



THE TECH CHRONICLE

Is Your Antivirus Useless?

Companies that fail to stay abreast of the latest Cyber-Security trends will pay the price down the line. Most traditional antivirus software no longer serves as a 'lock' to keep threats out. Criminals are cracking such locks every day, while businesses continue to replace them with obsolete security options.

Don't leave company security up to a false sense of confidence. Always be looking at options to upgrade your digital security. Call America One! We're the IT security experts who constantly seek the latest and most robust security solutions. We can assess the security gaps in your systems today. CALL: (781) 356-3535

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This monthly publication provided courtesy of Ed Jones, MIT Engineer & President of America One.

Our Mission: to provide "Swift Answers. Personal Attention."

Through executing minimal response times; building strong relationships; providing personal explanations; and engineering essential solutions.

Why Gen Z Could Pose A Threat To Your Company's Security How To Prepare

As we progress through 2022, more and more Gen Zers will be entering the workforce. When millennials entered the workforce, we saw different attitudes and behaviors than ever before, and we should expect Gen Zers to come with their own uniqueness and differences. You may think that since they are the first full generation to grow up in the digital age they will be well-prepared for any technological challenges and security issues that arise, but that isn't always the case.

Since most Gen Zers grew up with a smartphone and social media, they're more likely to share information without any regard for security. According to Entrepreneur, many Gen Zers

struggle to distinguish between friends they met online and in real life. Cybercriminals could use this knowledge to carefully craft social media profiles to gain access to valuable information about the individual and possibly even their workplace.

There are many common issues that plague Gen Zers when it comes to cyber security. Password issues seem to be the most prevalent. According to a recent Harris Poll, 78% of Gen Zers use the same password across multiple accounts. That's up 10% to 20% when compared to millennials, Gen Xers and baby boomers. Other common issues include safe browsing habits and tracking basics.

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Over the next few years, there's a good chance that you will hire a Gen Zer for some role in your business. You're probably wondering how you can prepare your cyber security so it's ready to handle whatever the next generation brings. It's important that you're proactive in your strategy. Waiting until you already have Gen Zers in your workplace could leave your information unprotected or make your company open to cyber-attacks.

Before anything else, you need to develop an information security training program. It's imperative that your company have a well-established cyber-secure culture that everyone has bought into. That way, when you have new hires, you can put them through the same training while your other employees demonstrate proper techniques through behavior. Make sure your training is up-to-date and that you continue to update it whenever new software or technology is released.

Remember when I said that many Gen Zers struggle with password security and often use the

"78% of Gen Zers use the same password across multiple accounts."

same password for every account? If they continue to do that and use the same password for their personal and professional accounts, it could leave your business vulnerable. Start implementing password manager programs in your business as soon as possible to avoid this dilemma with any current or future employees. Password managers make more complicated and secure passwords that your average hacker can't crack.

If you truly want to keep your business protected from cybercriminals, you can hire a managed services provider to take care of your IT needs. MSPs are all about being proactive. You'll get around-the-clock monitoring, data encryption and backup, network and firewall protection, security awareness training and so much more. Basically, all of your cyber security concerns will be covered when you hire an MSP, and you won't even have to worry about the next generation making things more difficult.

As Gen Zers enter the workforce, it's important that business owners across the country prepare for their arrival. Don't wait for them to start at your business to make changes to your cyber security plan. Be proactive and do what you need to ensure that your business is fully prepared.

Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks. These mistakes cost thousands in lost sales, productivity and computer repair bills. This report provides easy and proven ways to reduce or completely eliminate the financial expense and frustration caused by these oversights.

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Client Spotlight



Kathleen Dorsey Gilman is the Principal Consultant at Boylston Staffing, LLC. In choosing an IT provider, Kathleen understands the value in hiring qualified professionals who understand how technology affects business. With America One, she feels confident her staff's IT needs will be met quickly and at a great price.

"America One is professional, friendly, very knowledgeable and understand the urgency of needing to fix issues promptly so we are not without our computers for a long period of time. When we call, we get a live person and the techs have a lot of patience. They always listens to our needs and recommend products at a reasonable price."

"Definitely give America One a try, you will not be disappointed. They really care about their customers and give quality service."

Kathleen Dorsey Gilman
Principal
Boylston Staffing, LLC

3 Ways To Get Your Life Back



When first starting out in my career, I had a meeting with an executive where I worked that completely revolutionized how I viewed things. While sitting in her office, I noticed a small picture frame on her desk that had a note with the words "eat lunch" on it. I asked her why she had that sign, and she responded by saying that she'd become too busy to eat lunch most days. This scene absolutely horrified me. Work is not supposed to suck the life out of you.

After this experience, I decided to never be in a similar situation, and I wanted to make an effort to ensure that other business leaders never felt like their work controlled every aspect of their lives. I developed three ways for business leaders to reclaim their lives. While doing each one will help in its own way, in order to truly get your life back, you need to do all three.

The first thing you need to do is make personal goals. We're always setting new goals when it comes to our businesses, but we also need to have goals for our everyday lives. These goals must line up with what you want to do when you're away from the office. I know of one CEO who set a goal to be at home when his teenager was off from school at least four days a

week. Figure out what you want to accomplish at home or with your family, and make the necessary changes to ensure that reality.

Just setting goals might not be enough. You also need to schedule personal time. I called one of my colleagues recently, and when he answered, he asked a question about a diaper bag. I felt confused by this at first, but he clarified that he had taken the morning off to bring his family to the zoo since the kids returned to school the next day. Always leave time for yourself and your family. If somebody is trying to schedule your time over one of your personal commitments, tell them you are not available.

The final way to reclaim your personal life is the "delete, delegate, delay and do" method. When you first get a task, just don't do it and delete it. If it's too high of a priority, see if you can delegate it to someone else. If there's nobody to delegate to, see if you can delay. If that's not practical, then just do it.

If you follow these three tactics, you'll see positive results in your personal and professional lives.



Dr. Geoff Smart is chairman & 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.

■ 3 Big Technology Trends For Businesses In 2022

Many of the changes brought forth by the pandemic are here to stay and may even evolve further. The year 2022 is shaping up to be a big one for technology, and you'll want to stay informed if you plan to keep up with any changes in your business.

With more people working remotely than ever before, there's been a greater focus on Internet speeds and usage. Over the next year, we'll experience an increase in 5G coverage as well as rapid development for 6G. Additionally, we're likely to see some growth in the AI sector. It's also imperative that you pay attention to the Metaverse and any impending developments, as the Metaverse

has the potential to majorly impact a lot of industries.

■ Avoid These E-mail Marketing Tactics

E-mail marketing campaigns are performed by almost every company because they're a cost-effective way to reach a large number of potential customers. However, have you ever felt like your campaign was not getting the attention it deserves? Is it possible you did something that actually turned people away from your campaign? You'll want to reconsider your approach if you're doing any of the following:

- Using clickbait subject lines
- Using your e-mails only as a platform to sell
- Sending too many e-mails too often

- Failing to personalize any of your e-mails
- Focusing on company-related content instead of making it relatable

■ Get The Most Out Of Your Products

When you first start a business or develop a product, you're probably trying to figure out a way to maximize its value. Sometimes it's not enough to simply create a great product or service. You need to inject it with the spirit of your company. When you first started your business, you should have written out some core values you never want to forget. Your products should also follow these values and, at times, be the greatest representation of them. Oftentimes, you can showcase this through the design of the product itself and its packaging. When someone first uses your product or service, it should look flawless and work perfectly. When a potential customer first sees your product and uses it, they should have no qualms about the quality or design. They should view your product the same way you ideally view it – like it's the best thing since sliced bread.



“Unexpected error.’ It stopped being
‘unexpected’ after the first ten times