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HardSoft Systems Ltd
select business and tech tips

May 2019
newsletter

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HELLO!

This month we have collected a wide range of articles. Some or all will definitely make you think and may spur some investigation for your business.

For instance, do you have an Acceptable Use Policy for your computing devices? Do you hold semi-annual seminars/ lunch 'n 'learn session/ etc to educate staff on cyber threats (see article on downloading movies for an eye opening read)? We estimate that more than 90% of cyber security issues are preventable with education of staff, so, a seminar is pretty cheap insurance.

As always, if you need help with items like the security awareness seminars as mentioned above or any other aspect of how changing tech impacts you and your business, call us @ 1-800-263-8433 and we can help interpret and plan.

Till next month!

> [IN THIS ISSUE](#)

That TV Show You Illegally Downloaded Has Surprises
Jason Evangelho, Forbes



People think they're outsmarting the system when they get illegal downloads from popular TV shows. Think again. A new study from the Internet security company Kaspersky reveals that people who download these illegal episodes are highly vulnerable to dangerous malware, adware, and possible Trojans than can destroy a computer. Kaspersky offers six valuable tips to protect you from these potential threats.

> [read more](#)



5 Ways to Help Your Team Be Open to Change

Edith Onderick-Harvey, Harvard Business Review

The only thing constant in life is change. In fact, more than 90% of CEOs believe their companies will change more in the next five years than they did in the last five. While business leaders need to learn how to engage in and affect change, that doesn't happen unless they also learn how to inspire their team to be creative and enable them to innovate. Learn five daily practices that a leader can establish to create a team of change makers.

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Is Your Business Ready for the Internet of Things?

Aviva Leebow Wolmer, Entrepreneur

If you've wondered what 'Internet of Things' (IoT) is, it's basically connecting any device with an on/off switch to the Internet (cell phones, coffee makers, refrigerators, office copiers, etc.) and is becoming more pervasive both at the consumer and business level. While IoT is currently underutilized in the business world because of some challenges in implementing it, there are some huge payoffs by implementing an IoT solution.

> [read more](#)



How Ben Franklin Turned Strangers into Loyal Clients

Victoria Greene, Neuromarketing

Ben Franklin once borrowed a book from a rival who became friendlier after Ben asked for a favor. This experience has led to what is now known as the 'Ben Franklin effect', which means if you ask someone for a favor, they will be more likely to do you another favor in the future. While this seems counterintuitive, it actually works! Learn how you can use this favor-requesting method to win customer loyalty.

> [read more](#)

4 Reasons Why Slowing Down Makes You More Successful

Andrew Thomas, Inc.

Is slowing down the faster way to succeed? It's exactly what business



professionals should be doing to get better results! The “hustle” lifestyle is often touted in major social media blogs, entrepreneurs’ creeds, and other ‘success strategies’ that brag about the constant work hustle to reach new heights of success. However, slowing down and creating a mindful presence of goals and work habits will ultimately bring more success. Learn four reasons why slowing down can lead to more personal and professional achievement.

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AND...VIDEO PICKS FROM OUR STAFF



Personal Air Travel
Inventor sees the world differently through personal jet suits
[> see the video](#)



Robots as Grocery Stockers
From tracking inventory to incorrectly placed items
[> see the video](#)



Tactical Learner's Permit
Teaching how to drive a car is now going tactical
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