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BERTIBRIEF

Cybercriminals Are Out In Full Force In Today's Times – Here's How To Stop Them



In the past couple of months, just about everyone has been forced to shift priorities. If you're like many business owners, you are intently focused on pivoting your business to accommodate today's "new normal". You are probably investing so much of your time in trying to retain your customers and generate new cash flow that you barely have time to even think about cybersecurity.

The problem is that cybercriminals and hackers know there's no better time to strike than during a global crisis. They're probably working overtime to craft new malware while the rest of us are trying to manage how our lives have been turned upside down. While you are so focused on your business, these cyberthugs are finding new ways into your IT network so they can steal data and passwords, compromise your clients' private information and even demand large ransoms.

Cybercrime is already on the rise and is expected to cause US\$6 trillion in damages in the US by 2021! But, if history repeats itself, you can bet hackers are already out in full force right now. We've already seen how headlines are changing from stories about COVID-19 to accounts of a frenzy of cyber-attacks on corporations and small businesses. Here are solutions you can implement during these crazy times to help protect your business data, money and productivity. *Cont'd pg. 4*



Use These Apps to Get More Done Each Day

Productivity: Evernote – Take notes, clip info from the web and save select emails for quick access and organization.

Time Tracking: RescueTime– It gives you a breakdown of how you use your time on every app and website. It also allows you to set productivity goals. The premium version (US\$6/month) even lets you block sites during certain times.

Project Management: Daylite – Create task lists, prioritize tasks, assign due dates and monitor progress. Daylite even integrates with other apps, like Evernote, reminders, email templates, project management, files and much more!

Organizing- Google To Do -This app is your usual to-do list extension of google apps, so you are not signing up for yet another app, you can sort your to-do list, add reminders, change the order of tasks and rename lists as desired.

The Simple Dollar, Feb. 3, 2020

3 Ways Successful People Turn Adversity Into Success

1. They say, “Bring it on.” They want adversity. It’s what helps them grow. Without adversity or something pushing back at us, we can stagnate. We need to be challenged!

2. They make bold decisions. Successful people make decisions knowing they may be taking on a lot of risk, but if they don’t push ahead, they won’t get the results they want. And if they make the wrong decision, it’s a learning experience.

3. They embrace the learning experience. You can’t grow and find success without continuously learning. You have to solve problems and collaborate with others, so when the next challenge comes along, it’s easier for you to adapt.

Business Insider, Feb. 13, 2020

4 Ways To Grow Your Business Without Working Harder

Incentivize Results – According to the Journal of Economic Psychology, people love cash incentives but are often more motivated by specific non-cash rewards. It could be time off or lunch for a week. All you have to do is tell your team what results you want, offer a creative incentive and, chances are, those results will be met!



Prioritize Time – Use the “80/20 rule” as a guide. Also known as the Pareto principle, it states that 80% of the effects come from 20% of the causes. Going by this principle, 20% of your time spent on tasks should yield you

80% of the results. If you have to put in more effort to achieve results, re-evaluate your approach (or take on fewer projects).

Evaluate Technology – Are you using outdated technology and software? You could be slowing your business down and harming productivity – not to mention putting your business at serious risk of data loss or a data

breach. Look at what you’re using now and compare it to what’s on the market. There have been major improvements, even in the last five years, that can boost productivity like crazy.

Open Communication – Open-door policies go a long way. Have weekly team meetings and a company-wide chat (such as Slack or Google Hangouts). The easier it is for individuals and teams to communicate, the easier it is for them to collaborate, and that can help things move very smoothly.

Inc., Feb. 13, 2020

Do You Know Any Business That Can Use Our Services During This Time?

If you know any Calgary business that can utilize some extra help in technology or can use an IT company to help them organize their technology setup and refine their existing work from home scenario please contact us at

403-398-6909 or email us directly ask@bertigroup.com

Moving FORWARD With The New Normal

Working from home and the new normal of our current reality is here to stay until we see the desired fruits of social distancing measures we've planted. I want to point out that it is imperative to stay positive and connected during this time, not everything is gloom and doom. We have the technology and resources to stay in touch with our family and friends consistently. At Berti Group, we boarded three new clients, encouraging the notion that we are always proud of what we do. Tougher times like today are always a true test for your business technology, and businesses lacking technological resilience are realizing that there is a stronger need for comprehensively managed IT services.



Business shifting to work from home has complicated a few things for us, for example, we've gone from a 10-employee business using one network, to supporting 10 networks from 10 different homes. Even though our response has been timely, we are gradually getting a grasp to fully support our clients and helping them stay afloat with IT coverage. In the meantime, Canadians have lived up to their hardy and resilient identity in worldwide health, and have been coping with the pandemic in every creative way possible. Whether it's hand-sanitizer from distilleries like Burwood and Minhas, Arlene Dickinson raising money for the charity, or Calgary Parking Authority giving 30 minutes of free parking etc. There are a lot of great examples of pivoting both in personal and professional life, to accommodate during trying times. This is the exact spirit that keeps us going as Albertans. And, remember no matter what you believe, one thing is always true: We are always stronger together, but for now six feet apart.



Think On The Known, Not Just The New

Neophilia is an obsession with new things simply because they're new – not necessarily better or improved – or novel. It makes people stand in line overnight for the newest technology release or scour the Internet to find the latest and greatest product, trip or experience. We often read books and attend seminars to find new things to ponder. Sometimes the influx of new information and ideas is so rapid that we don't use what we've learned or integrated it into our behaviour. So, what if we thought about the important things we've learned or responded to questions we already know we should answer? What is known but not recalled or revisited can shape and improve your life. Think about these knowns:

- Things you think you know because somebody told you? Think independently.
- Things you've only thought about superficially? Go deeper.
- Things you've stopped doing that used to bring you joy? Revisit them.
- Things you need to know? Learn them.
- Things related to your values and world view? Live them.
- Things that would improve your health and longevity if you consistently did them? Do them.

As stated in Christian texts, "Think on these things," and then lists known and timeless things – what is right, what is true, what is lovely and what is pure. Nothing new in the list, but everything worth thinking about often and deeply. Sometimes the known is as valuable as – or even more valuable than – the new.



Mark Sanborn, CSP, CPAE, is the President of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series "Team Building: How to Motivate and Manage People" or his website, marksanborn.com, to learn more.

Team Berti Group Shares Work From Home Tips

At Berti Group, every day we e-meet at 9 AM for our 'daily huddle' and discuss our 'wins', personal or work-related doesn't matter, the idea is to discuss positive outcomes from the previous day. Here's what they have to say about work from home, and how they have been coping with WFH situation.

Cindy: Get yourself a good chair. Working from home, we tend to sit for long periods as we don't have the interruptions and distractions that normally surround us in the office. A good posture chair will help. Also, get up and move around, or even do some stretching exercises. It all helps, if you want a bit of workout for your snack, put the cookie jar in the basement so you have to run the stairs each time you want a cookie.



Yusuf: Stay active and move around throughout the day. Go for a walk as the during a lunch break or stretch after every couple of hours helps immensely. Putting an alarm for a workday and scheduling your breaks also ensures that you have designated time for your work from home wellness routine.



Darren: With kids at home, we established ground rules. One simple rule to carry on with your work at home is to have a designated 'office' area, like Dad (Darren) gets a little room in the basement, and kids get the house. If they break the rule, Dad gets the house and kids get the small room. Also, kids know that dad is "at work" when the door is closed and they tend not to disturb during that time.



Sumit: Self-Care! often associated with millennials is not limited to face masks and baths and candles only. While working from home, it is important to realize that one aspect of self-care is staying organized for your own sanity.



To feel less overwhelmed in your own space, it is key to take charge of your immediate surroundings. Therefore, take ONE task a day to be organized, it could be as simple as organizing or cleaning up a drawer, bookcase, office desk, or even just a pile of papers, bills etcetera.

1. Be more suspicious of incoming emails- Because people have been scared, confused and not focused for a while now, it's the perfect time for hackers to send emails with dangerous malware and viruses. You probably have received a bunch of COVID-19-focused emails. Always carefully inspect the email and make sure you know the sender. There has already been a CDC-gov email address out there that's not legitimate and has spammed inboxes across the country.

Avoid clicking links in the email unless it's clear where they go. And you should never download an attachment unless you know who sent it and what it is. Communicate these safeguards to everyone on your team, especially if they are working from home.

2. Ensure your work-from-home computers are secure- Another reason to expect a rise in cyber-attacks during these times is the dramatic increase in employees working from home. Far too many employers won't think about security as their team starts working at the kitchen table. That's a dangerous precedent.

First, make sure your employees and contractors are not using their home computers or devices when working. Second, ensure your work-at-home computers have a firewall that's turned on. Finally, your network and data are not truly secure unless your employees utilize a virtual private network (VPN). If you need help in arranging or improving your new work-from-home environment, we would be happy to get your entire team set up. Our goal is always to help your business to thrive with greater cybersecurity and superior technology that improves efficiency.

3. Improve your password strategy- During crises like this one, your passwords could mean the difference between spending your time working to grow your business and trying to recoup finances and private data that's been hacked. Make a point now to re-evaluate your passwords and direct your team to create stronger passwords.

While it's so convenient to save your passwords in your web browser, it also lessens your security. Because web browsers simply require their own password or PIN to access saved passwords, a skilled hacker can bypass this hurdle. Once they access your saved passwords, they can steal as much as they want – credit card information, customers' private data and more!

Instead, you should consider a password manager to keep all of your passwords in one place. These password managers feature robust security. You, your team and your family have enough to concern yourselves with at the moment. There's no need to invite in more problems by letting your computer and network security slide during these times. While this coronavirus scare has negatively affected countless businesses, we are proud to say we are open and continue servicing our customers. If you need additional security advice or would like to have a consultation to discuss how to keep your data safe or how we can help you work more effectively, simply connect with us today.