

## "Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

### WHAT'S NEW

KAMIND IT has been named to the 2019  
**Inc. 5000 America's Fastest Growing  
Private Companies!** Check out the listings at  
<https://www.inc.com/inc5000/index.html>



Meet our newest team member that is here to  
assist in growing our business at **KAMIND IT**.

**Ed Sefton** is our new Cloud Support  
Engineer, assisting our clients solve business  
problems with the use of The Microsoft  
Intelligent Cloud! Please welcome **Ed** to our  
team.

## SEPTEMBER 2019



This monthly  
publication is  
provided  
courtesy of  
Matt Katzer,  
CEO of  
**KAMIND IT**

**Our Mission:** "We help our clients solve  
business problems with the use of The  
Microsoft Intelligent Cloud"



### Top 4 Strategies I Learned From Daymond John To Improve Leadership And Grow My Business

This past June, I got to hear the one and  
only Daymond John speak at a small  
private event. You may know Daymond  
as a successful entrepreneur who has  
appeared on the hit ABC show Shark  
Tank. Best known as the founder of the  
clothing brand, FUBU, he is also the  
author of *The Power of Broke* — an  
insightful look into his life and what he  
did to find success.

Daymond brought a lot of that insight to  
the room. While he had a lot of great  
things to say, there were four business  
strategies that really struck a chord with  
me — strategies any business can learn  
from to improve.

#### Invest In People

This is the most important thing for a  
business to realize, as Daymond put it.  
He talked about how he (and the  
Sharks) invests in people, not  
companies. Think about it: companies  
come and go. In fact, most companies  
will go. On the other hand, people learn  
from their experiences (good and bad),  
and they grow. Putting your people first

is what gives companies staying power.  
Your team matters and your clients  
matter, and you should make every effort  
to ensure they know that.

#### Don't Be Reactive — Be Responsive

A lot of businesses are reactionary. This  
was a lesson Daymond learned working  
with prolific rapper and music producer  
LL Cool J in the late 1980s. When you  
react to something, you're already  
behind the times. Part of LL Cool J's  
success in the rap world was being  
responsive. He didn't just jump on  
trends, he helped create them. He  
recognized the rap world was constantly  
changing in terms of sound, lyrics and  
style (including his fashion).

Daymond was able to market his FUBU  
clothing because he was doing things  
other clothing makers weren't. He was  
taking risks, working exceptionally hard  
(another one of Daymond's points was  
"always be hustling") and was willing to  
respond to changes in the marketplace.

Continued Page 2

**Be True to Your Word** - When Daymond first got the call from Mark Burnett to join Shark Tank, Daymond knew he had to turn down the show. Signing onto Shark Tank meant he couldn't appear on any other shows, and he was already working with the Kardashians — a family who, at the time, wasn't quite the household brand name they are today.

Daymond told Burnett he was going to stick with the Kardashians because he had given them his word (and likely signed a few contracts with them). He wanted to help the Kardashians get their brands moving. He saw their potential. The family got word that Daymond had turned down the Shark Tank deal and said, "No, don't let us get in your way!"

Daymond also recognized that the Kardashians are savvy businesspeople. As he put it, "They know their analytics." And that's true! That's why they found success on TV and in stores around the world where their many products are sold. But he wasn't about to leave them high and dry for his own gain. Eventually, they found a solution, and he joined Shark Tank, but he wasn't going to compromise his integrity. And that's something none of us should compromise on.

**Remember, You Are The Brand** - The biggest brands are distilled down to three, four, five words. People know these words by heart, including Nike (Just Do It) and Apple (Think Different). You should have your own 2-5

**"Daymond was able to market his clothing because he was doing things other clothing makers weren't."**

words. "If you can't describe yourself in 2-5 words and you walk into a room, you leave it up to us to interpret."

Another thing to remember is that people associate your social media with your brand — whether you're a business intentionally posting content related to your brand, or you're an individual posting about your last vacation. What you share on social media is shared through a lens — your lens. Pictures, posts, you name it — it's all a part of your brand.

That said, posting something negative will hurt that brand. It's always important to be mindful of what you post and encourage your team to do the same. Having rules and policies regarding what can and cannot be shared on social media will go a long way in preventing a catastrophe.

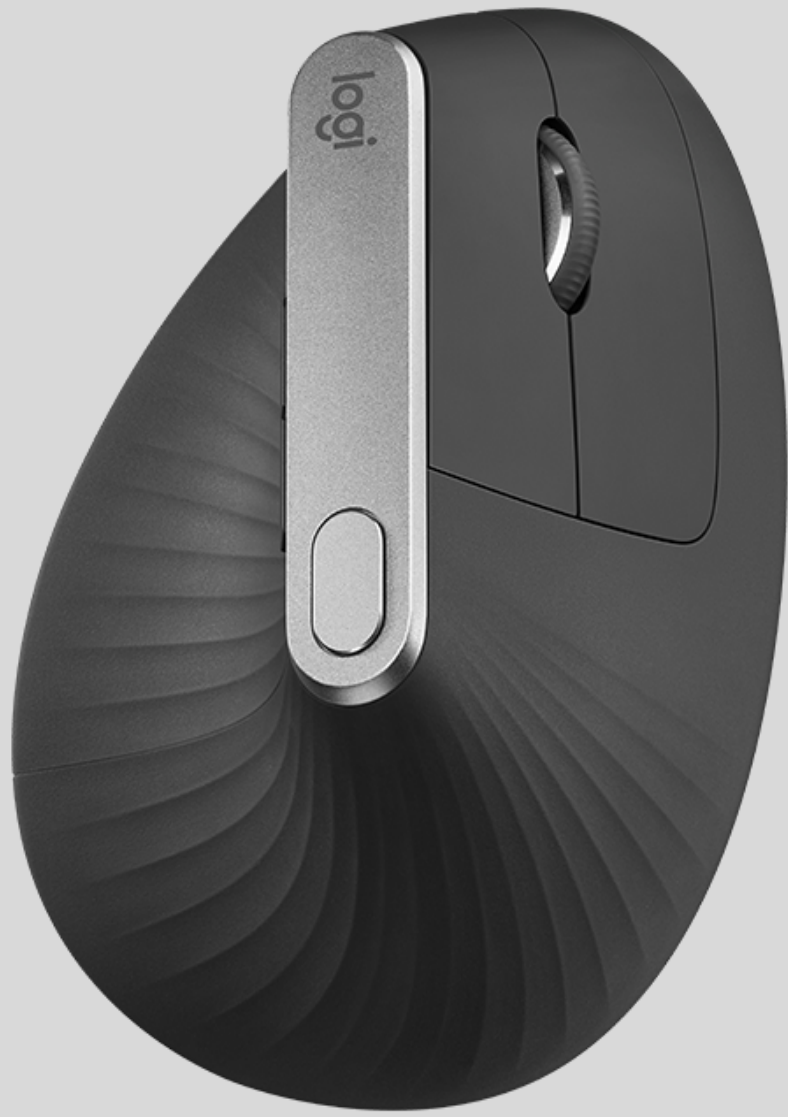
These four points only skim the surface of what Daymond talked about, but these are crucial things we all can learn from. It was great to hear him speak and to hear his story, and I send my thanks to him for all of his wonderful insights! - **Robin Robins 2019**



**26+ Cyber Security Statistics & Facts For 2019**  
**Collection of the latest cyber security statistics and trends to help keep you informed**

- Roughly 1 out of 5 files aren't protected
- Cyber crime is quickly becoming more profitable than the illegal drug trade
- Users in the U.S. open around 1 in 3 phishing emails
- Information loss accounts for 43 percent of the costs in cyber attacks
- By 2020, there will be 300 billion passwords utilized across the world
- Over half of millennials experienced cyber crime in the last year
- Personal data can be purchased within the range of \$0.20 to \$15.00
- The lowest cyber crime rate award goes to the Netherlands. The highest goes to Indonesia.
- If they have a data breach, it typically takes companies over 6 months to notice.

# Shiny New Gadget of The Month



## Logitech MX Vertical Advanced Ergonomic Wireless Mouse

The Logitech MX Vertical Advanced wireless mouse is the best of its kind. The accessory has clever ergonomic design, which significantly reduces muscle strain when compared to a conventional wireless mouse.

Compatible with PC and Mac, the gadget can pair with and seamlessly switch between two computers running Windows 10 and macOS. Its battery can last for months between charges. We like that Logitech has equipped the mouse with a USB-C connector for charging. Connect MX Vertical via the included USB-C charging cable, Logitech Unifying Receiver, or Bluetooth®

MX Vertical is an advanced ergonomic mouse that combines science-driven design with the elevated performance of Logitech's MX series. Rise above discomfort with a mouse designed to reduce muscle strain, decrease wrist pressure, and improve posture.

# Building Confidence in Yourself As a Leader & In Your Organization



How can you build your confidence as a CEO, investor or entrepreneur? New CEOs have imposter syndrome. Private equity investors who just raised another \$1 billion-plus fund read newspaper headlines about the coming recession and quietly gulp. Self-made billionaire entrepreneurs worry that their fortunes will take an embarrassing hit. Newly elected government leaders worry about whether their results will live up to their campaign promises. We find that leaders are less confident when they obsess about things they can't control, rather than taking action in the areas they can control. The Wall Street Journal reported the results of a new survey (6/16/2019) by the Conference Board regarding what is on the minds of 800 CEOs.

### External Hot-Button Issues

1. Recession
2. Global trade
3. Politics

### Internal Hot-Button Issues

1. Attracting and retaining top talent
2. Disruptive technologies
3. Developing the next generation of leaders

What this survey says to me is this: it's good to be aware of issues that are outside of your control – recession, global trade, politics. But it's even more brilliant to master the things that are within your control – hiring and retaining top talent, developing digital capabilities and developing the next generation of leaders.

### How much confidence do you have in your team?

If you have a high degree of confidence in your team, then keep doing what you are doing to hire and develop them.

But if you don't have a high degree of confidence in your team, then you should focus on hiring, developing and retaining more of the right people who fit your strategy – who can achieve the results you seek. How? There are three ways to build confidence in your team. You can invest the time to master the skills and best practices around hiring, developing and retaining top talent yourself.

Or you can engage ghSMART to do it for you. Or, what most of our clients do is engage ghSMART to solve this problem immediately and build your skills in this area for your long-term success. (A quick side note – I'm very proud to report that my colleagues achieved 99% "high" client-reported satisfaction over the past 12 months. So, to go with this confidence theme, I have a very high degree of confidence that my team will help you solve your #1 problem!)

A great way to build confidence in yourself as a leader is to build your confidence in your team. If you are the CEO of a \$1 billion-plus revenue company or have raised at least a \$1 billion fund, please reach out if you would like my team to help you build confidence in your team to deliver the results you want to achieve for customers, employees and shareholders.

**September 2019**



**Geoff Smart** is chairman and founder of **ghSMART**. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book, *Who: A Method For Hiring*, and the author of the No. 1

Wall Street Journal best seller **Leadocracy: Hiring More Great Leaders (Like You) Into Government**. Geoff co-created the Topgrading brand of talent management. He is the founder of two 501(c)(3) not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring, and the Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a BA in Economics with honors from Northwestern University, and an MA and PhD in Psychology from Claremont Graduate University.

■ **6 Ways To Protect Your Business From Getting Hacked...Are You Doing All Of These?**

Know your data AND your risk. What kind of data are you storing? Knowing your data can inform you of your risk, and when you know your risk, you can respond with a plan to secure that data.

Have backups. Losing data cripples businesses. Always schedule regular backup so you never have to worry about losing it.

Encrypt your data. Encryption helps to ensure that only those who have permissions can access and read your data.

Get better passwords. Most people use bad passwords or use the same passwords for every website. Cybercriminals take advantage of this. Use strong passwords, two-factor authentication, and a different password for EVERY website.

Maintain defenses. Malware lurks in e-mails or unknown links on the web. It can harm your equipment, give hackers access to your data and hurt your business. Antimalware software coupled with a firewall can help block these threats.

Educate. Your team can be your best defense. They should be educated on cyberthreats and what to do/not do when it comes to their "digital responsibility" within your company.

CPO Magazine, 6/12/2019.

■ **3 Ways Working Harder Can Slow The Growth Of Your Company**

You're not delegating. When you work too hard, it becomes easy to "take over" projects. You become a micromanager who loses sight of the team and doesn't play to the strengths of the

experts you hired to carry the load. If you're not delegating, projects move less efficiently and you miss important details.

You're not thinking creatively. Because you miss crucial details, you lack perspective, and a lack of perspective makes it hard to think creatively, as research confirms. When a problem comes your way, you may not be able to solve it to the best of your abilities and you will end up creating a bigger problem.

Your business suffers. One person can do only so much and one person cannot scale a business successfully. If you want your business to grow, you MUST hand over much of the responsibility to others. Your business must be able to run without you in the building.

**Small Business Trends, 2/12/2019.**

■ **Ransomware = Biggest Threat to Cloud, Data and Enterprise Infrastructures**

According to the "Vectra 2019 Spotlight Report on Ransomware", recent ransomware attacks have cast a wider net to ensnare cloud, data center and enterprise infrastructures.

Cybercriminals are targeting organizations that are most likely to pay larger ransoms to regain access to files encrypted by ransomware. The cost of downtime due to operational paralysis, the inability to recover backed-up data, and reputational damage, are particularly catastrophic for organizations that store their data in the cloud.

For instance, first seen in August 2018, Ryuk has targeted more than 100 U.S. and international businesses, including cloud service providers like DataResolution.net. CrowdStrike characterizes the approach used by Ryuk as "big-game

hunting" because attackers have made off with millions of dollars from a wide range of victim organizations with perceived high annual-revenues.

The report found that that while ransomware is dangerous, the total volume of detections has been decreasing for some time. California experienced the largest percentage of the total volume of file encryption in ransomware attacks, followed by Texas and Ontario.

In North America, the percentage of the total number of incidents exhibiting ransomware network file encryption per industry:

- Finance and insurance (38 percent)**
- Education (37 percent)**
- Government (9 percent)**
- Manufacturing services (5 percent)**
- Healthcare (3 percent)**
- Retail (3 percent)**
- Energy (1 percent)**
- In Europe and the Middle East:**
- Finance and insurance (35 percent)**
- Healthcare (18 percent)**
- Energy (17 percent)**
- Manufacturing (13 percent)**
- Services (8 percent)**
- Tech (4 percent)**
- Retail (4 percent)**
- Government (1 percent)**

Our research indicates that 53 percent of organizations say they have a 'problematic shortage' of cybersecurity skills today and the ramifications of it are very evident with fast-moving ransomware attacks," said Jon Oltsik, senior principal analyst at the Enterprise Strategy Group. "The industry simply doesn't have enough trained security folks scanning systems, threat hunting or responding to incidents."

June, 2019



Gold Cloud Platform  
Gold Cloud Productivity  
Gold Windows and Devices  
Gold Enterprise Mobility Management  
Gold Small and Midmarket Cloud Solutions

