Year Of Yes

By Shonda Rhimes

Shonda Rhimes, the creator and executive producer of "Grey's Anatomy" and "Scandal" gives readers an inside look into her life through the book, Year Of Yes. After her sister pointed out that she never said "yes" to anything, Rhimes made a commitment to say "yes" to anything and everything for an entire year. Year Of Yes takes an inspiring look at the adventures of an introvert as she tries new and exciting experiences throughout the course of a year. Using humorous, conversational and uplifting tones, Rhimes tells a compelling story that is sure to grab any reader's attention.

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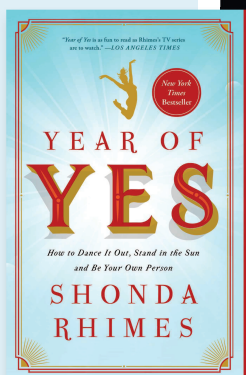
The Best IT-Related Resolutions For The New Year

The past couple of years have been difficult for just about everyone. Business owners and entrepreneurs have had to adapt and evolve to survive in an ever-changing climate. There's no telling when or even if things will go back to what we once thought was "normal." As we enter a New Year, many business owners are putting their resolutions in place to survive and hopefully thrive in 2022.

People will focus on plans for growth and ways to bring more profit in for their resolution, but it's important to include tech- and IT-related resolutions as well. Technology might not be an obvious approach to growing a business, but it goes a long way toward making your clients and employees feel more secure about everyday interactions. This can inadvertently lead to growth as you improve customer relationships as well.

Here are a few tech-related resolutions that we think can greatly improve any business.

Use Multiple Layers Of Cyber Security Protection

There is no security approach that covers every hole or flaw that cyber security threats are looking to exploit. The best way to keep your defenses protected is to put in place multiple approaches to cover every possible gap. By using multiple programs and layers, you will ensure that every individual component of your cyber security program has a backup to counter any issues.

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Your first line of defense should be a firewall. Firewalls help monitor incoming and outgoing traffic and work as a barrier between networks you trust and don't trust. They essentially shield you from malicious or unnecessary network traffic. Multifactor authentication is an important layer as well. This prevents cyber-attacks that come from weak or compromised passwords. With multifactor authentication, you and your employees may have to receive a text to your cell phones to prove that the correct person is trying to access the network. This will help prevent the use of employee passwords to gain access to sensitive information.

> **"If you do not have a backup plan or program in place, you should definitely get one for 2022."**

Back Up Your Data And Replace Old Equipment

Unfortunately, preventive measures don't always work. An unexpected disaster could cause your network to go down or someone could accidentally delete some important files. Plus, if your data is not backed up, you could lose sensitive information as well as time and money down the road. Customers will also be upset if you lose information pertaining to them. This could devastate your brand's reputation and cost you customers. If you do not have a backup plan or program in place, you should definitely get one for 2022.

In addition to backup plans, it's important to have equipment that is up-to-date. Using slow and outdated technology can take away from productivity and will make your job more difficult. If some of your equipment goes down, think about replacing it with something new rather than repairing it. While it might be more expensive at first, this decision will save you time and money in the long run.

Employee Security Training

If you want to run a cyber security-aware business, you'll need to train your employees in security awareness and create a culture that ensures information security. Providing your employees with training related to information security can make them more comfortable and confident in their decision-making and overall

employment. This rubs off on your clients and makes them feel more comfortable about doing business with you. According to information from the UK Information Commissioner's Office, human error is to blame for 90% of cyberdata breaches. Getting your employees trained in cyber security awareness can help reduce the chance of human error.

As you lay out plans to make your business more successful throughout 2022 and beyond, ensure that your tech and information security practices are updated. There are simply no downsides to improving your technology and cyber security. Adopting these practices can go a long way toward making your employees and customers feel more comfortable and confident in their decisions.

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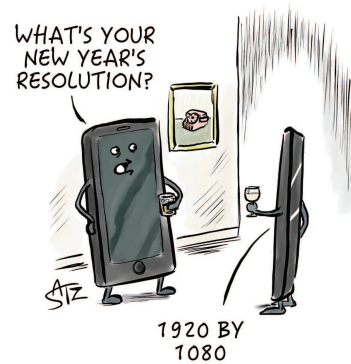
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Cartoon Of The Month

WHAT'S YOUR NEW YEAR'S RESOLUTION?

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TikTok Takeover
How This App Dominated Its Industry

TikTok has taken the world by storm, and it doesn't plan to stop anytime soon. The social media platform recently announced that it has 1 billion active users, and it plans to continue growing. In fact, TikTok's chief operating officer, Vanessa Pappas, stated that TikTok is in the development or testing stage for a number of new features, including augmented reality like that of Snapchat, e-commerce options and even long-form videos. By consistently introducing new features and tools, TikTok is preparing to continue its domination for years to come. Pappas is focused on product innovation as they continue to grow the brand.
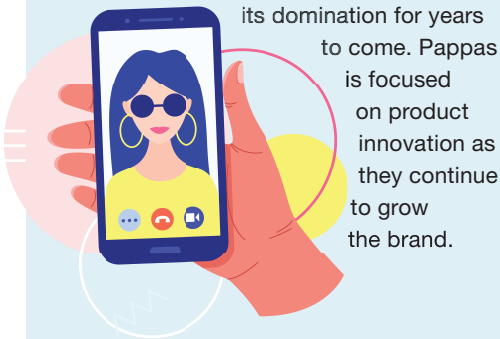
Don't Give Up On You

As you venture through your business and personal life, you'll have people tell you "no" or that your ideas aren't good enough. But remember: you know your goals, dreams and aspirations better than anyone else, so why would you let their opinions have an impact on your vision? I certainly wouldn't be where I am today if I had listened to all of the naysayers and critics. If you have a dream, don't let anything hold you back from accomplishing it.

After I wrote my first two books, The Toilet Paper Entrepreneur and The Pumpkin Plan, I approached my publisher and said I had written another book: *Profit First*. They looked it over and said, "Nobody needs another accounting book." I was a little stunned, but I wouldn't let that stop me.

I knew that I had a really strong book, and my mentor at the time told me to "make them regret it," so I doubled down and decided to publish *Profit First* myself. It ended up being a roaring success. I sold so many copies that my publisher reached out to me about buying the book after they had rejected it the first time!

We made a revised, extended edition for Penguin Books, and it is definitely my most popular book to date. If I had listened to my publisher the first time around, I never would have made *Profit First* or any of the other small-business books I have written since then. I get calls and e-mails all the time from small-business owners who have improved their businesses through things they learned in *Profit First*. All of the money these businesses saved and the lessons they learned from *Profit First* never would have happened if I have given up on my goal.

If you come up with a product, service or idea that you think can help people in any regard, try to push forward through any negativity or criticism. Critics don't always see the big picture and may use preconceived ideas to form an opinion about your business or idea. If you think you are on the verge of something great, don't let anyone or anything stop you from pursuing your vision. You absolutely cannot give up on yourself. Push on and continue chasing your dreams.

Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is *used by hundreds of thousands of companies across the globe to drive greater profits.* Mike is a former small-business columnist for *The Wall Street Journal* and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-*dollar ventures as he puts his latest research to the test.*