

# The Tech chronicle

## What's New

As April dawned, LG announced that the sun was setting on the mobile unit of its business. If you or your company is one of the millions of current LG phone users the company confirmed that though they will end their mobile business by July 31, 2021, existing customers will continue to receive software updates and service support 'for a period of time which will vary by region'. If your LG phone is nearing the end of its life, now may be the time to switch to a new manufacturer as LG shifts its business focuses to other, more profitable areas.

**April 2021**



## Deepfake Technology – It's More than Just Trick Celebrity Videos

What is deepfake technology? Simply defined, deepfake is an up and coming artificial intelligence / editing tool which allows for fake content to be created. This may not seem all that different from photoshop, which has long helped to circulate made up content around the internet, but the growing threat with deepfake created items are their hyperrealism.

Deepfake content looks, and can even sound, completely genuine. A recent example are several videos, with audio of him speaking, of Tom Cruise joining TikTok and performing magic tricks. You could watch these videos on repeat without ever knowing that they were deepfake forgeries. But what do fake, albeit entertaining, Tom Cruise videos have to do with keeping your business safe? As you have probably guessed by now, the answer lies with spoofing, phishing and other scam attempts.

While there is a significant amount of work that goes in to creating a truly convincing deepfake video (the creator of the Tom Cruise content spent months working with a Tom Cruise impersonator and crafting the videos digitally) it takes less time to create a passable attempt that you may fall prey to if you're quickly reviewing content. No one has the time to carefully analyze every single video or picture image that comes our way to try and identify glitches or distorted pixels which may prove that



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### Our Mission

To enhance our customers quality of life and the health of their business.

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the content has been manipulated – and we are not suggesting that you start!

What you do need to keep up with is always being aware of where content is coming from. Is the email address legitimate? Does that link direct to a genuine website, run by a reputable company? Is that text from someone you know? Can you identify the sender? In the case of one deepfake scam, which resulted in an arrest on March 4th, 2021 of a suburban mother in Bucks County Pennsylvania, the answer to ‘who sent this?’ is what finally brought her out of the shadows.

50 year old mom Raffaella Spone, who was arrested and is awaiting trial, stands accused of criminally harassing several teenager cheerleaders – all teammates of her own teenage daughter (who was unaware of her mother’s actions). Spone used an anonymous texting app to blackmail the teens with deepfake generated images of themselves doing things which, if sent to their coach, would have seen them removed from the team. While her accused actions are reprehensible on their own, the Bucks County District Attorney, Matt Weintraub, noted that the deepfake aspects of the case were one of the more disturbing as Spone seems to have a very average technological proficiency. Weintraub commented that “I don't know mechanically how she was able to do it, but I can tell you that she's an ordinary citizen...It was an unsophisticated attempt, but nevertheless it was successful ”.

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how she was able to do it,  
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If a suburban Pennsylvania mom can figure out how to use deepfake technology to bully cheerleaders, we can be certain that internet scam artists are already using this technology too. Unfortunately, it’s nearly impossible to stop all phishing and spam attacks, but there are several key pieces to your security defense which can help you identify falsified content.

The biggest risk area for any given company is people. This is why engaging a comprehensive employee security awareness training is critical. If your employees don’t know what to look for, they aren’t going to catch fake information. This training should be fluid, updated consistently and should occur on a regular basis. Weekly trainings can be as short as a few minutes but in addition to providing important information, they keep security at the forefront of employees minds. Spam filters and firewalls can be very helpful when it comes to blocking incoming attempts in the first place and link protection services can help catch bad sites even if someone falls for that fake email and clicks through to something bad.

Staying on top of cyber security trends can take up a lot of time –let your IT managed services provider help you out with a training program so you and your employees don’t get taken in by a deepfake trick.

## Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now



At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company’s IT security.

After the audit is done, we’ll prepare a customized “Report Of Findings” that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we’ve done this for discover they are completely exposed to various threats in a number of areas.

To get started and claim your free assessment now, call our office at 267-381-2025.

## Customer Service Employees & Negativity

When your customer service employees are in a bad mood, it can come across in their work. Customers may notice, which can reflect on your business. Even if you've hired a stellar customer service (CS) team, sometimes negativity breaks through. Here are the top reasons.

**They're Frustrated.** This is common for not just CS employees but also employees in any department. When they lack proper tools or resources and/or are understaffed, it leads to friction. Their job becomes much harder than it should be, and that doesn't take long to show in customer-facing interactions.

**They Lack Training.** Sometimes the hiring process goes a little too quickly and CS employees are dropped into the role without full training. Even if they're experienced in CS, they need to know your expectations and how you do things.

**They Lack Support.** This is the most important. Every employee needs support to succeed. In a CS position, lack of support can hurt your overall business. Be flexible and be there for your team to meet their needs.

*Forbes, Jan. 16, 2021*

# The Core Value Equation

Your core values are the most valuable asset you have. They help define your business, your team and the work they put into the success of the business. That success can be broken down into the Core Value Equation.

Core Values = Words = Conversations = Decisions = Actions = Results

If you can define your values, everything that happens in your life is a direct correlation of your values, whether those things are good or bad. Core Values = Results! Your core values should be stated to and by your team, your customers should be aware of them - and they should be memorable.

Companies fail at core values when they are implemented poorly or aren't implemented at all. You and your employees should all be on the same page. You should see the core values around the office, they should be talked about regularly and they should be a part of the day-to-day aspects of your business. Don't let them just be words on paper. Give them real meaning! Developing core values is a five-part process:

1. **Discovery Process:** What matters most? Core values don't have to be "nice" - they need to be authentic to the company.
2. **Design Process:** They need to be sticky, viral and memorable to the team - make a sign for the office and put them on the website.
3. **Rollout Process:** You want customers and employees to fall in love with the core values, so make it all about them. Make sure that the core values remain visible - even in your email



signature.

4. **Implementation Process:** Have your team forget about past experiences with the company. Your core values are about reorienting and reenergizing your employees and getting them on the same page.
5. **Measurement Process:** Survey your employees and get their feedback. Review employees based on a core value rating. Put it to work and make it tangible.

How can you make sure your team remembers the core values?

**Keep It Simple.** Miller's Law states that most adults can store between five and nine items in their short-term memory.

**Keep It Short.** Choose a word, then you can have a meaning behind those words.

**Keep It Clear.** Avoid jargon, keep it conversational and use words everyone uses.

With that, you have the foundation to develop a strong set of core values for your companies - core values that will define your team, who they are and their future success.



*Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.*