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We hear about hackers hacking all the time. But how do they really do this? What is the actual “hack” of the matter?

There are plenty of ways a hacker can get what they want from a company, a person, or an agency, but here are a few of the most popular methods of attack.

Social Engineering

This category is especially stressful because social engineering is not thwarted by super tough software or a ridiculously prepared security firm. Social engineering exploits the individual people inside an organization; it’s one of the cheapest and most effective ways a hacker can get what he or she wants. But what exactly is social engineering?

Social engineering is a special form of intrusion that can entail a variety of actions that use manipulative tactics to encourage people to drop standard security protocols. Anything from downloading a malicious link to conveying login credentials over the phone to holding your passcode-protected door open for the next person is considered social engineering. In these situations, hackers utilize social techniques to make you ‘do’ or ‘say’ something you normally wouldn’t do or say.

For example, a man calls you on the phone and claims to be a technician from your internet provider. He says there’s an issue with the network, and to make sure your business is unaffected by this problem, he needs your admin’s login credentials. He assures you that everything will be super quick, and you’ll avoid a lot of downtime. Appearing to be a no brainer, you quickly hand over your credentials not knowing this technician is really a hacker from across the country. Instead of avoiding downtime, you just created a lot of

it... by handing over the keys to all your data.

Vulnerabilities

Software, browser, and system vulnerabilities are an easy in for hackers. Kaspersky Lab [states](#) that a vulnerability “is associated with some violation of a security policy.” This violation allows cyber criminals to hide malicious code, unauthorized commands, or malware onto your computer.

The majority of vulnerabilities are eliminated when (or if) you update your workstation; however, many people fail to update their PC with the recommended updates when they become available (choosing to postpone or ignore a critical update). For example, about 30% of users are [using](#) an outdated browser, and nowadays, with vulnerability hacking like Malvertising, outdated browsers are creating an even bigger security concern.

With Malvertising, cyber thieves purchase ad space on a website and embed code in the ad. When you land on a website with a malicious ad, the imbedded code will search your computer for vulnerabilities and push malware into them. You don’t have to click or view the ad to be infected; you simply have to visit the website. And the worse part about Malvertising is that it can be any website—rare or well-known. Google, Yahoo, Reuters, Forbes, The Daily Mail, and Huffington Post have all been previous victims of Malvertising—potentially infecting millions of people in less than a few hours.

The best defense against vulnerabilities is to make sure that all your technology is up-to-date at all times. Check your browser, operating system, software, and applications for updates on a regular basis and never postpone an update when one becomes available.



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4 Movies with the Coolest and Most Controversial Tech

The Avengers

While superheroes might not be all that realistic, J.A.R.V.I.S. is an entirely different story. Jarvis isn't just a user interface but a personal assistant who can hack into government databases and remotely control a legion of Iron Man suits. Thanks to an extra-terrestrial element known as the Mind Stone, Jarvis eventually transforms into a superhuman, super powerful, and super intelligent synthetic being known as Vision. Unfortunately, Google, Facebook, and Amazon don't have a Mind Stone at their disposal, but that won't stop them from creating a personal assistant to rival that of Jarvis. In fact, Facebook CEO and co-founder, Mark Zuckerberg, recently [announced](#) his plans to build an AI to do just that.

Elysium

On a manmade space station known as Elysium, the people are not only wealthy but in perfect health, as well. The Elysium people are cured of all diseases, cancers, and illnesses when they spend a few minutes laying on their individual Med-bays; however, the people living directly below Elysium, on planet Earth, are poor, malnourished, and dying of traditional illnesses that have since been eradicated

by Med-bay technology. If technology like Med-bay was in fact created, should it be limited only to those who can afford it or should it be made available for all?

Robocop

How would you feel if robots policed the earth and managed the wrong doers of society? Protected? Or worried for your own safety? Robocop is the story of a police officer turned into a partial robot. He is made to be faster and stronger than the average person and can use his mind to connect with networks, technology, and databases. But the question becomes: Does the 'what' control the 'who'? Can robots—even partial ones—be capable of making decisions that don't always have a clear answer? Consider self-driving automobiles... how do these cars make a decision when both choices could potentially end a life?

Men in Black

What is the government doing that we don't know about? ...a question as old as government itself. But what if they did it right in front of us without us ever knowing any better? Men in Black is famous for using a Neuralyzer to erase the memory of anyone who comes across an alien species. While Men and Black employs this technology in an entertaining fashion, it's a frightening notion. These suited agents have the power to erase your mind and fill in the gaps with memories they create. For all we know, this could already be happening...

Book Review The Effective Executive: The Definitive Guide To Getting The Right Things Done

By Peter F. Drucker

Originally published in 1967, *The Effective Executive* is a timeless guide for managers looking to transform into successful executive roles. But it's not just about how to land that title; it's about creating habits, strengths and talents that give you the ability to make effective decisions, avoid the unproductive, and ultimately, get the right things done. Luckily, these talents can be learned, which Drucker (a well-known management expert) clearly defines throughout this book that is still applicable nearly 50 years later.

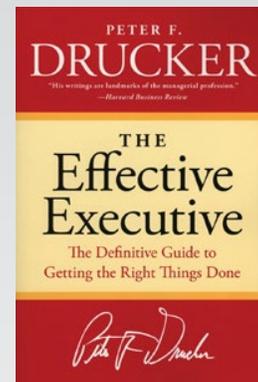
There are five talents needed to become an effective executive. These include:

- *Managing time*
- *Choosing what you contribute to the organization*
- *Knowing where and how to apply your strength*
- *Setting the right priorities*
- *Making good decisions*

The process of developing these talents is the premise of the book, using business and government examples to showcase how these traits come together to create a skilled executive. Drucker also uses his personal experiences to give a comprehensive view of responsible management, with perspective and insights that are relevant to this day.

Once you finish the book, the lessons are clear. You will understand the importance of doing what needs to be done, recognizing the right things that need your attention and cutting through the clutter of what keeps you unproductive. You will discover the ability to find opportunities as opposed to solving problems, which is what truly produces results. And you will not only learn to be effective, but you will also realize that effectiveness is a habit.

The Effective Executive is not your one secret to success. It's a collection of secrets, compiled by a management guru who understands that confidence and courage can be transformed into effectiveness. And that success comes from asking yourself what needs to be done as opposed to what you want to do.



5 Quick Predictions for 2016

Can you handle the need for mobility?

Mobility is growing at a rapid pace. Consumers want to access information and products quickly, no matter where they are, and with little to no effort. If you expect to preserve some form of a competitive edge, then maintaining a strong mobile presence is a must—this includes your website and your social media, as well as any mobile applications you need (and may not currently have) to complete transactions or transfer information more efficiently.

What are your payment limitations?

Small businesses need to be ready to accept all forms of payment. If you aren't, you'll miss out on significant opportunities that can have a potentially negative impact on your professional reputation. This includes everything from cash and credit cards to mobile apps and online transfer services. Think of it this way: Failing to provide multiple forms of payments means you're okay with saying, "Please don't pay for my products and services. The door is there."

What are you hot and heavy about?

It seems people everywhere desperately want to be loyal to companies, but before they do this, they need a good (enough) reason to do so. And usually, this reason stems from a 'cause.' Companies are beginning to realize this and as a result, have started to attach themselves to social movements and ideas. This **strategic** attachment gives companies more traction and more publicity in a world where everyone does the same thing, in the same way, for the same people.

How fast can you deliver?

If you didn't notice, Amazon recently started offering 1-hour delivery of Amazon Prime products to Manhattan residents. Another online company by the name of Jet popped up out of nowhere to provide 2-day delivery on all household essentials. You can expect to see the phenomenon of quick turnarounds more and more in 2016. And while your business, in particular, may not offer delivery at all, the real question is: How fast can you produce your products? Consumers want what they want whenever they want it, and if your lead time is two days and they want it same-day, you'll be SOL. Someone out there will get it to them same-day—whether it's a company that sells handmade items six states over on Etsy or a big box store ten minutes away. So, why can't you?

Do you want sprinkles on that data breach?

Hackers aren't known for being picky, and in 2015, we certainly saw this. From well-respected medical organizations and clandestine online dating agencies to top notch security firms and high-ranking government agencies, the business world was subjected to their fair share of data breaches... and then some. Planning for 2016 means planning for a potential cyber attack. If you fail to plan, you deserve to be hacked—and odds are, you will be. Just remember: No business is immune, and all businesses are fair game.

Be a more creative leader with these 3 tips

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Part of being an entrepreneur and a business owner (and even to a certain extent a manager, supervisor, or team leader), deals directly with that creative spark inside you. FastCompany, a site dedicated to delivering entrepreneurs daily blog content, says it well, "First things first: There's really no such thing as an un-creative entrepreneurship." In other words, the simple fact that you've built a business points to a certain level of creativity.

However, this doesn't mean you have enough creativity to fuel the innovation or permanency of your business for years to come.

Everyone is capable of growing their creativity—of discovering new products, ideas, processes, relationships, projects, and so on, for many years. You simply have to be willing to embrace what it is to be creative.

Be willing.

Much of creativity deals with uncertainty and a large amount of vulnerability, and if you expect to be innovative and progressive, then you need to be okay with these two emotions. You need to be willing to be uncertain of an outcome—will you succeed or will you fail? And, you need to be willing to be vulnerable—what will the outcome be, your critics say, and your supporters demand?

Be inspiring.

You can try to run a business on your own but odds are, it won't be easy and you won't be successful. You need supporters; you need a team that is willing to stand for, by, and with your creativity. Inspire your team and those around you, and your ideas will be stronger and more prosperous. As an added benefit, your staff will be inspired to create and innovate, as well.

Be positive.

Since being creative means being vulnerable and uncertain, it's very easy to be swayed by negativity; however, the more negative you are, the more you'll fail to see the opportunity in circumstances (whether these circumstances are good or bad). Not only this, but how are people supposed to believe in your creations if you don't believe in them yourself? Think positively, and your creativity will grow to do bigger and better things.



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