



Executive IT Insider

The *Exclusive Edge* to Today's Technology

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Computer Joke



What do you get when you cross a computer and a life guard?
A screensaver!

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Summer is almost here!

If you're planning on going on vacation and closing your business, you should think about any upgrades you might want.

Vacations are the **best** time to work on projects, because it won't interfere with your business during normal hours!

Do you have any improvements in mind? If you have any questions or you're thinking about a new project, let us know!



Become A Pro At Spotting Phishing Emails!

Phishing is one of the **most common** and **successful** attacks out there. While phishing attacks have many forms, here's a few clues to spot the main warning signs of phishing emails and prevent you from being a victim!

Examine the "From" Field

A phisher can alter the sender's name so it looks authentic, but take a closer look at the email address. If it's not from the proper domain, don't trust it.

Look at the Subject Line

Social engineering attacks rely on intimidation and manipulation to trick users into clicking on a link or opening an attachment. Phishers want to create a sense of panic in their victims, forcing them to act. If the subject line contains phrases like, "Password Check Required Immediately" or "Security Alert! Action Required Now!," think twice about trusting the email.

Strange Attachments?

Never trust an attachment from an unknown source. File extensions can be manipulated to hide viruses and other malicious software within the file. **There's only one reason why an unfamiliar email address is sending you an attachment, and that is to execute a malicious attack.**

Salutation and Signature

One of the first things to examine is the salutation. A generic greeting can be a warning sign. It shows that a phisher is mass-emailing this exact email to a multitude of victims. However, just because it's directed specifically at you doesn't mean you're out of the woods. The threat actor could be **spear-phishing** you, where the attacker likely knows who you are, what your role is in the company, and what could be gained if they successfully phish you.

Time of Day

Is your boss contacting you after office hours or during the weekend? Are they on vacation? **Never give away personal or company information or complete tasks over email.** They may be insistent that they need your help with a specific task but won't tell you about the task in the email.

Education and awareness are key when attempting to foil phishing and other social engineering attacks.

There is **no** way to completely prevent phishing attacks but applying common sense and your knowledge will give you the best chance possible in stopping threat actors in their tracks!

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(401) 684-3036

Business Briefing: The #1 Most Important Word in Business

A video podcaster asked me “What’s the most important mindset for success in business?” I doubted I would be able to identify just one key mindset for success.



But then it dawned on me.

There is **one mindset** that I have observed in successful vs. unsuccessful Fortune 500 CEOs. So what is the most important word in business, which you *rarely* hear?

Generosity.

Not “honesty.” Not “respect.” Not “learning.” Not “empathy.” Leaders who succeed are generous. And they treat people—customers, employees, shareholders, and the community—with a fundamental mindset of generosity. In contrast, people who lack a spirit of generosity don’t succeed over the long term. Here are some things you should and shouldn’t do:

- **DON’T** trick the customer.
 - **DO** give customers something that reduces their stress.
 - **DON’T** milk your employees.
 - **DO** elevate your employee’s fulfillment.
 - **DO** create unexpected experiences.
- Bottom line? Gordon Gekko said, “Greed is good.” But a mindset of generosity is better, if you want to be successful in your career, and fulfilled in your life

—Geoff Smart, geoffsmart.com



Expert of the Month: The Team at Something Fishy Inc.



Started in 1999 by owner and CEO Kurt “The Fish Guy” Harrington, Something Fishy is the product of a lifelong passion. While it was officially founded in 1999, the origin of Something Fishy started years earlier. The Fish Guy’s love for all things “fishy” started when he was 8 years old and received a goldfish as a Christmas present. At the young age of 8, he was hooked! Kurt and the entire team at Something Fishy love what they do and set the industry standard for other aquarium service providers, making them our *Expert of the Month!*

Growing up, Kurt had all the typical jobs for kids; he tried lemonade stands, mowed lawns, and had newspaper routes. In 1993, Kurt began cleaning the fish tank at his dentist’s office, laying the foundation for the future of Something Fishy. Kurt continued to clean tanks throughout high school, building a solid client base over the years. As he started to think about college, Kurt realized he didn’t want to give up his business. As he worked on obtaining his degree in business administration, Kurt maintained his company and officially created Something Fishy in 1999.

At Something Fishy, they want to share their love of fish with others which is why their goal is to **simplify aquarium ownership**. They have developed a series of processes, procedures, and systems to help others successfully maintain an aquarium with the minimal amount of time. Something Fishy’s team of marine biologists does the hard work for you—they design, install, and maintain your aquarium. The **only** thing you need to do is feed your fish, sit back, and enjoy your tank!

When we asked what he likes about working with us, Kurt’s only complaint he has was that our office doesn’t have enough fish tanks! Kurt recalls that when he was looking for a new IT company, that his “server and computers were basically on fire and things weren’t going well.” Kurt continues “we interviewed you, and out of all the companies we looked at, everything from your proposals to your solutions were systematic and very approachable. Thank god we met because your team made my stress so much lower!”

If you’re interested in adding an aquarium to your office or want to learn more about Something Fishy and their aquarium services, visit www.SomethingFishyInc.com or give them a call at **877-FISH-TALK** (877-347-4825). You can also visit their YouTube channel at www.youtube.com/FishGuyTV to watch all their videos! Having one of their custom aquariums in our office, we can tell you that **they’re the best and we’re not clownfishin’ around!**

Refer-a-Friend & Get a Gift!

We love having you as a customer and honestly, we wish we had more just like you! This month, we’re bringing our “Refer-a-Friend” event back!

Refer any company with 5 or more computers to our office to receive a **FREE** Computer Network Assessment. Once we’ve completed our initial appointment with your referral, we’ll send you a **\$50 Amazon gift card**.

As an added bonus, if they join and become our client, we’ll send you a **\$500 Amazon Gift Card** for introducing your friend to us.

Simply call us at **401-684-3036**, e-mail us (support@ITsupportRI.com) or visit www.ITsupportRI.com/referral and send us their contact information!

Get More Free Tips, Tools and Services At Our Web Site: www.ITsupportRI.com

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