

MAGAZINE

For business owners, by business owners

Being positive is good!

How to create a positive and healthy culture for your team

Don't regret it... Password it!

6 Effective ways to protect against cyber attackers

Are you a time traveller?

Juggle learning from the past while predicting the future



The Art of Storytelling Hub **NEW**

Meet our interns and follow their journey





Introducing the SimplyBiz Art of Storytelling Hub

SimplyBiz, powered by Nedbank, has recently launched a storytelling internship that is designed to uplift, upskill and develop youth business owners in the creative industry.



SimplyBiz is sponsoring 3 candidates for a 1-year learnership.



The interns will be trained by highly talented and experienced video and social media content producers in the art and science of digital storytelling. They will get access to video editing equipment and software to enable their learning.



They will also receive business skills training by a professional business coach.

Would you like to be one of our lucky members to get your story told?



[Click here](#) and add your business name to the comments.

It's a win all round, because we believe in Action Learning – as part of their practicals, these interns will produce storytelling content for selected small businesses identified through SimplyBiz, as well as content for SimplyBiz itself.

Meet our first Storytellers



Sibusiso Bengani

SIBUSISO PROJECTS

Hi I'm Sibusiso, storyteller and digital content creator, from Dundee in KwaZulu-Natal. My calling is videography. I'm excited and proud to be a part of the Storytelling Hub. Let me wield my craft to tell the story of your business.

I truly believe that if a picture can paint a thousand words, a video can paint a thousand more!



Nkululeko Pelo

CHEKELEKE

Hi I'm Nkuli, founder of Chekeleke. I grew up in the townships of Ntuzuma and Katlehong. Travelling taught me to see things differently and I became a storyteller as a result – sometimes I even told true stories! I'm a keen photographer and that is how I ended up at the Storytelling Hub. I'm so excited to be a part of this great initiative and can't wait to wow you with our stories.

I became a questioner: 'Why do we do things this way?' or 'Why is that weird here, but cool there?'



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Don't Regret it... Password it!

There have been several recent and far-reaching privacy breaches that have left many South Africans vulnerable... it also means that our businesses are more exposed to risk.

Did you know?



South Africa loses R2.2 billion a year to cybercrime, according to [accenture.com](https://www.accenture.com)



Spam constituted almost 30% of email traffic in South Africa*



The number of phishing attacks recorded in South Africa for the first half of 2021 exceeded one-million*

* Source: *Phishing attacks on the decline but spam email is still a threat*

SA features in the top 10 list of countries hit hardest by cybercrime.

1.	UNITED KINGDOM	3409
2.	UNITES STATES	1724
3.	CANADA	163
4.	BELGIUM	94
5.	AUSTRALIA	83
6.	SOUTH AFRICA	51
7.	FRANCE	27
8.	GERMANY	20
9.	MEXICO	14
10.	INDIA	4

Victims per million internet users 2020

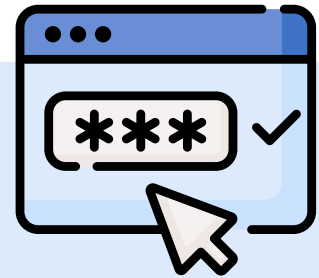


Six simple, effective ways to protect against hackers

1

Use passwords

- ✓ Everywhere and on all devices. Our devices are usually linked and so offer a variety of gateways into sensitive business data.
- ✓ We're human and fallible, which is why password manager apps are essential to prevent the reuse of passwords or silly security mistakes such as leaving passwords near your desk or in emails.
- ✓ Two-step or multi-factor authentication is essential for any sensitive information.



Change passwords frequently

Monthly is advisable, or whenever there is even the slightest possibility of a breach.

2

Limit permissions

- ✓ Follow the army approach of '**on a need to know basis**' and keep employee permissions to the absolute minimum to perform a task.
- ✓ If an individual is hacked, the potential damage is limited. Remember to cancel access for previous employees, especially those that may have a grievance.



Keep your software updated

The updates repair security flaws and help protect your data. The sooner you update, the sooner you'll feel confident that your device is more secure.

3

Use cybersecurity software

- ✓ The internet is plagued by all sorts of dangers, from mildly annoying malware to scams, identity theft, and other web crimes. But most of them shouldn't prove to be a serious threat if you have adequate protection in place.
- ✓ Get the best you can afford.


4

Educate your employees

- ✓ Share the what, how and why of digital security and emphasise the importance of being overly cautious. Digital attacks are a real and present danger.

5

Use encryption

- ✓ Install '[HTTPS Everywhere](#)' which ensures that your browser will default to using the encrypted version of browsing, where there is the  and the address starts with https instead of http.



- ✓ The more 'hidden' you are, the better. Encrypt your hard drive because password protection on a laptop may not protect against a determined hacker.

6


Be alert

- ✓ Read your emails carefully to avoid phishing attempts. Take note of the email address and grammar.
- ✓ NEVER submit account details in response to an email, regardless of how official it looks. If you're unsure – contact the company directly.
- ✓ Take precautions when you use an open Wi-Fi network and don't access sensitive accounts on these networks.





Did you know?

HTTPS stands for **H**yper **T**ext **T**ransfer **P**rotocol **S**ecure and uses an SSL security certificate. This certificate encrypts the communication between the website and its visitors. This means that the information you enter on the website is processed securely, so that cyber criminals cannot intercept the data.

 **Keep your software updated**
 The updates repair security flaws and help protect your data. The sooner you update, the sooner you'll feel confident that your device is more secure.

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Cyber security solutions

Antivirus

FREE

Bitdefender

Free antivirus for Windows, providing basic protection against e-threats. Quick to install and easy to use.



Antivirus

FREE

Kaspersky

As a free antivirus scanner and cleaner, Kaspersky Security Cloud – Free software defends your PC and mobile devices.



Antivirus

FREE

Avast

We believe everyone has the right to be safe online, which is why we offer our award-winning free antivirus to millions of people around the world.



How do you defend your small business against cyber attacks?

TELL US HERE

Antivirus

FREE

AVG

AVG antivirus is essential security software that empowers you to enjoy the internet fearlessly. Catch malware before it has the chance to harm your PC with 24/7 scans.



Cyber Security

FREE

HTTPS Everywhere

HTTPS Everywhere is a Firefox, Chrome, and Opera extension that encrypts your communications with many major websites, making your browsing more secure.



Are you a cyber security expert?

Place your FREE advert in the SimplyBiz directory today.

PLACE YOUR ADVERT



'Clap along if you feel like happiness is the truth...!'

Creating a positive work culture

Imagine if the popular Pharrell Williams' song reflected your workplace culture. Then ask yourself hand-on-heart, what song your team are actually humming?

Keeping your employees motivated and productive is quite the challenge in our post pandemic, hybrid and unstable world.

A recent WHO-led study* estimates that depression and anxiety disorders cost the global economy **US\$ 1 trillion** each year in lost productivity.

Closer to home, according to The South African Depression and Anxiety Group (Sadag), presenteeism – where depressed workers are at work but not performing

due to mental stress – costs South Africa roughly **R200 billion** a year.

Mental stress points to watch

-  Inadequate health and safety policies
-  Poor communication and management practices
-  Low control over one's area of work
-  Low levels of support for employees
-  Inflexible working hours
-  Unclear tasks or objectives
-  Tasks not suited to competence
-  A high and unrelenting workload

A further survey by the Top Employers Institute** showed that 95% of respondents saw wellbeing as a key business imperative. Workplace wellbeing is derived from a positive culture.

Benefits of a positive work culture

- 😊 Builds trust and cooperation
- 😊 Improved understanding of processes and goals
- 😊 Better decision making
- 😊 Boosts individual and team confidence
- 😊 Improves communication
- 😊 Happier employees, happier customers



How to create a positive and healthy culture for your team

- ✓ **Show empathy.** As the boss, you have a larger-than-life impact on how your employees feel. Empathy is about putting yourself in the other person's shoes – seeking to understand their feelings.
- ✓ **Go out of your way to help.** Try saying yes to reasonable requests and take personal circumstances into account. Kindness builds loyal relationships.
- ✓ **Listen!** Encourage employees to talk to you and ask for their input. (Watch the first few episodes of the popular '[New Amsterdam](#)' series to see leadership-by-listening in action.)
- ✓ **Show people that they are valued.** Ask for ideas; allow people to try new things; give meaningful work; explain the why, not just the what; back your team, even if they made a mistake.
- ✓ **Say thank you.** Everyone likes to be recognised for a job well done.
- ✓ **Offer choice, flexibility and control where practical.** In a world of uncertainty, having a degree of control in how we work builds a sense of purpose
















Perhaps the answer lies in not seeing your staff as an expense, but as an investment!

* Source: [Mental health in the workplace](#)

** Source: [World of Work Trends Report 2020](#)

The Happy Workplace Checklist

Use this simple checklist to bring a little light relief into the workplace!

What	How	How well are we doing?
Fun	We have a sense of humour and we have quirky competitions, surprise events and occasions. We laugh! We don't take ourselves too seriously.	   <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Check-ins	We share, listen, ask and give feedback with respect. We accept mistakes but learn from them.	   <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Meaning	We know where we're going and how what we do fits in.	   <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Investment	We invest in ourselves (health and skills). We invest in our business (workspace, tools and technology). We invest in our community (outreach).	   <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Recognition	We thank and reward each other for a job well done. We value each other.	   <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



Download this positive language Bingo sheet. Pin it on the notice board or have a virtual version. This is a light-hearted reminder that we need action and positivity to achieve goals.



Are you a time traveller?



All the sci-fi fans out there will have heard of the grandfather paradox... it goes something along these lines: **if James were to travel back in time and accidentally shoot his grandfather before his parents were born, then could James, in fact, exist?**

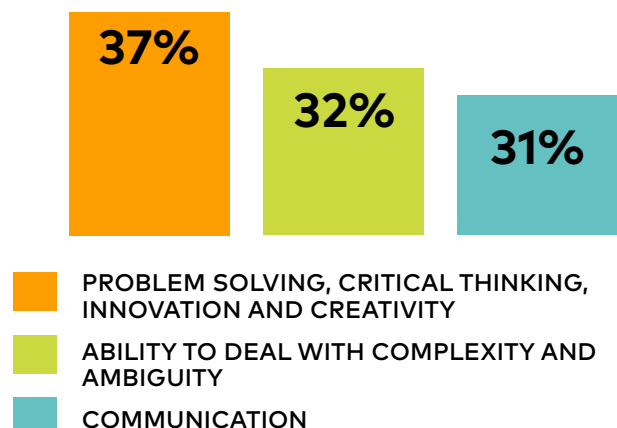
It's an unanswerable question, and it sums up how many small business owners feel today. The business owner's paradox is that they are expected to learn from the past and emulate role models, but they are also expected to look to the future while operating successfully in the now.

*Source: [SHRM State of Workplace](#)

Hone your time travel superpowers – by developing your soft skills

There's nothing soft about soft skills. These are the non-technical, non-numerate, interpersonal skills that determine your approach to life, problems and people. The top three soft skills missing in the workplace today are: problem solving, ability to deal with complexity and ambiguity, and communication skills.

*TOP THREE SOFT SKILLS



Problem solving, critical thinking and innovation

Otherwise known as the ability to analyse a situation and make a judgment call to get over, under, or around business obstacles.

My friend and I were walking in the countryside. It had recently rained, and we got to a point in the path where the puddle was wider than we could jump.

I focused on crossing the puddle and looked for rocks to create stepping stones. My friend, however, focused on where we were heading. She realised that if we stepped off the path onto the grass, we could avoid the puddle altogether with a little detour.

We both came up with workable solutions, but I used purely what I had learnt in the past, whereas she looked to the future.

Hers was the simpler, quicker solution.

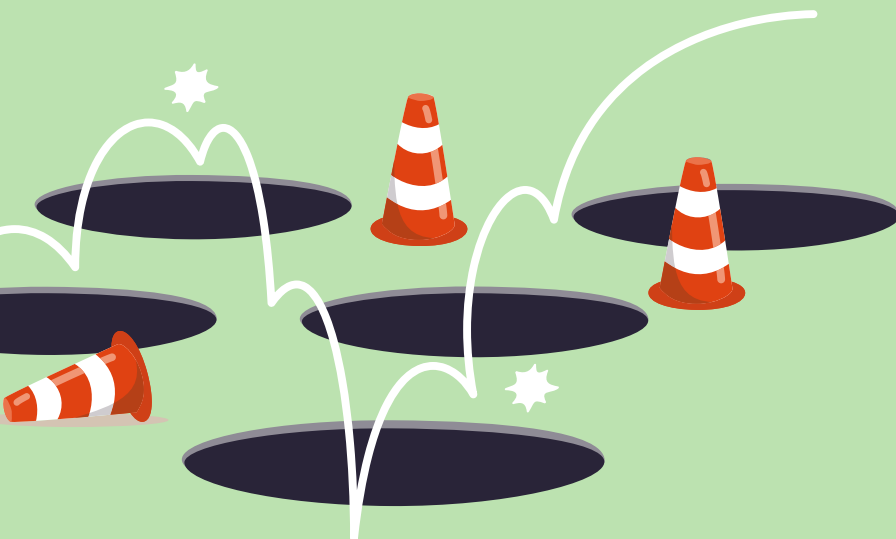
Sometimes problems don't have straightforward solutions, but by focusing on where we want to be, we are able to look beyond the obstacle.

Time traveller tactics

- ✓ **Assess the 'as is'.** What is the situation and how significant is the problem? **(Critical thinking)**
- ✓ **Learn from the past.** When have I/others encountered a similar problem and what worked? **(Problem solving)**
- ✓ **Look ahead to where you want to be.** How can I adapt previous lessons or develop a new solution altogether? **(Innovation)**



Innovation is only possible if we are looking ahead. It is a wonderful alchemy of past solutions with a new twist or technology.



Dealing with complexity and ambiguity



Business leaders are bombarded with many variables and interdependent interests. These may be through operating in a globally connected world, highly regulated environments or fast developing events with insufficient information to make informed decisions. This complexity and ambiguity can be overwhelming, paralysing and highly stressful.



Time traveller tactics

- ✓ **Be aware** of your instinctive reactions to stress and choose to respond rather than react.
- ✓ **Give clear direction** and coordinate the efforts of your team. The inverse of complexity is clarity – where are we going and why.
- ✓ **Keep it simple.** Break down projects into bite size, discreet objectives so that the uncertainty is reduced. As you achieve smaller objectives, this builds a sense of achievement and maintains momentum.
- ✓ **Let go of the ego.** If outside expertise is required to lessen the complexity, then outsource or develop that expertise. Weigh up long term benefit vs short term cost-saving.

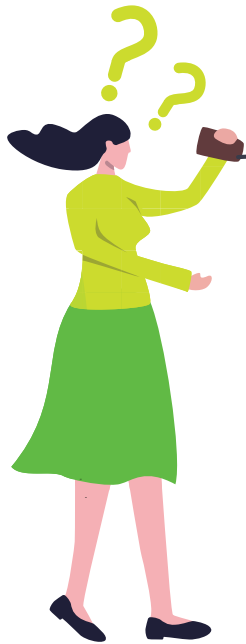
Develop proactivity and agility by constantly asking:

- Why is something done?
- What is the purpose?
- Why is it done like this?
- Can it be done better?
- What could go wrong?

What's your take on this?

- ➔ [Click here](#) and share your comments and ideas.

Communication skills



Communication goes beyond writing, talking, and listening. Great communicators recognise the emotional undercurrents.

Emotional intelligence is the ability to identify and manage one's own emotions, as well as the emotions of others to communicate more effectively, manage conflict, and reduce stress.

Communication is four dimensional

What is said?
(the message)

What is felt?
(emotional impact)

How is it said?
(tone)

What is heard?
(understood)

Time traveller tactics

- ✓ **There is no such thing as over communication.** However, this doesn't mean simply sending out repeat emails.
- ✓ **Practise self-awareness.** What are you feeling, and how are your emotions affecting your team?
- ✓ **Remember your manners.** Everyone prefers to be treated politely and with respect, regardless of status.
- ✓ **Be empathetic.** Seek to understand people's behaviour, for example, anger often masks fear.
- ✓ **Think before you ink or speak!** Words count. How is the person likely to respond to the content and tone of your message?
- ✓ **Adjust your communication style to your audience.** Social media is a minefield and if you are not comfortable in this environment, rather hire an expert.

Business leaders need to constantly improve their skillset to straddle the past, present and future, thereby ensuring business success.



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