



What is Zero-Click Malware?

In today's digital landscape, cybersecurity threats continue to evolve. They pose significant risks to individuals and organizations alike. One such threat gaining prominence is zero-click malware. This insidious form of malware requires no user interaction. It can silently compromise devices and networks.

One example of this type of attack happened due to a missed call. That's right, the victim didn't even have to answer. This infamous WhatsApp breach occurred in 2019, and a zero-day exploit enabled it. The missed call triggered a spyware injection into a resource in the device's software.

A more recent threat is a new zero-click hack targeting iOS users. This attack initiates when the user receives a message via iMessage. They don't even need to interact with the message of the malicious code to execute. That code allows a total device takeover.

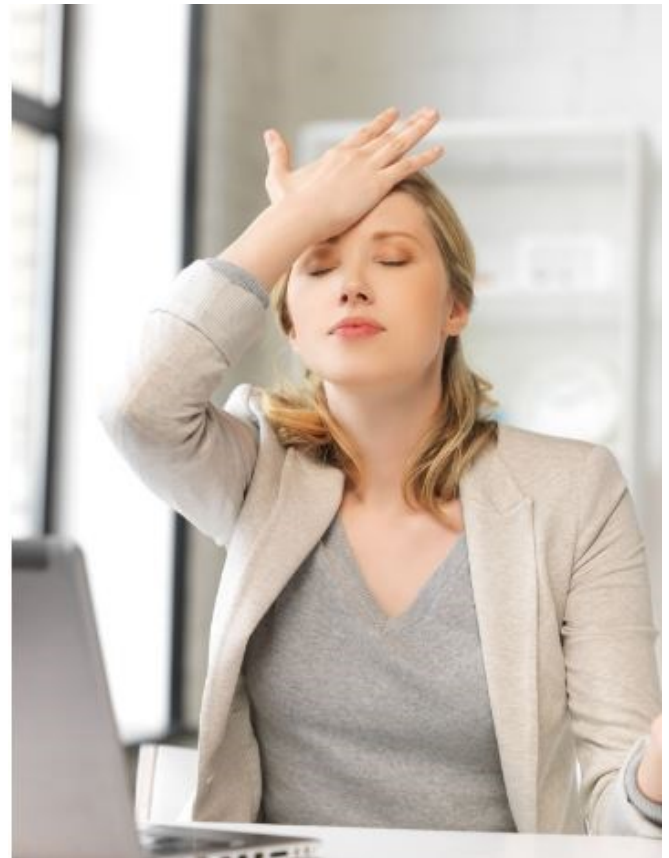
Below, we will delve into what zero-click malware is. We'll also explore effective strategies to combat this growing menace.

Understanding Zero-Click Malware

Zero-click malware refers to malicious software that can do a specific thing. It can exploit vulnerabilities in an app or system with no interaction from the user. It is unlike traditional malware that requires users to click on a link or download a file.

The Dangers of Zero-Click Malware

Zero-click malware presents a significant threat. This is due to its stealthy nature and ability to bypass security measures. Once it infects a device, it can execute a range of malicious activities.



These include...

- Data theft
- Remote control
- Cryptocurrency mining
- Spyware
- Ransomware
- Turning devices into botnets for launching attacks

This type of malware can affect individuals, businesses, and even critical infrastructure. Attacks can lead to financial losses, data breaches, and reputational damage.

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From The Desk of David Snell

Happy August!

If you are planning a move to a new office or additions to your current office, let us help. We'll come out to look at the new location or space and let you know where we see the possibility of problems BEFORE they occur. There's no charge and it really makes your move or other changes so much easier. No need to cut into walls to add a network wire or outlet; no worries about missing what could make your life easier if done ahead!

Hurricane season is here. Although next month's newsletter will cover National Disaster Preparedness Month, I just want to get you thinking now; are all your systems on battery backups? Do you have a plan in case you lose power for more than a few minutes?

You should have a battery-powered radio and flashlights with extra batteries. You may even want to purchase a portable crank or solar-powered USB charger for your cell phones.

Unplugging electronic devices is the number-one way to prevent damage to them. It may seem like a hassle, but if you're expecting severe-weather with potential loss of power, take a few minutes to shut down and unplug your computers, gaming devices, TVs, coffee makers, toaster ovens, microwaves.



We got a chance to take the grand-kids to the Cape Codder Inn and Resort in Hyannis for a few days.

Their swimming skills have really improved this year and they especially love to act like fish and dive underwater. Pam got some really cute videos of them swimming through Grampy's legs!

The waterproof bags for our iPhones really captured the fun!

We hope that you're having a wonderful summer, too!

What is Zero-Click Malware?

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Fighting Zero-Click Malware

To protect against zero-click malware, it is crucial to adopt two things. A proactive and multi-layered approach to cybersecurity.

Here are some essential strategies to consider:

- Keep Software Up to Date**
 Regularly update software, including operating systems, applications, and security patches. This is vital in preventing zero-click malware attacks. Software updates often contain bug fixes and security enhancements.
- Use Network Segmentation**
 Segment networks into distinct zones. Base these on user roles, device types, or sensitivity levels. This adds an extra layer of protection against zero-click malware.
- Use Behavioral Analytics and AI**
 Leverage advanced technologies like behavioral analytics and artificial intelligence. These can help identify anomalous activities that may indicate zero-click malware.
- Uninstall Unneeded Applications**
 The more applications on a device, the more vulnerabilities it has. Many users download
- Put in Place Robust Endpoint Protection**
 Deploying comprehensive endpoint protection solutions can help detect and block zero-click malware. Use advanced antivirus software, firewalls, and intrusion detection systems.
- Educate Users**
 Human error remains a significant factor in successful malware attacks. Educate users about the risks of zero-click malware and promote good cybersecurity practices. This is crucial. Encourage strong password management as well as caution when opening email attachments or clicking on unfamiliar links.
- Conduct Regular Vulnerability Assessments**
 Perform routine vulnerability assessments and penetration testing. This can help identify weaknesses in systems and applications.
- Only Download Apps from Official App Stores**
 Be careful where you download apps. You should only download from official app stores.

apps then rarely use them. Yet they remain on their device, vulnerable to an attack.



Exit with Confidence: Essential Steps To

Setting the Course:

Defining Your Business Transition Goals

Before embarking on a business ownership transition, it is crucial to establish clear goals and objectives. Setting realistic goals provides a roadmap for the entire process and ensures the transition aligns with your personal and professional aspirations. Begin by reflecting on your desired outcome and envisioning what success looks like for you and your business.

Consider the timeline for the ownership transfer. Are you looking for an immediate handover or a gradual transition? Assess the financial aspects as well, such as the desired outcome in terms of profitability or the financial security you wish to achieve post-transition.

Remember to involve key stakeholders in this process. Seek input from family members, partners, and trusted advisors who can provide valuable perspectives and insights. Collaboratively setting goals and objectives not only creates a shared vision but also fosters a sense of commitment and buy-in from those involved. As business coaches, we at PBC help our clients select and bring together the appropriate team of professionals to ensure a successful process.

Building a Solid Foundation:

Crafting Your Succession Blueprint

Once you have established clear goals and objectives, it is time to develop a comprehensive succession plan. A succession plan is not merely a formality; it holds immense value in ensuring a smooth business ownership transition.

Start by identifying potential successors within your organization. Look for individuals with the necessary skills, experience, and alignment with the company's values and vision. Alternatively, explore the possibility of external candidates.

Whether you are selling the business internally or externally, having an intact team that doesn't require the owner to be there long before the sale generally adds significant value to the transaction, ensures an easy departure, and can help avoid the dreaded "earn-out" where you need to stay involved for years after the sale.

A successful succession plan goes beyond identifying successors. It encompasses legal and financial considerations as well. So, engage with legal and financial professionals to address tax implications, contracts, and other legal requirements.

Documenting processes and procedures is another crucial aspect of the succession plan. This helps in knowledge transfer and ensures that the transition is seamless, minimizing disruptions to business operations and, again, increasing the value of the business.

Remember, a well-crafted succession plan is a roadmap that guides the entire process. It provides clarity, mitigates risks, and ensures a smooth handover of responsibilities. [The value of a comprehensive succession plan](#) (QR CODE TO LEFT) cannot be overstated, as it sets the stage for a successful transition and secures the future of your business.



Keeping Everyone in the Loop: Transparent Communication During Transition

Effective communication is the cornerstone of a smooth business ownership transition. Once you have established your goals and developed a succession plan, it is crucial to communicate the details to all stakeholders involved.

Start by emphasizing the importance of open

A Smooth Business Ownership Transition

and honest communication.

Transparency builds trust and reduces uncertainty among employees, customers, and suppliers. Therefore, as much as possible, depending on confidentiality, be proactive in sharing information about the transition, addressing concerns, and answering questions. This fosters a sense of stability and reassurance during a potentially uncertain time.

Also, consider the unique needs and expectations of each stakeholder group. Craft tailored messages to convey the impact of the transition and how it aligns with the overall vision and goals of the business. Be prepared to address any potential resistance or anxieties. In addition, provide regular updates to keep everyone informed of the progress.

Laying the Groundwork: Getting Your Business Ready for Change

As you progress through the business ownership transition, it is vital to prepare your business for a seamless handover. This step involves evaluating and strengthening key operational areas, documenting processes and procedures, and addressing any potential risks or vulnerabilities.

Start by conducting a comprehensive assessment of your business. At PBC, we use a tool called our Business Effectiveness Evaluation to

identify areas that may require improvement or streamlining to ensure optimal efficiency and effectiveness. An abbreviated version is available here and on our website. Streamlining processes and enhancing operational performance will facilitate a smoother transition for the incoming owner or management team.

Documenting processes and procedures is essential for knowledge transfer and continuity. Create detailed manuals, guidelines, and protocols that provide clear instructions and insights into day-to-day operations. This documentation is a valuable resource for the new owner or team, minimizing disruptions and ensuring a smooth transition.

Putting the Plan into Action: Executing a Seamless Business Handover

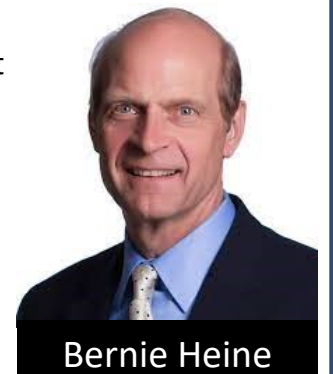
After careful planning and preparation, it's time to execute your transition plan and facilitate a seamless business ownership handover. The execution phase requires attention to detail, coordination with professionals, and monitoring the transition progress.

Begin by following a phased approach to the transition. Breaking the process into manageable steps helps maintain control and reduces the likelihood of disruptions. Assign responsibilities to key individuals involved in the transition and establish clear timelines for each phase.

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As you execute the transition plan, monitor progress and make necessary adjustments, embrace the future of your business with confidence, knowing that you have taken essential steps for a successful ownership transition. We can help.

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Bernie Heine

Essential Steps to Exit with Confidence

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Coordinate with legal and financial professionals to ensure all necessary documentation is completed accurately and in a timely manner. This includes the transfer of ownership, contracts, licenses, and permits. Their expertise and guidance will help navigate legal complexities, minimizing potential risks.

Monitor the progress of the transition closely and be prepared to make adjustments as needed. Regularly assess the alignment of the transition with your established goals and objectives. Seek feedback from stakeholders and address any emerging challenges proactively. Rely on your PBC business coach to help guide you through this process.

Confidently Moving Forward: Embrace the Future of Your Business

A smooth business ownership transition is achievable but only with careful planning, effective communication, and diligent execution. By establishing clear goals and developing a comprehensive succession plan, you lay a solid foundation for success. Transparent communication with stakeholders fosters trust and stability, while thorough preparation ensures a seamless handover.

As you execute the transition plan, monitor progress and make necessary adjustments. Embrace the future of your business with confidence, knowing that you have taken essential steps for a successful ownership transition.



Differentiation is the Key - Employer Brand

With candidates able to cherry pick from a list of job openings, identifying just how your dental practice is different and what more you can offer a candidate is vital. As a recruiting consultant who interviews many candidates on a daily basis, we learn what candidates are looking for today from the candidates themselves.

They are, first and foremost interested in compensation, the hours, degree of flexibility and schedule options, benefits and perks, the equipment/ technologies they will be working with, and the culture, which the candidate gleans from a review of Glassdoor, Indeed, social media sites, or talking to who they might know who has worked for the company.

Assuming you are competitive with all of the above, how do you get the word out that what you offer is different or more attractive than any another dental practice? Dental practices must answer a candidates' "why". Why should they apply to your job? How are you different?

The way to highlight how you are different is to develop and actively market your employer brand.

What do you stand for? What are you known for?

I am talking not amongst customers, but in the labor market.

What do candidates know about your company? At the beginning of a recruiting assignment, I typically interview for a job opening or two, without cost for one week. What I am looking for is to learn what the candidates know about that particular company. I once interviewed for multiple job openings for one week for a local company and learned that the company was known as the lowest paid employer in their industry in a 50 mile radius!

Suffice it to say, I did not end up taking that client

on. Wasting the client's money or my time is not my best interest, nor theirs, as I too, have plenty client options with companies willing to ensure they are competitive and offering something more to candidates in order to attract top talent.

A dental practice needs to have a strategy for developing their employer brand in order to woo candidates, but it is a now and in the future proposition. What I mean by that is, you can't go about effectively developing your employer brand in the labor market, when the wolf is at your door and you have three current key vacancies.

A brand is simply a positive association with your practice in the labor market, but that positive association must be there long before you have a job opening.

A good place to start is to take a look at your top nearest competitors for talent. Review their career websites to see what they offer and how they are differentiating themselves. You will also have to look within, and honestly look at your "employee value proposition", i.e. what do employees get out of the deal if they work for you verses your competitor down the street? You have to be able to answer that question, legitimately, as there must be something of substance there for you to be able to compete, of which you can then promote.

The employers who are able to generate the largest number of candidates of which to choose from to fill their vacancies are the ones who have spent the most amount of time and effort in ensuring they are able to differentiate themselves as an employer, offer something different than the rest, and promote it through marketing before, during, and after your next vacancy. It is a commitment, but with a big payoff.



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You can view Debra's recent webinars at:

<https://actsmartit.com/recruit>

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They're Watching

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