



The Bensinger Beacon

MONTHLY INFORMATION TECHNOLOGY NEWSLETTER



Detect & Prevent Server Attacks before they happen.

Guaranteed Ransomware Protection!

Bensinger Consulting is now offering SentinelOne, the Next Generation in Endpoint Protection software. SentinelOne's next-generation endpoint and server protection uses several layers of attack prevention, including behavior detection and machine learning that stops attacks that other vendors simply can't. It also provides unparalleled threat visibility at a minimum system impact.

**\$1,000,000 USD
guarantee against
Ransomware!**

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June 2017



This monthly publication provided courtesy of Ed Bensinger, President of Bensinger Consulting.

As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"



we all know that using information technology programs, apps, or internet browsing carries a certain amount of risk. Nobody wants to have their secure data compromised, but technology brings enough benefits that the risk is worth it. So you vet certain systems, you establish protocols, you update and patch your software, and you keep track of the technology used at work.

But what about the technology your employees are using that isn't part of your official plan? We're talking about messaging apps, Excel macros, cloud data storage, collaboration spaces, and even hardware like USB drives, smart phone storage, and personal laptops that you don't control.

We call this "shadow IT," and that's a whole lot of potential holes to cover!

The Hidden Dangers Of "Shadow IT" To Your Business

Even if you ignore the dangers of having accounts hacked, data stolen, and websites vandalized, shadow IT can be very inefficient. You don't control it, so you don't know where important information is or what work is being done. It makes it hard to avoid duplication of efforts and even harder to manage employee productivity.

What are you to do?

Well, your gut reflex might be to "crack down" on using unauthorized technology for work purposes. Swallow that reaction, though - you can't stop it, and you'll just harm morale. You'll also drive usage even further underground; your people won't be honest with you for fear of reprisal. That means that if a compromise occurs, you'll be the last to know.

Instead, keep an eye on the situation. Make it clear that you

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support employees using the tools they need to get the job done, as long as they let you know what those tools are. If your people start using cloud storage apps, that's fine - but have them explain how they'll keep that data secure.

Just as you empower them to find their own tools, empower them to keep things secure. You probably can't come up with a list of all the shadow IT that's being used at your work, but you can keep an eye on the trends as they develop. Research the technology that's being used and watch the headlines for data breaches or other compromises.

In some cases, you will have to crack down on specific apps, programs, or devices being used at your work; they're just too risky. an issue.

If you've worked with employees and fostered good communication, this shouldn't be

“Don't try to stop all shadow IT use; you'll only guarantee that when a compromise occurs, you'll be the last to know.”

Remember to avoid blaming employees when shadow IT becomes a problem - especially if they bring the issue to your attention themselves.

There's nothing wrong with asking your people to stop using a specific program or device, as long as you're transparent and have good reasons.

Last, but not least, try to look on the bright side.

Shadow IT may be a little risky, but it also presents opportunities for employees to drive productivity and try out new best practices.

If they're using a piece of technology, it's probably doing something that the currently "approved" tech is not.

They're also showing self-starter tendencies and trying to do their job better. And that's always something you should support!

Free Report Download:

The Business Owner's Guide To IT Support Services And Fees



You'll learn:

- The three most common ways IT services companies charge for their services, and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees, and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration, and added costs later on that you didn't anticipate.

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Time to Get Vulnerable

When you hear the term “leader,” adjectives like strong, assertive, and powerful come to mind. But what about vulnerable? Those in leadership positions often believe that displaying vulnerability to their team is a sign of weakness.

I’m here to tell you that they couldn’t be more mistaken. In reality, vulnerability is a strength, and all skilled leaders have it. And in order to help you grow into a better leader, **I want you to be vulnerable.**

Patrick Lencioni once said to me, “Start by coming to terms with your own vulnerability as a leader and then translate that to your team and then the rest of the organization.” Waldo Waldmen, a top fighter pilot and a good friend of mine, once said something similar. He explained that after every mission, they would have a debriefing. Before it started, everyone was required to take off their name tags and their rank. Now, with an even playing field, they would go over the good, the bad, and the ugly of the mission. The leader would take the lead, admitting their own mistakes first.

They call this “exposing your chest to daggers,” and it creates an environment for the new hires, the young wingmen, and the young folks that are in the formation to say, “You know what? If so and so, the flight lead, or so and so, the top gun, is going to share his or her mistakes, then I can do the same thing.” But it has to come from the top down, and it means being vulnerable, more honest, and more open about what’s going on. Waldo said the key is to show you are a human being first and a top gun or high-ranking officer second.

Do you start meetings by exposing your mistakes first?

I’m not talking about being passive-aggressive. “I never should have trusted so and so with this.” I see and hear that all the time, and it’s the opposite of exposing your chest to daggers. I’m talking about where you underperformed, did something wrong, or made a bad call.

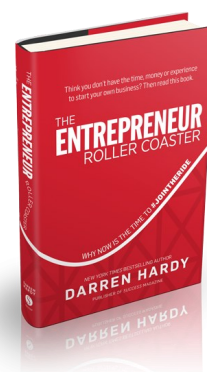
Those are the things to expose.

Many years ago, Les Brown gave me some great advice. He said, “You are a compelling speaker and certainly you have had a tremendous track record of success — but you can’t just talk to people’s heads or only appeal to their intelligence.” He continued, saying, “They have to feel your story, the whole story — failures, shortcomings, fears, and pitfalls — both the triumphant and the terrible.” That, he told me, was what would make me a real leader.

As you can imagine, this was an awakening, and it changed my life. You’ll notice it if you read my first book and my new one; “The Entrepreneur Roller Coaster” is a lot more honest about my personal journey, warts and all. While people may be inspired by your success, they are empowered by knowing that they can fail at times and still succeed wildly.

If you want to be a leader, open yourself up to others. If people can feel and connect with you, they will charge through walls for you. That is real leadership, real influence, and real achievement. So, right now, think of one failure with which you can open up to your team.

Are you in? I promise you will see immediate results.



Darren Hardy is the creator and visionary behind SUCCESS magazine as well as the NYT-bestselling book “The Compound Effect.” His newest book is “The Entrepreneur Roller Coaster.” For more, visit darrenhardy.com.



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■ **TWITTER might be building a paid subscription service for “power” users.**

According to The Verge, the social media giant is surveying users to determine the size of a market for pay-to-play tweeting. This would mean a more robust platform of tools for marketers, journalists, and others who want the most from Twitter. This premium tool set will provide valuable viewing, posting, and signaling tools like alerts, trends and activity analysis, advanced analytics, and composing and posting tools all in one customizable dashboard. It will be designed to make it easier than ever to keep up with multiple interests, grow your audience, and see even more great content and information in real-time. This comes at a rough time for Twitter, and any potential influx of revenue has to be a welcome thought. *TheVerge.com* March 23, 2017

■ **Electric car charging towers could replace gas stations, one day.**

THE CHARGING TOWER is a new concept that Digital Trends recently reported on. The idea is to replace current gas stations with charging stations in the future as electric cars become more popular. Stacking up cars like dominoes, the tower looks more like a parking tower than a gas station. This is important because electric car technology seems to indicate that charging will take hours longer than a standard “gasup” takes today. *DigitalTrends – April 6, 2017*

■ **Microsoft slips by Apple to grab tablet satisfaction honors.**

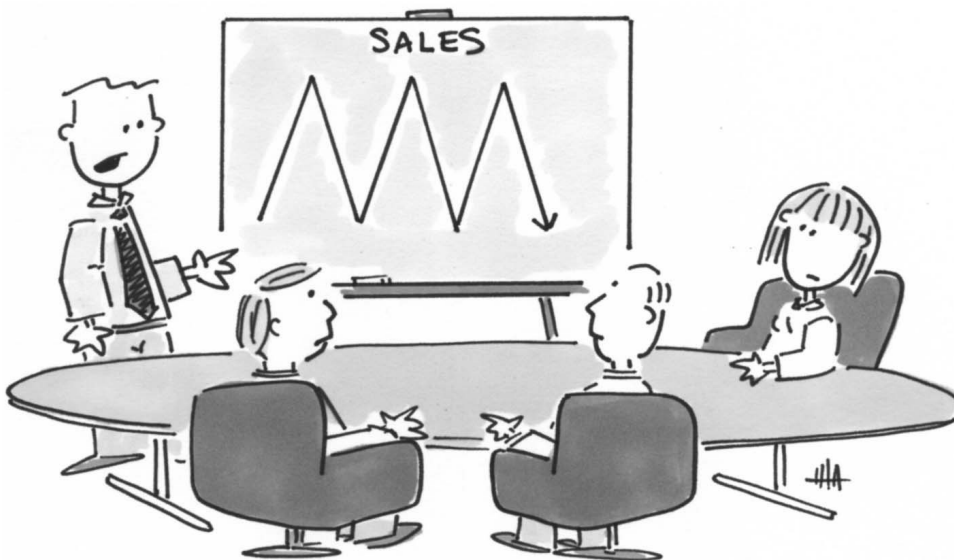
MICROSOFT won the J.D. Power tablet survey, as reported by Mashable. Although the “tablet wars” of the past aren’t as hot as they used to be, it’s still an upset (albeit a close one) for Apple, who dominated the

tablet market for years. Microsoft tablet functionality won out over Apple’s iPad; the non third-party keyboard probably helped with that. But Microsoft also won in the design category, which has to sting. Surprising nobody, LG, Asus, Samsung, and Acer came in far behind Apple and Microsoft. *Mashable.com* April 7, 2017

■ **Panther Drone Delivers Package by Air and Land.**

PANTHER DRONES strutted their stuff recently with capability to fly and roll along on land, delivering packages with aplomb. Similar to military-style land and-air drones, the Panther has a few advantages when it comes to residential delivery - like avoiding air hazards such as trees and power lines. A four-wheeled drone’s first aerial package delivery test showed off a special touch by also driving up to the doorstep of its pretend customer. That capability to deliver by both air and land makes the Panther drone an unusual competitor in the crowded drone delivery space. But the drone’s limited delivery range may pose a challenge in competing against the delivery drones of Google and Amazon. Unfortunately, the Panther is relatively heavy, so it has a limited range compared to other prospective delivery drones. *Discovery.com* March 30, 2017

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"...and then another drop this month. But, I have a really good feeling about next month."