



# LIGHTS OUT FOR BUSINESS:

## Resiliency Amid Internet Outages

Businesses are increasingly reliant on the Internet. CRM platforms, virtual meeting apps, online sales, POS systems and even office printers require the Internet so you can do everything you need to deliver high-quality products and services to your customers. However, Catchpoint's 2024 Internet Resilience Report states that 43% of businesses estimated they lost "more than \$1 million due to Internet outages or degradations in the month prior to the survey."

It's tempting to blame the Internet provider when the Internet goes out. Unfortunately, outages happen. Pointing fingers at vendors won't change that. Instead, the solution must come from within.



### What's Going On With Internet Connectivity

In July, a global Internet outage forced millions of computers offline, including at major airlines, banks and hospitals. The root cause of the disruption was a single software update deployed by cyber security firm CrowdStrike.

Cyber security reporter Brian Krebs famously described the Internet as "held together with spit and baling wire." It's easy to forget that the Internet, like other tech, is evolving and complex. It connects countless systems and devices globally, creating a web of dependencies. A disruption in one part of the network can ripple through and affect other systems, as seen with the CrowdStrike update. Internet outages can have serious financial and security consequences, so preparing for an outage is crucial.

### Resilience Comes From Within

After an outage, you may be tempted to fire your services provider. However,

Catchpoint CEO and co-founder Mehdi Daoudi explained in an interview with Tech Brew that it's not a good solution (unless they prove unreliable). Daoudi said that after an outage, it's better to work with your vendors to figure out what went wrong and how to be better prepared. Some companies have hired chief resilience officers, but the title doesn't matter as much as having a leader in your company who spends time thinking about resiliency.

"It's important that companies embrace resiliency and reliability. How? By encouraging the learning from failures, by not firing," Daoudi told Tech Brew. "What did we learn from this outage? What can we do to strengthen our postures going forward?"

The Internet is complex, and outages happen. To safeguard against the inevitable, businesses must cultivate resiliency internally and proactively collaborate with Internet vendors to avoid damaging consequences.

### TRIVIA

No longer just an anti-alien tool, what product did rapper M.I.A. launch in her new company, Ohmni?



- A. Pocket-Size Laser
- B. Magnetic Tent
- C. Tin Foil Hat
- D. Bluetooth Sound Wave Generator

### THE PUMPKIN PLAN

By Mike Michalowicz

*The Pumpkin Plan*, by Mike Michalowicz, is a must-read for small-business leaders wanting to carve out a niche and grow their business effectively, especially during the bustling holiday season. Michalowicz presents a straightforward, actionable strategy to cultivate a remarkable business by focusing on top clients and eliminating unprofitable ones. The book is filled with practical advice and real-world examples, making complex business concepts easy to understand and implement. His engaging storytelling and clear, step-by-step approach provide a refreshing take on business growth. This book is a valuable resource for any small-business owner looking to streamline operations, maximize profits and achieve sustainable success.



Answer: C. Despite its name, it's actually made of a copper-nickel "shielding" fabric and claims to deflect WiFi and 5G electromagnetic waves.

# THE ATTITUDE CHRONICLE

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

### WHAT'S NEW

Welcome to The Attitude Chronicle. Each month we focus on tips to help your business run safely, securely and more profitably.

Small businesses are the backbone of our local economy, and it is extremely hard for them to recover from data breaches and other cyber attacks.

Our hope is that YOU never experience the loss of revenue, trust, and reputation that comes with a cyber incident. However, in today's risk climate, there's a higher chance of your organization facing a cyber incident than not.

We want to make sure you are brilliantly prepared.



### JOB FAIR SUCCESS

## THE WHITBY CHAMBER JOB FAIR

### Great Time at the Abilities Centre

Attitude IT is always on the look-out for great talent to add to our team, we had the opportunity to attend the Whitby Chambers Job Fair on September 14th.

There was an overwhelming turnout of over 500 talented individuals. We were able to speak to many young women and men very excited about the future of technology and cybersecurity.

Brought together by the collective effort of Lorne Coe, MPP Ryan Turnbull, MP, Town of Whitby, Durham Region Unemployment centre and Whitby Chamber of Commerce.

It was wonderful to see the community engagement from so many local...

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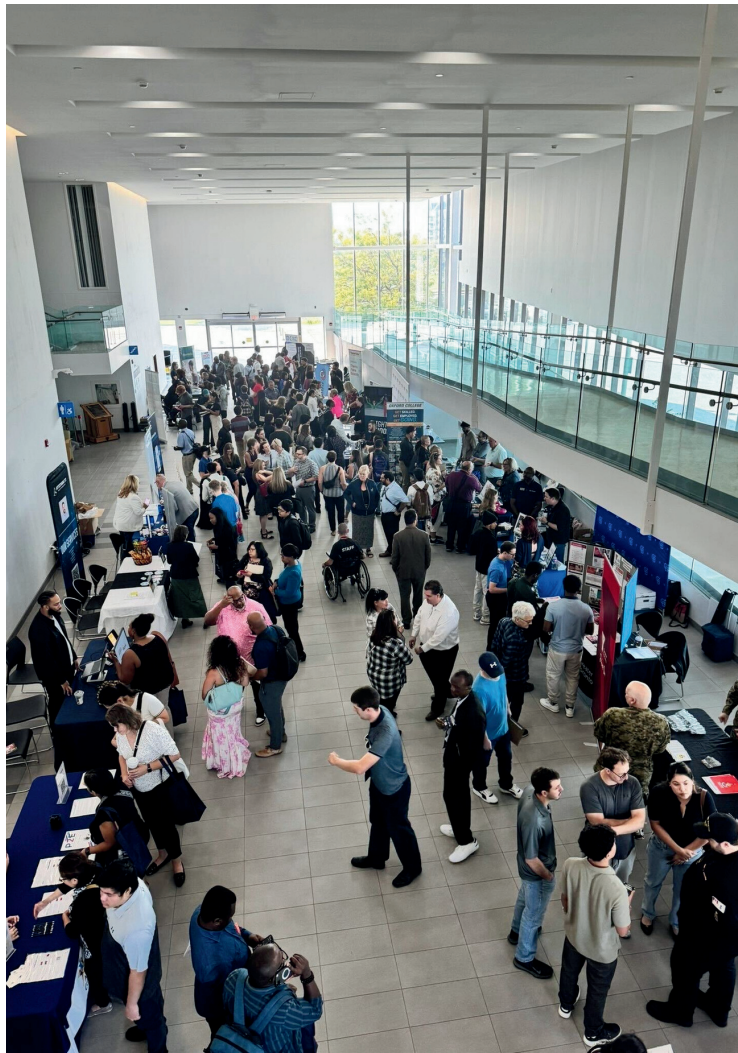
*This monthly publication is provided courtesy of Brandon Jones, CEO of Attitude IT.*



### OUR MISSION:

**We're on a mission to protect 10,000 Ontario businesses from data loss and cyber-attacks.**

**Yours could be next.**



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companies.

We were also able to speak with some community members about how accessible cybersecurity is becoming as well as the growing job opportunities for women in tech. We conversed about how businesses have changed, how they use technology today and how we see it progressing in the future.

A main topic of course was bill 194-Strengthening Cybersecurity and Building Trust in the Public Sector and its affects on local businesses.



### 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 416-900-6047.



### CARTOON OF THE MONTH



## FROM HERO TO ZERO TO HUMAN:

### LANCE ARMSTRONG'S ADVICE FOR BOUNCING BACK FROM BIG MISTAKES



Former professional cyclist Lance Armstrong was widely celebrated for his seven consecutive Tour de France victories from 1999 to 2005. A cancer survivor and elite athlete, he was a hero to many. However, in the early and mid-2000s, his career was marred by a highly publicized doping scandal. The United States Anti-Doping Agency stripped Armstrong of his titles and banned him from professional cycling for life after concluding he had used performance-enhancing drugs throughout his career.

Armstrong's public mistake cost him over \$100 million, his career, his reputation and many friends. But he chose not to curl up in the fetal position and lose what he still had left: his wellness, lifestyle and family. He embraced his mistake, eventually rebuilding his professional and personal life. Today, Armstrong is an entrepreneur, philanthropist, podcaster, author and speaker who is open about what it took to go from hero to zero to human. At a recent industry conference, Armstrong spoke to entrepreneurs about how he survived his downfall and rebuilt a career and life he's proud of.

Armstrong focused on his passion for investing, including early-stage investments in companies like Uber and DocuSign, which eventually paid off in spades.

Authenticity in his personal life was essential, too. "We all live these interesting lives, and it's just a big canvas. At the end of the day, we get to look at the painting and say, 'What do you think? How are you, Lance, as a friend? How are you as a father? How are you as a husband?'" he says. Working on being a good father, partner and friend kept him focused on his path forward.

 **Maintain Wellness**

Despite the upheaval, Armstrong maintained important routines like cycling and swimming, and maintained the rhythm of staying healthy and focused. Still, the experience was traumatic. "I had to do a lot of work to remedy that," he explains. "I'm talking deep work, trying to understand early life, early career, the downfall, where we go from here.... I've devoted a ton of time on that."

 **Choose An Authentic Path Forward**

After being banned from professional cycling, losing endorsements and many personal relationships, Armstrong felt he had three choices: lie down and give in to the suffering, retain some of his endorsements by becoming the face of anti-doping campaigns or try to rebuild on his own. He chose the latter. "Anti-doping wasn't my life's work, and it never will be, so I chose a more renegade path," he explains. "It took longer, but I walk my path every day, I'm glad I chose the path I did."

 **Lean On Your People**

After he had admitted his mistake, Armstrong lost half his friends and working relationships. Still, close friends and family remained. "As much as that sucks, you see these folks who are like, 'I'm here right now. Now we go. Now we rebuild,'" Armstrong recalls. "I think that's the most important thing: if there are ever any headwinds working against you, that team of folks around you has to be the right team. People are everything."

## HAUNTED SMARTWATCHES



It's Halloween, and Apple Watch users are getting a bit of a scare. "Ghostly" taps, swipes and calls are happening on smartwatches without physical touch. It's either their late great-granny trying to say hello from the afterlife, or... it's a glitch. Apple is leaning toward the latter. *MacRumors* shared an internal memo stating, "Some customers may report their Apple Watch Series 9 or Apple Watch Ultra 2 is experiencing false touches on their display." Sometimes, these phantom activities prevent users from entering their passcode. If you experience "ghost" glitches on your smartwatch, Apple recommends restarting your device and keeping your software up-to-date.



### EMPLOYEE SPOTLIGHT:

#### TONY CHASTIK



Attitude IT welcomes Tony, our new help desk technician. Tony specializes in cybersecurity with a background in Security Operations Management (SOC). He takes an offensive approach to cybersecurity, applying technical alignment strategies to improve security.