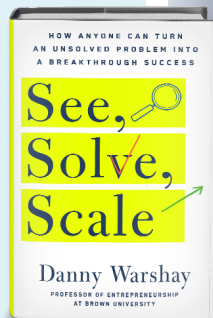


## See, Solve, Scale

By Danny Warshay

Do you think successful entrepreneurs are made or are simply born that way? There's a common misconception that successful entrepreneurs are hardwired to be a certain way that brings them success, but in reality, anyone has the ability to become a successful business owner. Danny Warshay's *See, Solve, Scale* debunks myths surrounding entrepreneurship while empowering others to follow their entrepreneurial dreams. Warshay has been teaching the same lessons at Brown University for years, and now that information is available in print form. *See, Solve, Scale* takes readers through the process of finding problems, developing short-term solutions and scaling out long-term solutions.



## Back To School!

### The 4 Cyber Security Trainings You Must Do With ALL Employees

September 2022



This monthly publication provided courtesy of Tim Nyberg, President of The MacGuys+

#### Brand Promise:

The MacGuys+ provides proactive support, maintenance, and alerts from certified Mac experts that combines friendly, accessible advice with honesty and integrity, so Mac owners can stay online and productive, keep their personal information secure, and realize the limitless potential of their Mac devices.

It's back-to-school season! Soon, our kids will return to the classroom, where they will relearn the information from the prior school year to ensure that they were able to retain that knowledge. There's nothing wrong with needing a refresher, and this is true for both students and your employees.

If your staff has not had a refresher course on your company's cyber security practices sometime in the last year, now is the perfect time to get them up to speed. After all, they can't defend themselves from cyberthreats if they don't know how. That's why it's so important that your team has bought into a cyber-secure culture and is aware of potential threats that could impact your business.

Cyberthreats come in all shapes and sizes, but an overwhelming majority of successful cyber-attacks can be attributed to human error, which is the main reason your employees need cyber security refresher training at least once a year. A lack of training can open your business up to hackers and other cyber-attacks by way of phishing e-mails, weak passwords, unsafe browsing and more – which jeopardizes your entire company. Additionally, in many cases, insurance won't cover your claims if your employees have not undergone regular training. Finally, customers usually don't want to do business with a company that isn't keeping their information protected.

*Continued On Page 2 ...*

... Continued From Cover

It doesn't matter how big or small your business is – you must make an effort to ensure that all of your employees have gone through cyber security training. However, if you've never trained your team on cyber security and are unsure of which topics to cover, don't worry because we've put together a list of the most important topics to discuss.

### Password Security

Nearly every employee at every company has their own login to access the company's systems, data or Internet. When selecting the passwords for this login, employees need to use strong, unique passwords that utilize letters, numbers, punctuation and

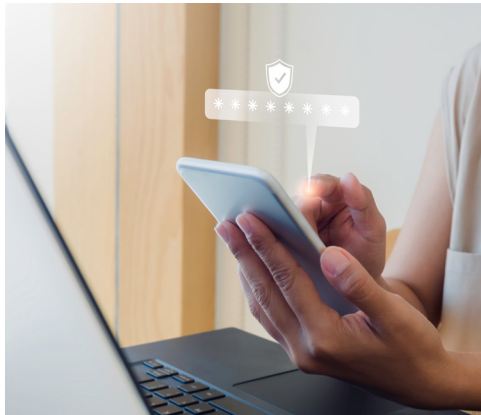
other special characters and are not shared between accounts. You should also ensure that your employees regularly change their passwords. For an extra layer of security, you can utilize multifactor authentication so you'll know that those logging into an account are who they claim to be.

### E-mail

Your employees should be cautious of any e-mails that come from addresses outside of the company. When your employees go through their e-mail, they should not open e-mails from people they don't know or have not communicated with in the past. Unless they know exactly where the e-mail has come from, they should not open any links or attachments within it.

### Social Media

An employee's personal accounts should never be set up through a company e-mail address. When posting on social media, your employees should be cautious about what they post in regard to work. They shouldn't disclose private information about your company or your clients on social media. If they did, it could be devastating to your company's reputation as well as your cyber security.



**“Establishing strong cyber security practices and ensuring your team is aware of them through training is the best way to protect your business from cyberthreats.”**

### Protecting Company Data

At the end of the day, your cyber security practices are in place to protect company and client data, and your employees have a legal and regulatory duty to protect sensitive information. A reckless disregard for protecting company information can quickly cause your company to go under and has the potential to bring forth lawsuits.

Establishing strong cyber security practices and ensuring your team is aware of them through training is the best way to protect your business from cyberthreats. By implementing training on these four topics, you'll be on your way to developing a cyber-secure culture.

## 500i Referral Program

If your referral becomes a client, you or your favorite charity will receive a minimum of \$500 cash and a chance to win an iPad Pro!

A great referral for us would be a business that leverages Apple Technology with a fully or partially remote work team located in the Minneapolis/St. Paul Metro area or Western Wisconsin.

[themacguys.com/referral-program/](https://themacguys.com/referral-program/)



*It's like money in your pocket...*



## Cartoon Of The Month



... Continued From Page 4

mastery-approach goals (i.e., developing your own competence) enhance memory of newly learned material, whereas performance-approach goals (i.e., comparing yourself to others) can create “tenuous connections” in memory. The authors concluded the study by saying, “Motivation factors can influence inhibition and forgetting.”

The second strategy is to simply ask why. A 2016 study from the *European Journal of Social Psychology* found that thinking more abstractly can actually reduce memory issues. The study examined how levels of “construal” (examination and interpretation) can affect memory, and their results suggested that “abstract thinking can eliminate retrieval-induced forgetting because of relational processing, demonstrating the roles of the levels of construal on memory inhibition.” In other words, if you know the “how” and “why” behind things you intend to remember, you’ll be more likely to remember them.

## How To Sell From The Heart

It’s no secret that happiness can’t be bought, but it can be sold. Companies sell happiness every day, but how do marketers consistently display positive feelings? Below, you’ll find a few tricks they utilize.

### Don’t trade your happiness every time.

Make conscious decisions to trade your money, time and effort for happiness – and nothing less. That means cutting out unhealthy decisions that might’ve been useful coping mechanisms but are no longer necessary to help you thrive.



### Selling happiness starts with possibility.

Even when you and your employees don’t feel 100%, remember that happiness starts with a common truth: anything is possible.

# The Most Important Word In Business

“What’s the most important mindset for success in business?”

I was recently asked this question by a video podcaster, and I carefully thought about my response. At first, I didn’t think it was possible to identify the single most important mindset. I find questions that ask for “one thing” tend to oversimplify things. I considered that success usually depends on a number of factors and can’t be broken down into one single mindset, but suddenly, it dawned on me: the one mindset that I have observed in successful vs. unsuccessful entrepreneurs countless times is **generosity**.

Oftentimes, you will see companies place honesty as their top mindset value, but in my opinion, that’s putting the stakes a little too low. Companies shouldn’t have to remind their employees not to be dishonest. You may also hear businesses putting kindness first, but kindness doesn’t actually bring any value to their customers’ lives.

Companies that put respect as their mindset are on the right path but still fall short of the benefits that generosity brings. To show someone generosity, you are giving them respect while also giving them something valuable. When you actually think about it, leaders who succeed are often generous. They’re able to treat their employees, their customers, their shareholders and the community with a sense of generosity that brings them success. Those who fail to show generosity rarely succeed over the long term. Throughout my experience, I have met many business owners who have seen success and failure through their use of generosity.



Dr. Geoff Smart is chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.

I once talked with the CEO of a mortgage company who implied that his business succeeded by “tricking” low-income homeowners into signing up for mortgages that had hidden terms that were unfavorable to them. Once the housing crisis hit in 2008, which was caused by bad players, this guy’s company and career were snuffed out under a pile of lawsuits.



In contrast, I remember talking to Ted Waitt, one of the co-founders of Gateway. I was blown away that a guy like Ted, a cowboy sporting ripped jeans, could create a multibillion-dollar computer manufacturing company in the middle of South Dakota. Ted loved making technology less stressful for his customers while giving people good value for their dollar. His spirit of generosity was reflected in his company culture.

We often think that we need to do everything in our power to bring in more money, but adopting a mindset of generosity is better if you want to see success in life and your career.





PO Box 868  
River Falls, WI 54022

## Inside This Issue

Cyber Security Training Your  
Employees Need | 1

500i Referral Program | 2

What Is The Most Important Word  
In Business? | 3

## Improve Your Company's Culture By Maintaining Employee Happiness



There are certain businesses you walk into that just feel different. Everywhere you look, the employees are engaged, which is reflected in the way business is conducted. And their quarterly profits usually show just how much business is booming.

These businesses stumbled upon the secret that one great employee is often worth three average employees, and it's cheaper to pay these superstars 150% or more of the average industry wage to keep them around. These employees are flexible problem-solvers who can weather any storm.

However, you may have employees who quit because they weren't happy or adding value in their roles. How do you keep your other

employees from following in their footsteps? One way is to set up an open exit where your employees give you a six- to eight-week warning that they are looking for another job. You can use that time to fill their role and train the new hire so there is no lapse in the transition period.

You can also pay your employees a better wage and offer benefits to keep them happy and engaged. When you work with these employees to make their lives easier, their flexibility becomes a gift rather than a burden. Unhappy employees can spell doom for your business, so do everything in your power to keep your team happy.

### 2 SCIENTIFIC METHODS TO PREVENT MEMORY LOSS

It can be difficult growing older and realizing that your memory isn't as strong as it once was. You may try to eat supplements or do brain exercises on your tablet, but there are strategies you can implement to enhance your memory.

The first strategy is to aim for mastery, not relative performance. Researchers at Nagoya University in Japan have found that

*Continued On Page 3 ...*