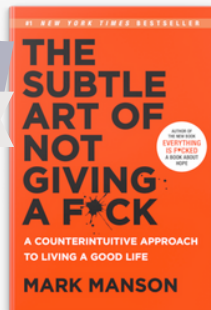


MAD TECH

3 Reasons Every Business Owner Feels Taken Advantage Of

Accept the World as it is.



Learning what to care about and where to spend you energy.

Too many of us get mad at the car cutting us off, the messed up coffee order or the mom in the PTO who always makes the homemade cake perfectly. The Subtle Art Of Not Giving A F ck by Mark Manson is a simple book about not giving into the propoganda of stuff. "Life is essentially an endless series of problems. The solution to one problem is merely the creation of another" Mark Manson. The biggest take away from this book is what is worth fighting for and what problem is worth dealing with.

Suffering is the biological necessity to be the agent of change we need in order to evolve. This book gives a simple perspective change for what matters in life.



This month's publication created by Mary Hamilton, CEO of Mad Data IO

JULY 2023



Our Mission is to secure 130,000 small business from outside threats to create certainty and stability for small businesses to thrive.



3 REASONS BUSINESS OWNERS FEEL TAKEN ADVANTAGE OF.

If I have heard it once. I have heard it a hundred times. The tone in the voice, the frustration from having to sign a check every month paying someone to protect something you can not see, to the long sigh every business owner takes when the word compliance is mentioned. The business world has changed a lot in the last five years. I remember when I saw the first ransomware attack live. Where alerts were going off then the mouse was clicking with accuracy through settings, folders, files, etc. Then we sat there, going back and forth. Shutting down the hacker, then they would go around and open it back up, then again, we shut them off. A few hours of this until the hacker gave up. The one thing about hackers is they work smart, not hard. Looking for the easiest way to get the most out of a situation. They look at a problem and say how can this work for me. Not how most ethical businesses owners looks at problems, which is how can work for the problem. This leads me to my point of where we are at today. For the first time in human history someone across the world, in some random office or bedroom has the ability to destroy your life with the click of a button. Everything you have worked for years to earn with the headache of figuring out how to serve clients, dealing with employees that don't care as much as you, not having enough money to pay the bills at times, the late nights and struggle. Yet the freedom to push yourself for your passion, your vision, your financial freedom. This can be gone with the click of a button.

The Threat: Reason #1

The first reason that business owners feel taken advantage of is because a new form of thievery exist. In the past the biggest worry business owners had was breaking and entering or maybe having a check stolen from the mailbox and forged. It was very physical. Very predictable. Now, we have new thieves. Digital thieves, who are faceless and traceless. It is not fair that these threat actors can easily break into the your computer, find your passwords, check your insurance contract so they know how much they can demand. Or they find your wives personal password to her bank account and start to siphon money away. Then slowly accessing other personal accounts, then your children's personal information creating credit accounts. Ruining their future. The pattern is predictable. 73% of small businesses have suffered at least one incident breach in 2022.

38% of small businesses admitted to then suffering from at least two to three additional attacks after that.

The Cost: Reason #2

Since hackers have grown their small business gang banging operations against small business finances that has caused small businesses to add more technology, IT support, cybersecurity protection, insurance, dark web monitoring, training and awareness and policies to implement. Criminals have driven up the cost to do business. If you do invest in cyber security then the cost is hundreds if not thousands of dollars every month. Including the mental responsibility of employees putting your company at risk by opening up a bad email. Then if you do not pay the money for ALL the security, training, policies, insurance, etc then you could potentially pay the ransomware, then the cost for media communications, forensic specialist,

new equipment, legal cost, restoration cost, data recovery, loss of work time, the list keeps going. Is it fair that hackers can do this? Is it fair that you have to worry about your digital life being stolen? Is it fair that you have to pay all of this money for what feels like a big fat what if? No, it is not fair. It will never be fair. Yet, it is a part of life.

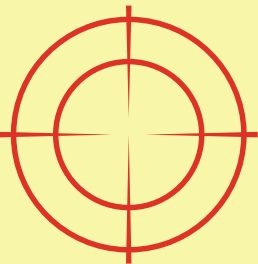
The Government: Reason #3

Compliance. It is a word that financial institutions, accountants, government contractors, healthcare providers, attorneys, car dealerships and many other businesses now dread. Why is this word so dirty? Because the government has mandated that these businesses invest more in cybersecurity and infrastructure than other businesses. Which feels like you are being taken advantage of. The government has the best intentions of setting a standard because the need arose. When you have companies handling social security numbers, dates of birth, bank account numbers, names, addresses, and traceable personal information how do businesses keep that information protected as a whole? Unfortunately, not all businesses have the moral drive to spend more money just to protect data. Most business owners struggle with the enforcement of compliance due to the complexity, policies,

and mechanisms that need to be enabled to come under compliance. In the end, people just don't want to be told they HAVE to do something. Human nature is to rebel against being forced to do something.

It may feel like a luxury to afford cybersecurity. Overwhelming to know what you are supposed to do and then trusting another company to make sure that you are safe, compliant all for an affordable price. There are a few companies that embrace the cybersecurity culture and see its worth in the workplace. Doing more than just the bare minimum to protect those they serve. Yet, there might always be a twinge of injustice for having to spend so much time, energy and money on some douch bag in another country who is trying to hock your data off for a few dollars. You are 100% justified in feeling taken advantage of. You can't make the world a utopia rather embrace the world for what it is and make it work for you.

Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN Equifax, Yahoo and Target Did?



If the answer is "NO" – and let's be honest, the answer is no – you are leaving yourself and your company open to massive liability, millions in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – Social Security numbers, credit card numbers, birth dates, home addresses, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time until they destroy your business, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. But if your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let this happen to you, your employees and your customers. Reserve your exclusive CEO Dark Web Scan now!

Get your FREE Dark Web Scan TODAY
at maddata.io/dark-web-scan

Get More Free Tips, Tools and Services At Our Websites: www.maddata.io

833-623-7253

Shiny New Gadget Of The Month:



Pothunder Fingerprint Padlock

It can be frustrating losing the key to a lock, breaking the key off inside of it.. Yes, it happens. Having this keyless, password less, no app, no bluetooth, your finger is the key. Say goodbye to tedious password combinations without worrying about losing your keys or forgetting your password. The fingerprint padlock has a high fingerprint for family or personal use, friendly to children and the elderly. This smart padlock has low power consumption and long standby time. The smart fingerprint lock is charged by USB, a rechargeable 100MAH lithium battery can support 1 year standby time and can be unlocked over 2000 times. If battery is out of power, it will keep locking with the red light blinking.

HOW RECESSIONS BENEFIT GREAT COMPANIES

Recessions are bad for most people, and I won't make light of how horrible these times can be for the vast majority of companies and their employees. It's true that for most companies, recessions mean increased stress at work, stalled career progression or even layoffs, uncertainty, raised board and shareholder pressure, increased financial strain and extreme anxiety. It's no fun to wake up to that every day! But for great companies, people can turn things around and make recessions awesome.

So, what are great companies? They're the ones that make great products or deliver exceptional services to customers. They provide a wonderful work culture that attracts and retains talented people. And because they take good care of their customers and employees, great companies don't have a dangerous debt burden. They are profitable, can pay their bills to suppliers and deliver an attractive return to investors in dividends and equity appreciation.

Recessions are awesome for certain companies for the following reasons.

Losing The Cobwebs Of Complacency

"Success breeds complacency." Andy Grove, the legendary CEO of Intel, wrote that. And while I'm not here to suggest everybody embrace full-on "paranoia" in the workplace, I am suggesting that successful companies must keep hustling to stay on top. A recession provides an opportunity for a wake-up call to companies that may otherwise start coasting. Now is the time for them to get back on track.



Dr. Geoff Smart is the chairman and 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 bestsellers. He stays active in his community and has advised many government officials.

Taking Customers And Colleagues From Undeserving Companies

I'm not sure why customers buy products or services from lesser companies. And I'm not sure why talented people work at lesser companies. Maybe it's due to convenience, connections or just habit. In any case, as lesser companies stumble during a recession (e.g., shutting locations, letting service and quality drop, highlighting dysfunction in the culture, etc.), it's the perfect time for great companies to pick up more of these customers and talented people.

Increasing The Rate Of Learning For Your Leaders

I don't know about you, but time seems to move more quickly for me during harder times than when things seem easy. This can enhance the learning curve of your up-and-coming leaders. Just remember not to make too many decisions for them that will stunt their growth. Allow your leaders to come to you with problems and solutions so you can aptly coach and support them. Let them test and learn various approaches to leading through uncertain times.

If you buy from a lesser company or work at one, the next recession is likely to be a bummer for a couple of years. But if you work at a great company, fear not. This will be an awesome opportunity to shake loose some cobwebs of complacency, take customers and colleagues away from lesser companies and increase the rate of learning of your leaders.

Client Spotlight: HopeTree Family Services

Jon Morris is the current CEO of HopeTree Family Services proudly revealed what the next decade holds for the non profit that provides shelter for children, elderly, and being a refuge for the community. For nearly 100 years this organization has shifted with the need to provide certainty and stability to a vulnerable population. They created a school to provide education, invested in equine therapy to help children cope, then minister to the elderly in need. Investing in the community to continue a legacy that will provide for Salem, Virginia for another 100 years.

For ways to support HopeTree Family Services visit www.hopetreefs.org.



LET YOUR EMPLOYEES KNOW YOU CARE WITH THESE 3 TATICS

■ If an employee is unhappy working for your company or doesn't feel appreciated by their leadership team, they will search for a new job. This has left many leaders questioning what they can do to show their employees they actually care about them and their well-being. Here are a few different ways to show your team you care.

Growth Opportunities

Most employees want to work somewhere with the potential for advancement. It's important to connect with your employees through one-on-one meetings so you can determine how they want to grow professionally and personally.

Foster A Supportive Work Environment

Nobody wants to work at a business where they don't feel accepted, supported or appreciated. Go out of your way to create an inclusive environment and give your team a sense of belonging.

Recognition

Your employees want to hear about it when they do well. Don't be afraid to recognize or reward them when they're doing a great job. Simply thanking your employees for their hard work can go a long way toward improving overall morale.

Are You Micromanaging Your Team?

There are many different management styles, but one that always seems to upset employees and take away from productivity is the act of micromanaging or overcoaching. Micromanaging occurs when a leader provides instructions that are too specific while watching over the team as they perform their tasks, looking for any lapse in perfection they can then bring up to the employee. It's a frustrating practice that can send well-qualified employees running out your doors.

So, how do you know if you're micromanaging your team? Pay attention to how you're directing them. You won't get a preferred response if you tell your billing manager how to do their job. You hired these employees to perform specific roles, and they have the experience to do it well. So, let them work until there's a need to redirect or re-analyze the situation. Ask for feedback when you conduct one-on-one meetings with your team. Listen and make the necessary adjustments if they say you're micromanaging. This will help boost productivity in your business while you still get the most from your team.

How to Use AI for Your Business



How To Use Chat GPT for your marketing and using tools like Canva to schedule post on your social media.

1. Create a prompt in Chat GPT about your subject matter.
2. Copy the Text into a Spreadsheet.
3. Clean up the text.
4. Label your columns.
5. Save your sheet as a CSV file.
6. Choose and make your design in Canva.
7. Add text placeholders.
8. Bulk create your content.
9. Review and edit your designs.
10. Save your bulk-created designs.

Make sure that your social accounts are linked with canva and schedule your content to be released.

AI does not have to be complicated. Try this to help you in your business to make marketing and branding easier.