



Stay Safe Online

October is **Cybersecurity Awareness Month**, and we're proud to join this global initiative to help educate and empower our employees, customers, and community on how to stay safe online.

In today's digital world, cybersecurity isn't just an IT concern, it's everyone's responsibility. Whether it's protecting our company's data, safeguarding customer information, or keeping our personal accounts secure, small actions make a big difference.

This year's theme, "**Stay Safe Online**," is a reminder that good cyber habits don't have to be complicated or intimidating. Cybersecurity is achievable for everyone, and we're here to support you in building confidence and awareness around the steps you can take to protect yourself and your organization.

Creating a cybersecurity culture in a small business isn't about one big training session or a thick policy binder—it's about making security part of everyday thinking, just like locking the door when you leave for the night. Here's a roadmap that works especially well for small teams:

1. Lead From the Top

- Owners, managers, and team leaders need to model good cyber habits. If leadership takes security seriously—using strong pass words, avoiding risky shortcuts, and speaking about it often—employees will follow



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more secure online world.
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2. Keep Training Simple & Ongoing

- **Short, regular tips** (like your "Security Smarts" or snack-sized reminders) are better than once-a-year marathon sessions.
- **Use real-life examples**—like phishing emails you've actually seen in the wild—to make it relevant.
- **Celebrate** when employees spot and stop a scam.

3. Make Security Part of the Job

- **Write security into job roles:** "Part of everyone's job is protecting our data."
- **Create checklists for common tasks** (logging in remotely, handling client files, updating software).
- **Encourage employees to pause** and ask if something seems suspicious—better a question than a breach.

From The Desk of David Snell

Hello Family & Friends!

Because of Halloween, beautiful fall weather, and tons of activities, October is our family's favorite time of the year.

Plymouth's Chamber of Commerce is proud to present its third public art display ***"Seal'd with Art: Plymouth Harbor Seals."***

You may remember during Covid that we visited all 26 scallop shells.

The kids were too small for the initial display of lobsters, although there are still a few around town and they love seeing them.



We take pictures of Sarah and Xander with each display; this is their favorite so far: "Taylor Surf." Taylor is covered with a mosaic of stained glass, has friendship bracelets and a microphone.

ALL of the seals are spectacular in their own right. Adventure awaits as you travel from seal to seal! You can find more information, print a map and go explore at:

<https://www.plymouthchamber.com/public-art-display>

On page 4, CJ Smith of Schooley Mitchell and a member of the Cranberry Country Chamber with Pam, wrote ***"Discovering the Six Types of Working Genius."*** Pam saw it as a post on LinkedIn and asked if she could share it.

Our good friend Steve Dubin of PR Works gives great advice about ***"How To Build a Targeted Media List."***

Bernie Heine always has great insight into leadership and his article on page 6 is no exception. ***"The Leadership & Management Check-In"*** puts you on track for your fourth quarter.

We're very worried about the huge rise in deep fakes, especially when they are using innocent voicemail messages as the source of their scams. Be sure to read ***"Your Voicemail Greeting Could Be a Scam Tool"*** on page 7, to make sure it isn't.

Happy and Safe National Cybersecurity Awareness Month!

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Discovering the Six Types of Working Genius



WONDER



INVENTION



DISCERNMENT



GALVANIZING



ENABLEMENT



TENACITY

Discovering the Six Types of Working Genius

Introduced to me by my coach, Josh Vanada

One of the most powerful tools I've come across recently—thanks to my coach, Josh Vanada—is the *Working Genius* model. It breaks down the natural talents and frustrations we all bring to our work into six distinct categories:

- **W is for Wonder** – These are the dreamers. They ask the big questions and imagine what's possible.
- **I is for Invention** – The inventors turn wonder into tangible ideas and solutions.
- **D is for Discernment** – The evaluators. They sense what will work and what needs refining.
- **G is for Galvanizing** – The motivators. They rally others, bring energy, and inspire action.
- **E is for Enablement** – The supporters. They step in quietly, offering help and encouragement.
- **T is for Tenacity** – The finishers. They push projects through to completion and results.
- As you read through these, you may already be identifying which ones come naturally to you. That's because we each have:

Two "Geniuses": The things we do in our sleep, where time disappears because we're in flow.

Two "Competencies": Areas we can handle for awhile that eventually drain us.

- **Two "Frustrations":** The things that sap our energy, slow us down, and limit our productivity.

What I love about the **Working Genius** is that it's not just another assessment telling you who you are—it's a framework that helps you put insight into practice. Instead of focusing on fixing weaknesses, it points us toward aligning ourselves and our teams with the work that truly energizes us. After all, making a good thing even better is far more effective than making a weak area mediocre.

In my own experience, I learned that my strengths are **Wonder** and **Invention**. This was eye-opening for me. I realized why on the days I have to focus on paperwork and the backend of the business, I feel so exhausted. By recognizing these weaknesses, I haven't cut them out completely, but I now structure my day around my geniuses—energizing myself before and after the activities that are more draining.

Another great benefit is that when it comes time to hire, I know exactly where the gaps are in my own skills. This allows me to build a highly effective team where everyone gets to do the work they enjoy.

I hope you're able to use the 6 Working Geniuses as effectively as I have. They can ensure you and your team not only love the work you do, but also become extremely effective in the process.



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You're On The List

Not that list.

The one you create after drafting a press release that nails the angle and is newsworthy. With apologies to Hall & Oates, if your list is a miss and your release does not go to the *right people*, it won't go anywhere. That's where a strong media list comes in.

Why Your List Matters

Too often, businesses make the mistake of blasting a release to every address they can find. The result? It gets ignored—or worse, blacklisted as spam. A curated list ensures your story reaches the reporters, editors, and producers most likely to care about it.

How to Build a Targeted Media List

- **Research beats, not just outlets.** Find out which journalists cover your industry or topic. Sending a healthcare story to a sports reporter is a wasted effort. And it's a good bet they will not be forwarding your release to the right person.
- **Go local when you can.** Regional publications and community reporters are often more receptive to small business and non-profit stories.
- **Stay current.** Journalists change jobs frequently. Outdated lists are one of the fastest ways to kill your outreach.
- **Add notes.** Track preferences, deadlines, and any prior interactions so you can personalize future pitches.

Quality Over Quantity

There's a tendency to think, "let's cover all the bases and send it to as many people at an outlet as possible." Truth: A smaller, well-targeted list almost always outperforms a massive one. Think about it: Would you rather have 10 journalists who actually read your email, or 200 who hit delete?

The Relationship Factor

There's a misconception about PR and the media. It's a working relationship, often with people you will never meet in person and once in a blue moon may get on the phone. The relationship is largely defined by respecting the media's time.

When you consistently send relevant stories, you build trust. Particularly if the release is written in a way that they could run it as is without it sounding like an advertorial.



As we mentioned in the previous PR Pointer, this is where a lot of newbies or small business owners writing their own releases can fall short. And if you're not sending releases regularly, it can be difficult to be taken seriously if your releases aren't up to snuff.



Steve Dubin

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The Leadership & Management Check-In

If there's one thing I see holding teams back this time of year, it's the unspoken: the feedback not given, the concern not raised.

~Bernie Heine

The most successful leaders I know have a habit around this time every year of pausing for a true check-in. They don't let plans get stale. They ask simple, direct questions:

- What are our three biggest priorities for the next 90 days?
- What do my people need most from me right now?
- Where are things stuck—and what can we fix, starting today?

My advice, and something I'm practicing even while on the road: Keep it simple. Reach out, listen carefully, and remove the roadblocks you can. Leadership, after all, starts with honest, small steps—whether on the shop floor or half-way across the globe.

A book that's shaped my thinking on this is Stephen Covey's classic, *The 7 Habits of Highly Effective People*. Covey's emphasis on "Habit 2: Begin with the End in Mind" is especially relevant now—reminding us to clarify our priorities, set clear intentions, and translate vision into day-to-day actions for our teams.

Management: Returning to Your Rhythms

It's natural to let routines slide during the summer months, but now is the time to recommit:

- Restart those regular morning huddles or end-of-week wrap-ups.
- Revisit your core metrics—keep them visible, and keep them moving.
- Make accountability and encouragement a daily practice, not just a quarterly event. People crave clarity and direction, especially after a season of loosened routines. Your steadiness brings both.

One Honest Conversation

One thing I see holding teams back this time of year is the unspoken: the feedback not given, the concern not raised. Now that October is here, be the leader who leans into just one honest, constructive conversation you've been avoiding. It isn't always easy, but it's often what moves the needle most.

Your Challenge

Block off 30 minutes—wherever you are—for personal reflection. Write down the three actions that you know would have the biggest impact this fall, and take a small next step on just one. Progress, not perfection, is what sustains momentum.

Bernie Heine

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Your Voicemail Greeting Could Be a Scam Tool

When you think about protecting your business from cybercriminals, your voicemail greeting probably isn't the first thing that comes to mind. But that friendly "Hi, you've reached..." message can give scammers more information than you realize—and help them craft attacks that sound legitimate.



How Scammers Exploit Voicemail
Cybercriminals use voicemail greetings and phone systems to gather small details they can stitch together into bigger scams. Here's how:

- **Name Harvesting:** Many greetings mention full names, job titles, or departments. That's enough for a scammer to personalize a phishing email or spoofed call ("Hi, this is Mark from IT—Susan told me to reach out...").
- **Timing Clues:** Messages like "I'm out of the office until Tuesday" or "We're closed for the holiday weekend" tell criminals when no one's around—perfect timing for break-ins or cyberattacks.
- **Company Confirmation:** Even just confirming your company name and phone extension helps fraudsters verify that your number is active, making it a prime target for vishing (voice phishing) or robocall campaigns.

Safer Voicemail Practices

You don't have to sound robotic to stay secure. A few tweaks can protect you and still sound professional:

1. **Keep It Generic:** Skip names and titles. Try "You've reached the main office" instead of "This is John Smith, Sales Manager."
2. **Don't Share Schedules:** Never say when you'll be away or when the office is empty.
3. **Avoid Company Details:** Don't include full company names, locations, or website URLs unless necessary.
4. **Review Shared Lines:** Make sure departmental or after-hours greetings don't reveal who's on duty or provide personal cell number.
5. **Update Regularly:** Change your message when staff roles change or people leave the company — an old voicemail can make your business look careless (and vulnerable).

A Smart Addition to Your Cyber Hygiene

Voicemail scams are part of a growing wave of **social engineering** attacks—where criminals trick humans, not firewalls. Along with email awareness, strong passwords, and multifactor authentication, secure voicemail practices help close one more gap in your business defenses.

In short: **Your voicemail shouldn't tell a story.** Keep it short, keep it simple, and keep scammers guessing.

October 2025—In This Issue:

- Stay Safe Online
 - Discovering the Six Types of Working Genius
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 - The Leadership & Management Check-In
 - Your Voicemail Greeting Could Be a Scam Tool
- And MORE!

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This newsletter was thoughtfully edited by Susan Rooks, the Grammar Goddess, so we can look and sound as smart as we are.



Susan Rooks

The Grammar Goddess

<https://www.linkedin.com/in/susanrooks-the-grammar-goddess/>

Elevated Privileges

Privilege Comes With Pressure

Elevated privileges come with increased responsibility, risk and accountability. Even small mistakes can have big consequences when you have elevated privileges.

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