

The



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# Tech Chronicle

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

## What's happening

We are sponsoring and participating in the 2nd annual "Out of the Darkness" Volusia County Walk. The event is a journey of remembrance, hope, and support. It unites our communities and provides an opportunity to acknowledge the ways in which suicide and mental health conditions have affected our lives and the lives of those we love and care about.

Join us on Sept. 10th at 9:00AM at Kenneth W. Parker Amphitheater (City Center Circle), Port Orange, FL

Contact us if you would like more information on how you can help!  
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American  
Foundation  
for Suicide  
Prevention



## September 2023



This monthly publication is provided courtesy of Chris Kane president and founder of HALIFAXtec.

**Providing the best solutions to make sure your technology is safe and running smoothly. We're your one-stop-shop for IT Service and Support. We make technology work for you, instead of you working on your technology!**

## HOW TO SAFELY SHARE PASSWORDS WITH EMPLOYEES



If you ask a security professional, you get by-the-book advice about sharing passwords: "Don't share passwords." But we know, in reality, that doesn't work. Your office might be sharing a single password for apps like SurveyMonkey right now to save cash on buying additional users, and some social media accounts don't even give you the option to have multiple log-ins. Sharing passwords in your office is sometimes necessary for collaboration, and the best way to do this is by using a password manager. Affordable (some platforms even offer free versions), layered with security and simple to use, password managers are the safest and easiest way to store and share your company's private passwords.

### Reasons You Would Need To Share Your Passwords

Shared accounts are the biggest reason businesses share passwords, whether their

employees work from a physical office or at home. It improves collaboration and makes employees' jobs a lot easier. Medical leaves, turnover, vacations and "Bob isn't coming in because he ate bad fish last night but has our Amazon log-in" are other reasons passwords get handed around like a plate of turkey at Thanksgiving dinner.

However, unsafe sharing habits will put your private passwords in the hands of greedy hackers, who can fetch a high price for your data in dark web markets. IBM Security reported that in 2022, 19% of all breaches were caused by stolen or compromised credentials.

So, how do you share passwords safely?

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## First, Avoid These Common Password-Sharing Mistakes

When it comes to password sharing, remember:

1. **Don't send passwords via e-mail:** E-mail is the #1 target of hackers, and many e-mail services aren't encrypted. Those that are encrypted are still risky because e-mails are stored in several servers on their way to or from your account. That means your e-mail is sitting in a Sent folder, ripe for the taking by anyone who gets into your e-mail account, encrypted or not.
2. **Never text or chat passwords:** Like e-mails, SMS messages or messaging apps like Slack aren't secure. Once a text is sent, it is available for anyone to see.
3. **Stay far away from storing passwords using pen and paper and shared documents:** Sticky notes, memo pads, Google Docs – NEVER write down your passwords.
4. **Avoid the temptation to store passwords on your device:** If your device gets hacked, nothing stops that perp from taking every password you saved.

## The Best Way To SAFELY Share And Store Your Passwords

We recommend using reliable password managers because they have multiple layers of encryption so only those with a key (your master password) can see it, AND they include more robust security and sharing features like:

- **Zero-knowledge architecture:** Not even your password manager service can see the information you save in your vault.
- **Multifactor authentication (MFA):** For added log-in security.
- **Unique password generation:** Creates strong, random passwords to improve log-in security.
- **Fake log-in page warnings:** Warns you if a page is spoofed by hackers.
- **Breach or weak password notification:** Alerts you if one of your passwords was leaked or if your current password is weak.
- **Simple, secure built-in password sharing:** Some password managers let you choose which passwords your employees can see and keep others in a private vault. Others, like Keeper, let you share documents or records without exposing credentials.

To use password managers, you only need to remember one password – the master password. One downside is that whomever

you share a password with needs an account for the same service. However, most password managers have corporate accounts, so this shouldn't be a problem.

**A Word To The Wise:** Look out for password managers with a bad security track record, like LastPass, which was breached in 2022, 2021, 2016 and 2015.

## Smart Businesses Use Password Managers

It's a good idea to avoid sharing passwords as much as possible, but when you have to, use a reliable password manager to ensure you have control over exactly who sees your credentials. Talk to your employees about safe password hygiene, host regular security-awareness training for employees and use MFA with every account. It's not just safe business – it's smart business.

If you're not sure which password manager to use, give us a call and we'll get you set up with one.

**“IBM Security reported that in 2022, 19% of all breaches were caused by stolen or compromised credentials.”**

## Free Report Download:

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

You'll learn:



- The three most common ways IT 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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our country. They're constantly sacrificing for their business, but eventually this behavior takes its toll on their bodies and minds. If you own a business, it's important to dedicate some time every day to your hobbies, interests and passions – all it takes is a concentrated effort.

One great strategy to create a healthier work-life balance is adding your personal activities to your calendar. Adding items like family dinners or golf rounds to your calendar helps ensure you actually participate in these activities. It's also helpful to set some boundaries. Determine how many hours you're allowed to work each day and what activities you're not willing to miss. Once you establish a boundary and get into a strong routine, you'll feel much happier, and your business will still get the attention it deserves.

## Adapt With The Changes To Reach Continued Success

The economy is constantly evolving, and your business needs to adapt with it if you hope to stay relevant. Currently, our economy is in a strange state due to recently coming out of a pandemic, and many economic experts believe we're teetering on the edge of a recession. If you want to see success in the coming years, you need to focus on these two areas.

**Hiring:** Don't let location stop you from hiring the best talent for each open position. Hire remote and hybrid employees if they are the best fit for the job.

**Artificial Intelligence (AI):** AI isn't going anywhere, so becoming familiar with it now will help you develop an advantage over your competition.



# What Is Confidence?



Confidence is a fundamental trait in the world of business. You may think all the great CEOs and entrepreneurs of the last few decades have never lost their confidence, but you'd be wrong. New CEOs usually have impostor syndrome and struggle with the idea that they're good enough for their role. Self-made billionaires worry that their fortune will take an embarrassing hit. Even private equity investors look at the looming recession and grow concerned.

We often find leaders are less confident when they obsess about things out of their control rather than take action in areas where they have *some* control. The *Wall Street Journal* recently reported that most CEOs are externally most worried about a recession, global trade and politics. Internally, they're much more concerned about retaining top talent, avoiding disruptive technologies and developing the next generation of leaders. While it's good to be aware of the external issues, it's much more important to master the internal problems within your control.

In order to fully boost your confidence, you must have a high level of confidence in your team. If you are already confident in your

team, keep doing what you're doing to hire and develop top talent. If you aren't confident in them, then you should work on hiring the right people. If you've found yourself in this position and are simply not confident enough in your team, you can do a few things to remedy the situation.

Your first option is to invest your own time into hiring, training and developing your team yourself. You need to set ample time aside to truly master the necessary skills to see the best results. Additionally, you can hire a company like ghSMART to do it for you. We can devise options for an immediate fix that will help adjust your confidence while building your team's skills.

Confidence is not necessarily an inherent trait we get from our genes. We can build and grow our confidence skills by managing the things within our control. There will always be uncontrollable outside pressures, and there's simply nothing we can do about it. Instead, focus on hiring and maintaining top talent, developing your company's digital capabilities and training the next generation of leaders. You'll see positive results before you know it.



*Dr. Geoff Smart is 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.*



# Spotlight



For more info contact:  
**Ken Clark**  
[ken@smallpondadv.com](mailto:ken@smallpondadv.com)



**HALIFAXtec**  
**Daytona Beach, FL 32117**  
**(386)241-0096**  
**[www.HALIFAXtec.com](http://www.HALIFAXtec.com)**  
**[info@halifaxtec.com](mailto:info@halifaxtec.com)**

With nearly 140 office locations, Valpak has been a leader in effective direct mail marketing for more than 50 years. Our range of print solutions, including our famous Blue Envelope, is sent to a targeted group of high-value households throughout Volusia County:

**Direct mail coupons** – Direct mail coupons have been signature product for over 50 years. Effective and affordable, they give consumers a reason to try your business.

**Direct mail flyers** – Larger print format of direct mail coupons, ideal for businesses that need more advertising space for promoting menus and special sales events.

**PlusOne postcards** – Limited-inventory postcards that mail to the same high-income households as The Blue Envelope and include email marketing.

**Event postcards** – Automated postcard service that reaches a new audience each month. Audiences focuses include birthday, new mover/homeowner and Medicare aging-in.

**1-to-1 custom postcards** – Enjoy 1-to-1 direct mail marketing based on your schedule and audience preferences. Up to 300 selection criteria to choose from for a completely customized mail piece.

## Time Is Money

### *Time Management Skills Every Leader Should Improve*

Most business owners know how important it is to be proficient in communication and problem-solving, but many fail to realize how important time management can be. When you ineffectively manage your time, every aspect of your business can suffer. Projects fall behind schedule, and your clientele will begin losing faith in your company.

Thankfully, we can improve our time management skills through practice, preparation and improved awareness. Here are three skills to improve so you can run your business more efficiently.



**Punctuality:** If you say you're going to call someone or be somewhere at a specific time, be there at that time. You can improve this skill by being more aware of the clock and properly planning. Set alarms and reminders, but more importantly, be honest with yourself about your behaviors and why you're not being as punctual as possible.

**Patience:** It's going to take some time for your projects to come to fruition and for your employees to develop the necessary skills to improve the efficiency of your business. Don't rush things; find other tasks to work on when your patience wavers.

**Estimation:** When you plan out your tasks for each day, do you give yourself enough time to complete everything? Many of us overestimate or underestimate how long it will take to complete certain tasks, which inevitably causes delays and further frustration. Start tracking how long you take to complete tasks, and you'll quickly improve your time estimation skills.

#### **CREATE THE HEALTHY WORK-LIFE BALANCE YOUR MIND AND BODY NEED**

Business owners and entrepreneurs are some of the hardest-working individuals in

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