



Phone Scams on the Rise Tips to Stay Safe in 2023

While the world continues to focus strongly on cybersecurity initiatives across continuously evolving digital landscapes, one type of attack remains prevalent - phone scams.

Phone scams cost Americans just under \$40 billion in 2022, impacting nearly 70 million people. This represents a 32% increase year-over-year and clearly shows that phone scams are still a significant concern.

In 2023, staying informed about the growing phone scam trends and taking practical measures to safeguard yourself is essential.

Understanding Smishing

One common phone scam technique is smishing, where fraudsters impersonate legitimate entities through text messages. These scammers aim to extract sensitive information or install malware on victims' devices. Smishing texts often contain harmful links, urging recipients to click on them. To protect yourself, it is crucial never to click on links or attachments from unknown or suspicious senders. Additionally, it is advisable not to respond to such messages, as doing so can lead to an influx of unwanted spam texts and calls.

Being Vigilant with Legitimate-looking Calls

While some phone scams may appear legitimate, it is important to remain vigilant. Scammers may convincingly portray themselves as representatives of legitimate companies or organizations. However, if a call requests

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Are You A Sitting Duck?



Small businesses are under attack. Right now, well-funded cybercrime rings are using sophisticated software systems to hack into thousands of small businesses to steal critical information.

Don't think you're in danger because you're a *small* company? You'll be surprised.

- ⇒ **61% of all SMBs have reported at least one cyber attack in 2020.**
- ⇒ **The number of data breaches in 2021 have soared past that of 2020.**

How can you protect your business?

Apply for a FREE Cybersecurity Risk Assessment with us and find out.

No obligations, we promise.

Call us at (505) 972-2375



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This monthly publication provided courtesy of David Luft, CEO of LDD Consulting, Inc.

Our Mission:

We promise to provide knowledgeable, courteous and prompt service. We care as much about your business as you do. If you are not completely satisfied, be sure to let us know. If we cannot resolve the issue, we will refund your money.

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sensitive information or financial details that the company should already possess, it should raise red flags. Treat any such calls with caution. Customer support call centers have been known to unknowingly house malicious insiders who farm off information from customer calls to other scammers. This should instill the importance of treating every phone call you receive from outside organizations, even if they're expected, as a potential risk to your privacy.

channel or contact the IRS directly to verify the call's legitimacy.

Identifying Fake Charities

Scammers often exploit people's generosity by posing as charitable organizations. Especially during times of crisis like the pandemic, counterfeit charities emerge, attempting to deceive well-intentioned individuals. These scammers may falsify phone numbers, mimicking credible charitable organizations through a technique

scammers claim to have detected security breaches on victims' computers and request remote access to fix the issues. However, legitimate IT support departments do not monitor personal computers for threats due to privacy concerns. If you receive such a call, it is best to disconnect immediately and block the number. Consult a trusted IT professional directly to install reputable antivirus or anti-malware that is monitored to ensure your security.

“Treat every phone call you receive from outside organizations, even if they're expected, as a potential risk to your privacy.”

The Danger of IRS Impersonators

Phone impersonation scams involving individuals or entities claiming to be from the Internal Revenue Service (IRS) were highly prevalent in 2022. It is crucial to remember that government organizations will never ask for sensitive information like Social Security numbers, bank account details, or credit card information over the phone. If you receive a call claiming to be from the IRS, it is advisable not to provide any information and instead wait for correspondence through a reputable

known as "spoofing." To ensure your donations reach the intended recipient, it is vital to conduct thorough research, verify the charity's authenticity through their website or direct contact, and consider using secure online donation options rather than providing credit card information over the phone.

Beware of IT Support Scams

Phone scams often target vulnerable individuals, such as seniors, by adopting the guise of IT support representatives from reputable companies. These

Protecting yourself from phone scams requires staying informed about evolving tactics and adopting preventive measures. Never give away personal information over the phone and be cautious even with seemingly legitimate calls. Verify the legitimacy of charitable organizations and consult trusted sources for IT support. By staying vigilant and taking necessary precautions, you can safeguard your data and avoid falling victim to phone scams in 2023 and beyond.

Do You Safeguard Your Company's Data and Your Customers' Private Information BETTER THAN Presbyterian, Equifax and Yahoo Did?

If the answer is NO — and let's be honest, the answer is probably no — you are leaving yourself and your company open to massive liability, hundreds of thousands in fines and lost business, lawsuits, and theft.

Why? Because you are a hacker's dream, an easy target. They know you have access to financials, employee records, company data and customer information like social security numbers, credit card numbers, birth dates, emails, etc.

Cybercriminals run automated programs to find companies with holes in their systems. Once they have your passwords, it's only a matter of time before chaos hits your professional and personal life.



Why Not Take 4 Seconds Now To Protect Yourself, Your Company & Your Customers?

Our 100% FREE and Confidential CEO Dark Web Scan, for qualified firms, is your first line of defense.

To receive your report in just 48 hours, call us at (505) 792-2375 to provide us with your name and company email address. Hopefully it will be ALL CLEAR and you can breathe easy. If your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected. Don't let this happen to you, your employees and your customers. Reserve your exclusive CEO Dark Web Scan now.

Tech Tip Corner



DID YOU KNOW?

You can make several open windows all go away quickly

Press Windows key + D

and it will all minimize in a single snap!



Becoming Better at Hiring and Coaching

BY AVOIDING THESE 3 MISTAKES



Leaders make common mistakes with job descriptions when hiring and reviewing performance. The consequence is an increased probability of hiring mistakes or providing someone with useless performance feedback. Leaders often fall into this trap to avoid accountability or because they fear a performance expectation is flawed.

Most of these errors are entirely preventable. Here are three mistakes every leader should watch out for.

Describing A Job In Vague Terms

“Supporting the marketing team in promoting our products” is too vague. What does that mean? What level of performance is considered poor, good or great? Watch out for “-ing” verb tenses, as they are often too vague. Instead, consider a more specific statement of the job, such as “To help our customers modernize their inventory management systems by increasing sales of existing customers by 20% per year through new product introduction.” We would consider that an essential statement of the role’s mission, which is a high-level but specific explanation of why the job exists.

Focusing Only On Actions, Not Results

Some leaders make the mistake of wording their expectations in terms of only actions, not results. “Contact at least 20 existing customers per week and conduct an account review with at least five customers weekly.” That is a perfect expectation of an “input” or an “action,” but it is insufficient if all expectations are just actions, with no eye for the expected results. The risk is that people go through the motions of doing prescribed actions without feeling the urge

to deliver a specific outcome. And your organization succeeds or fails based on results in critical areas, not actions.

Solely Focusing On Results, Not Actions

Other leaders make the mistake of wording their expectations in terms of big-picture results without regard to the actions that are likely to achieve them. “Grow revenue at least 15% per year” is a very specific “what.” But to make that expectation more achievable, you must also list several actions that are expected to help achieve that result.

Instead of creating job descriptions, I encourage colleagues and clients to follow a practice called writing a “scorecard.” A scorecard has a clear mission for the role. It identifies 5–7 outcomes you expect a person to achieve by a specific date. The outcomes are a mixture of actions you want the person to take and the results you expect them to achieve. This makes it easy to “score” whether someone has achieved the outcomes. Using a scorecard will improve your ability as a leader to hire and coach people to embody the organization’s purpose and take actions that achieve results.



Dr. Geoff Smart is the 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 best-sellers. He stays active in his community and has advised many government officials.

Client Spotlight

Get Rid of Your IT Headaches... Choose LDD

Our biggest advantage since moving to LDD is a problem-free network system. LDD is exceptionally proactive and typically identifies complications and resolves them before they become out of control. If you’re at a decision point, give LDD a try. You have nothing to lose except the worries!



*Kendal Billau
Owner & General
Manager
LAD Engineering*

Time for a Rebrand?

Have you ever considered rebranding your company? Maybe you’ve grown tired of the company logo or feel the current messaging doesn’t match your practices. Maybe you feel that a quick change could boost your business.

Unfortunately, rebranding is not a quick process, so you must think thoroughly before making any changes. The main goal of your rebrand should be to refresh your image while retaining the elements that initially brought you success. If you’re considering rebranding, take ample time to make any decisions. Some companies have spent millions of dollars to change things up, only to go in a direction that didn’t sit well with consumers. If you make this mistake and don’t have the capital to revert to what worked, your business could be in trouble.





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«Name»
 «Company Name»
 «Street Address 1» «Street Address 2»
 «City», «State» «Postal Code»

Start Investing Today *With this 4-Step Process*

Many of us are looking for a secondary source of income to supplement our lifestyles or support our families. Some have started working part-time jobs, while others have attempted to play the stock market to try striking it big. If you've attempted this yourself and felt confused, don't worry—you're not alone! Here's a four-step process you can utilize to invest in the right stocks for your situation.

1. **Determine Investment Goals**
 Before investing, you must figure out what you want from your stocks. Do you want long-term gains or a quick turnaround? And how much are you willing to invest?
2. **Research**
 Don't blindly buy stocks. Find companies that have a stable financial standing in a prosperous industry.
3. **Diversify**
 Avoid putting all your eggs in one basket. Spread your investments across various businesses, industries and countries.
4. **Monitor**
 Keep an eye on your stocks after you've invested in them. Pay attention to how the company is doing so you can determine the best time to sell.



Building Better Client Relationships in a Remote Setting

Does your business operate remotely? Do you work with clients you've never met in person? If so, you might have wondered how you could build more meaningful long-term relationships with your clients. Mostly, it all boils down to communication. Your clients want clear and consistent interactions with you and your team, so be transparent and up-front when talking with them. You should also find out how your client prefers to communicate. Some may exclusively want to talk through e-mail, while others might prefer text or phone calls.



If you really want to exceed your clients' expectations, be proactive. Don't wait for them to contact you for every little thing; reach out weekly or monthly to ensure you're meeting all of their needs. Possibly, the most crucial aspect of communication is reliability. People want to work with someone they can trust and rely on. Don't give them a reason to doubt working with your business. By improving communication, you'll have a much easier time building strong, long-term relationships with your clients.