



# Sublime Technology Times

*"Insider Tips to Make Your Business Run Faster, Easier and More Profitably"*



## We Are Thankful for Many Things

Charles Dickens wrote, "Reflect on your present blessings, on which every man has many, not on your past misfortunes, of which all men have some."

We are approaching the holiday seasons where we can take some time to be thankful and show love for others. True to our human nature, we do not miss things until they are gone. This year we have been able to go to football games, kids events and see shows. I am grateful for these little things and the big things like my family, friends, health, and the ability to work.

Take the time to reflect on how you are grateful.

## November 2021



This monthly publication provided courtesy of Adam Bell President of Sublime Computer Services.

**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.



## A Proven Method To Secure Your Business's Network

People don't usually think about small businesses when discussing cyber security. The media covers breaches in governmental and big-business security in excess. These entities usually have lucrative targets that attract the attention of hackers but are often backed up with an extremely protective network security system that's difficult to crack. When hackers can't break the big system, they turn their attention to easier targets.

While most hackers want the opportunity to crack a high-risk target, these situations are few and far between. Instead, they turn their attention toward much lower-hanging fruit. This is where small businesses come in; they still have access to money and data but have much lower defense than a governmental entity. Luckily, many average cyber security strategies can keep the would-be hackers away. Their methods are always changing, though, and it helps to be one step

ahead of the game.

These are the best current cyber security strategies you can put into place.

### Cloud Security

Cloud security is the protection of data stored online via cloud computing platforms from theft, leakage and deletion. As more and more businesses switch from hard-drive data storage to remote databases, this practice is becoming more and more commonplace. Methods of providing cloud security include firewalls, penetration testing and virtual private networks (VPN), to name a few. While many people feel that their data and information are better stored on a hard drive on their own network, data stored in the cloud may actually be more secure, depending on the system's defense strategy. Be wary, though: not all cloud securities are made the same. Do your research and pick one that will best protect your data.

### Network Security

Network security is the protection of the underlying networking infrastructure from unauthorized access, misuse or theft. This is what your network administrator will need to put into place in order to keep your devices and data secure. The best approach to protecting your network is to create a strong WiFi password. Random numbers and letters work best for a small business since nobody but those who need it will be able to guess the password. In addition to a strong password, you'll also have to anticipate any type of internal attack.

### VPNs And Firewalls

A VPN can help protect your security by masking your IP address. This essentially means that you'll be connected through a different server, making it much harder for the government or websites to pinpoint your location. It also encrypts all network data by creating a secure tunnel. A firewall is simply a shield that protects your computer from the Internet. Firewalls can help restrict access to sites that could be damaging to your network. Both of these tools can be highly effective when used properly, but they do not protect against all threats.

### Updates And Upgrades

While it might seem simple, consistently updating and upgrading your technology tools can keep you much more secure. The developers of many of these tools are constantly looking for new threats that pose a risk to their program. They'll issue patches to make sure any holes are filled. You just need to make sure that all of your tools are updated in a timely manner and verify that the updates are installing.

### Data Backups

You should always have multiple backups of your business's data. You never know when a power surge or some type of natural disaster might cause your current files to be deleted. You can prevent this issue by regularly backing up your data.

### Employee Training

It's important to limit employee access to systems and data owned by your company. Not everyone needs to have access, so only give it to those who can't work without it. There should also be some type of security training for all employees. Phishing schemes and weak passwords create just as many issues as hackers do. Finally, you should make sure everyone in your workplace is security-conscious. A single breach could critically hurt your business. Your employees need to understand this so they can be proactive as well.

No matter which route you take, the most important thing you can do for your small business is protect its network. Governmental entities and big businesses do not suffer from security lapses nearly as bad as small businesses. A security lapse could even stop your business dead in its tracks.

**"Many average cyber security strategies can keep the would-be hackers away."**

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## Shiny New Gadget Of The Month



### Angel Guard Cookware Prevents Burns

Many people burn themselves every day while cooking in their kitchens. There's a new product on the market that aims to prevent these injuries. After firefighter Eric Le Blanc responded to back-to-back kitchen burns involving children, he knew there had to be a safer alternative. In his research, he found that tipping pots of hot liquid were the world's leading cause of adolescent burns.

Le Blanc developed the world's first tip-proof cookware: Angel Guard Cookware. This cookware removes risk by including a removable stem that slides underneath the burner grate and locks the cookware into place. Now parents no longer have to worry about their child getting hurt after removing a pot from the stove.

# Hiring The Best Staff

Not long ago, I had the opportunity to sit down with Carter Cast, the author behind *The Right - And Wrong - Stuff: How Brilliant Careers Are Made And Unmade*. Hiring success has a great influence on career success, and we discussed five negative archetypes that confront employers while filling a job opening. Together, we discovered some telltale signs that your interviewee may fall into one of these categories.

#### Captain Fantastic

While it might seem like "Captain Fantastic" would be a vital part of your team, they often cause division. Someone who is a "Captain Fantastic" is usually overambitious and has no qualms about stepping on others to get ahead. If you're interviewing a candidate and they mention that their greatest accomplishments revolve around beating others rather than delivering value or developing teams, you probably have a "Captain Fantastic" on your hands.

#### Solo Flier

Have you ever worked with someone who thinks their way is the best and only way to do something? It's very frustrating. While this type works well individually, they can be detrimental to a team environment. They usually claim to have no time or were too busy to accomplish their tasks; in reality, they may fail to hire and delegate properly. I've met with many people who fit this category and end up leaving their job due to burnout after taking on too much work.

#### Version 1.0

Change is a necessity in the workplace, but sometimes, people prefer to stick to their routine. To spot these people in interviews, listen to their stories and pay attention if they mention changes in the workplace and how they responded. If they stayed on the same path, that's a red flag. I knew a manufacturing executive who failed to adapt to new technologies. This caused him to lose some of his biggest clients, and the business fell into a tailspin.



#### The One-Trick Pony

These people usually get stuck in a rut because they rely on their greatest strength to solve *all* problems. They will often aim for lateral moves rather than trying to broaden their horizons. I interviewed a one-trick pony recently who wrote amazing copy but struggled when meeting with clients face-to-face. His communication skills weren't strong enough to work with clients or lead large teams. His career became stagnant even though he was eager to grow and move up.

#### Whirling Dervish

Energetic employees improve morale and production in a workplace, but sometimes lack the follow-through needed to complete projects. You can usually spot these people in interviews if you notice them avoiding your questions. They often come up with excuses for why they didn't achieve results. Great ideas and strong morale do not make up for a lack of completion.

With knowledge of these archetypes, you can avoid hiring the wrong candidate for your team and instead focus on finding the perfect fit.



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#### Client Spotlight: Gutterglove

It all started back in 1996 when we were in the gutter cleaning business. After cleaning out millions of feet of gutter, we observed that no gutter guard was performing as promised. We realized that a reliable gutter protection solution was needed and incorporated in 2000. We explored new designs, the best materials, and doing what is best for customers to create what is now an extensive patent portfolio of the highest praised gutter guards available. We are proud to offer you gutter guards you can trust. The Nation's Most Trusted Gutter Guards.® [www.gutterglove.com](http://www.gutterglove.com)

**Gutterglove®**





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### Storytelling Is More Important Than Building A Presence Online

Social media has become an ever-important tool in the business world. It can help build customer loyalty while also being an essential marketing strategy. However, simply having an account is not enough.

In order to grow, you need to understand your customers and what motivates them. Provide them with an experience

they won't be able to obtain anywhere else. Be sure to do this while also making your social media content relevant. If your account does not focus on your products or services, it will prove useless.

Build connections with and focus on your customers. Without trying to approach a specific type of customer, your message can get lost. It can be difficult to attract all of your customers at once.

More important than the rest is to make your presence authentic and accessible. Keep the big picture in mind and don't get lost in the weeds.



"Excuse me. I'm new at this. Where do I click to add to my shopping cart?"