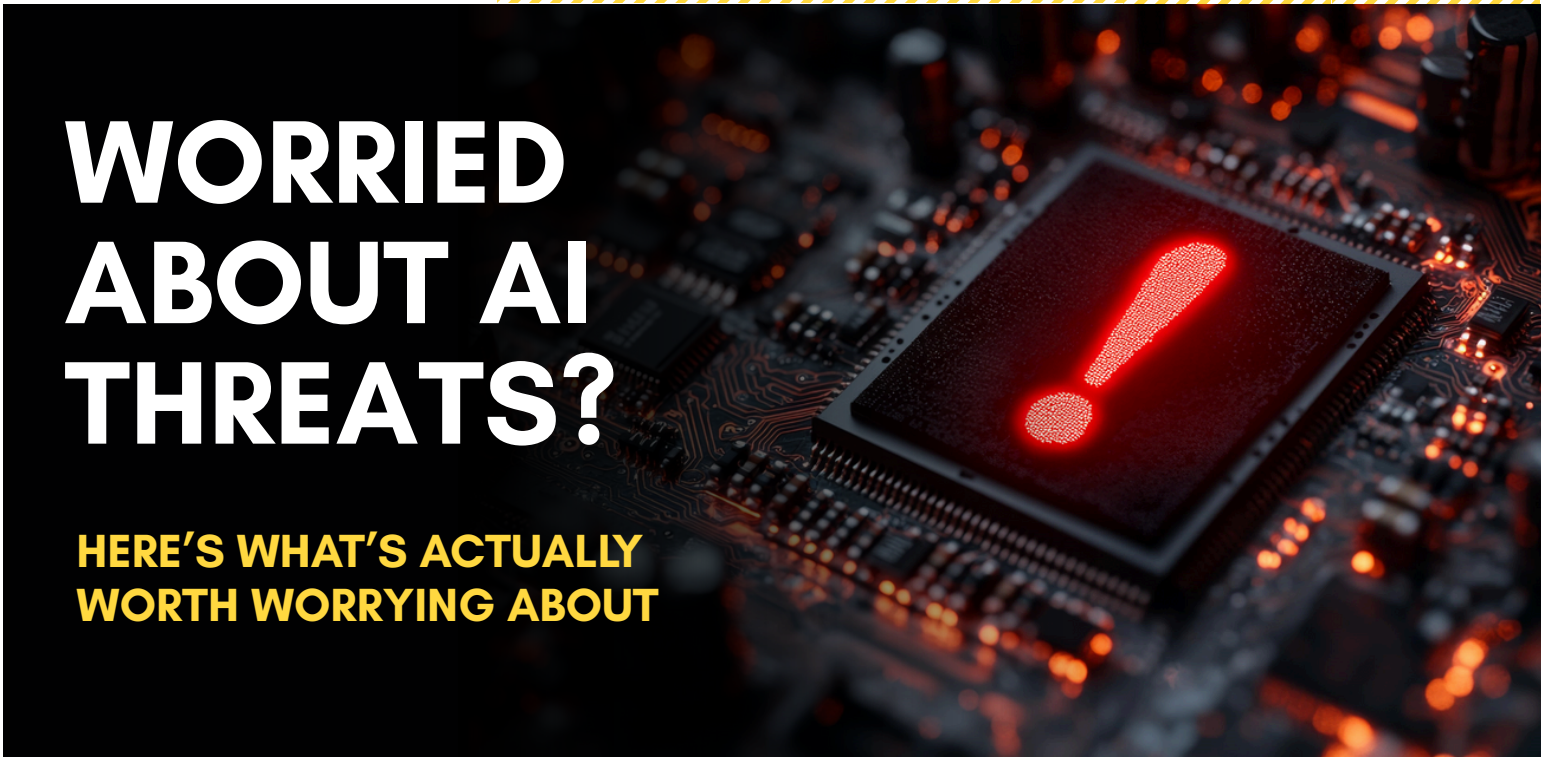
GENESIS NETWORK GROUP

Insider Tips To Make Your Business Run Faster, Easier And More Profitably



WORRIED ABOUT AI THREATS?

HERE'S WHAT'S ACTUALLY WORTH WORRYING ABOUT

AI is rapidly advancing – and bringing with it a whole new way to do business. While it's exciting to see, it can also be alarming when you consider that attackers have just as much access to AI tools as you do. Here are a few monsters lurking in the dark that we want to shine the light on.

Dopplegängers In Your Video Chats – Watch Out For Deepfakes

AI-generated deepfakes have become scarily accurate, and threat actors are using that to their advantage in social engineering attacks against businesses.

For example, there was a recent incident observed by a security vendor where an employee of a cryptocurrency foundation joined a Zoom meeting with several deepfakes of known senior leadership within their company. The deepfakes told the employee to download a Zoom extension to access the Zoom microphone, paving the way for a North Korean intrusion.

Creepy Crawlies In Your Inbox – Stay Wary Of Phishing E-mails

Phishing e-mails have been a problem for years, but now that attackers can use AI to write e-mails for them, most of the obvious tells of a suspicious e-mail, like bad grammar or spelling errors, aren't a good way to spot them anymore.

Threat actors are also integrating AI tools into their phishing kits as a way to take landing pages or e-mails and translate them into other languages. This can help threat actors scale their phishing campaigns.

However, many of the same security measures still apply to AI-generated phishing content. Extra defenses like multifactor authentication (MFA) make it much harder for attackers to get through, since they're unlikely to also have access to an external device like your cell phone.

Security awareness training is still extremely useful for reducing employee risk, teaching them other red-flag indicators to look for, such as messages expressing urgency.

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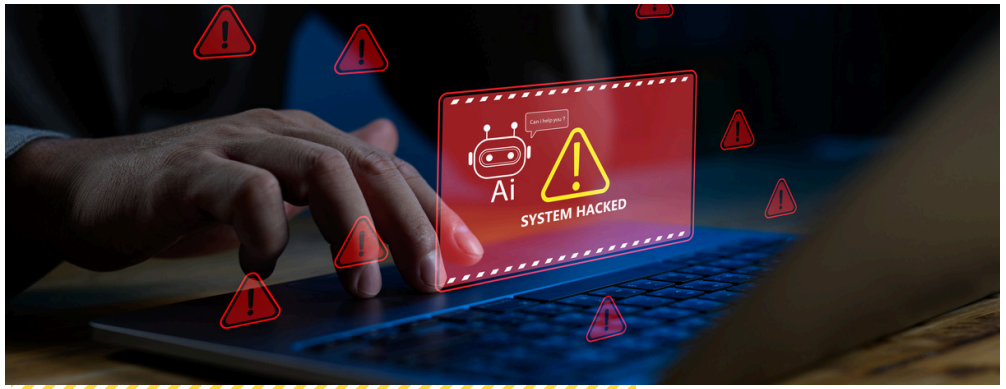

Skeleton AI Tools – More Malicious Software Than Substance

Attackers are riding on the popularity of AI as a way to trick people into downloading malware. We frequently see threat actors tailoring their lures and customizing their attacks to take advantage of popular current events or even seasonal fads like Black Friday.

So, attackers using things like malicious "AI video generator" websites or fake malware-laden AI tools doesn't come as a surprise. In this case, fake AI "tools" are built with just enough legitimate software to make them look legitimate to the unsuspecting user – but underneath the surface, they're chock-full of malware.

For instance, a TikTok account was reportedly posting videos of ways to install "cracked software" to bypass licensing or activation requirements for apps like ChatGPT through a PowerShell command. But, in reality, the account was operating a malware distribution campaign, which was later exposed by researchers.

Security awareness training is key for businesses here too. A reliable way to protect your business is to ask your MSP to vet any new AI tools you're interested in before you download them.

Ready To Chase The AI Ghosts Out Of Your Business?

AI threats don't have to keep you up at night. From deepfakes to phishing to malicious "AI tools," attackers are getting smarter, but the right defenses will keep your business one step ahead.

Protect your team from the scary side of AI ... before it becomes a real problem.

FREE REPORT DOWNLOAD:

The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate



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CARTOON OF THE MONTH





4 'MAGIC' STRATEGIES TO BECOMING A BUSINESS LEGEND

Former NBA player Earvin "Magic" Johnson Jr. is known for his strong work ethic. Here are four strategies Magic used to build his empire that will help you achieve your goals and dreams in your business.

1. Refuse To Lose

When Magic left basketball for business, many assumed his fame made it easy. The truth was different. He struggled, made mistakes and faced rejection. "I could get the meetings," he said, "but people didn't take me seriously." He used his own money at first, but when he sought outside funding for growth, banks turned him down for three years.

Eventually, he secured a loan and invested wisely, launching his career to the next level. Ironically, the banks that once rejected him now seek his business and he often declines. Magic's takeaway: success isn't about name recognition; it's about showing a solid strategy, clear ROI and value creation.

2. Rivals Make You Better

Magic's rivalry with Larry Bird is one of basketball's most famous. "I disliked the Celtics and Larry because you have to in order to beat them," he said. But Bird's relentless work ethic pushed Magic to match him. "I knew Larry was taking 1,000 shots a day, so I had to take 1,000 shots a day. He got better, so I had to get better."

The same applies to business. Competitors force you to sharpen your skills, innovate and work harder. They can keep you awake at night but that pressure can elevate your performance.

3. Elevate Your Game

"It takes the same amount of time to do a million-dollar deal as a billion-dollar deal," Magic often says. For him, every opportunity must align with his brand, values and long-term goals. He uses a clear set of criteria: if a deal doesn't check enough boxes, it isn't worth pursuing.

Aligned values, shared revenue goals and a commitment to giving back are his markers for success. He teaches that clarity on what fits your company ensures stronger partnerships and sustainable growth.

4. Don't Let Good Enough Be Enough

Magic believes in constant evaluation and improvement. Every new business begins with a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). He doesn't stop there—he runs SWOTs on his executive team and even on himself. "I want to be a better man, husband, father, grandfather and CEO," he said. He constantly asks, "Can this team take me where I want to go tomorrow?" That mindset ensures that both he and his businesses are always evolving, never settling.

The Bigger Picture

Magic Johnson's transition from NBA superstar to successful entrepreneur was not smooth or guaranteed. He faced rejection, adapted and pushed himself the way he once did on the court. His story is a reminder that perseverance, competition, discipline and self-reflection can help anyone elevate their game—whether in sports, business or life.

SHINY NEW GADGET OF THE MONTH

LeafyPod AI-Powered Planter

LeafyPod is an intelligent planter designed to simplify plant care using real-time environmental monitoring. Powered by AI, it tracks soil moisture, sunlight exposure and watering cycles to maintain peak plant health all without the guesswork.

Perfect for office lobbies, clinics or workspaces seeking to improve air quality and add a touch of natural calm, LeafyPod blends smart technology with biophilic design. Its sleek, minimalist look makes it as stylish as it is functional.



Referral Program

Help Us Out And We'll Give You A Brand-New Peloton Bike Valued At $1,500 Dollars. It's Easy To Qualify Simply Refer A Friend Or Business Colleague And Get Rewarded!
At Genesis Network Group we believe that referrals are the greatest form of flattery.
As one of our valued customers, you already know the benefits you get from our services:

Submitt your referral here.
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4 HABITS EVERY WORKPLACE NEEDS



Most cyberattacks don't happen because of some elite hacker. They happen because of sloppy everyday habits – like an employee clicking a bad link, skipping an update or reusing a password that's already been stolen in another breach.

The good news? Small changes in your daily routines can add up to big protection.

Here are four cybersecurity habits every workplace needs to adopt:

1. Communication

Cybersecurity should be part of the conversation, not just something IT worries about. Talk with your team regularly about the risks they might face and how to avoid them.

For example:

- A short reminder in a staff meeting about how to spot a phishing e-mail.
- Sharing news of a recent scam in your industry so people are on alert.

When security becomes a normal part of the discussion, it feels less like "extra work" and more like second nature.

2. Compliance

Every business has rules to follow, whether it's HIPAA for health care, PCI for credit card payments or simply protecting sensitive customer information. Compliance isn't just about avoiding fines, it's about protecting trust.

Even if you're not in a highly regulated industry, your customers still expect you to safeguard their data. Falling short can damage your reputation just as much as it can hurt your bottom line.

Make sure to:

- Review your policies regularly to ensure they match current regulations.
- Keep records of training and system updates.
- Make compliance a shared responsibility, not just an IT checkbox.

3. Continuity

If your systems go down tomorrow, how quickly can your business get back up and running? Continuity is all about being prepared.

Always:

- Make sure backups are running automatically and tested regularly.
- Have a plan in place for what to do if ransomware locks up your files.
- Practice your recovery steps before you need them.

4. Culture

At the end of the day, your people are your first line of defense. Building a culture of security means making good cyber habits part of everyday work.

Some ways to make that happen are:

- Encourage strong, unique passwords (or, even better, password managers).
- Require MFA (multifactor authentication) on all accounts that support it.
- Recognize employees who catch phishing attempts. This reinforces good habits and makes security a team win.

When security feels like a team effort, everyone gets better at it.

Security Is Everyone's Job

Keeping your business safe isn't just about software or hardware – it's about people. By building strong habits around communication, compliance, continuity and culture, you're not just avoiding threats, you're creating a workplace that takes security seriously every day.