



PETRA PLANNING

**WORK INTERRUPTED: KEY LESSONS
LEARNED FROM A LAPTOP THEFT**



WORK INTERRUPTED: KEY LESSONS LEARNED FROM A LAPTOP THEFT LIFE LESSONS for BUSINESS OWNERS

According to Gartner, a laptop is stolen every 53 seconds. It's happened to me – mine was recently stolen out of my vehicle – and chances are it has happened to you or someone you know, too.

Laptops are quickly becoming the information system of choice in many businesses, especially those that require a lot of travel. Because of this, it's important to ensure that you and your team members are protected should a company laptop be stolen or lost.

Here are four laptop security tips:

1. Join the cloud. Connecting devices via the cloud allows you to seamlessly start working from a different device if yours is stolen or lost. In addition to regularly backing up your laptop on the cloud, make it a point to store all files in a [Dropbox](#) account and meeting notes in a cloud-based app, like [Evernote](#). All of this data will be instantly accessible from another device by simply logging into the accounts.

As an added feature, you can use your cloud connection to permanently “lock” the missing device at the hardware level, making it instantly unusable for anyone else.

2. Use added protection. Take a moment to review the current passwords on your various accounts. Are they the same basic ones you've used for years? Easy-to-guess or old passwords leave a gaping hole in data security. To create and store new passwords, use a site like [1Password](#), which generates random, highly secure passwords.



Mac users can add another layer of security with [FileVault](#), a tool to encrypt the data on your hard drive. Once activated, this feature works to further protect client and business information.

Attach a physical form of identification to the laptop. If the thief discards the stolen property, the identifying stickers, business cards or ID tags on the device may assist in its return.

3. Document important information. In some organizations, the system administrator keeps a detailed log of all company equipment and the numbers associated with each item. If your company doesn't provide such a service, maintain a personal log of your device. To get this data on a Mac, simply go to the Apple menu and click "About This Mac" then "More Info" then "System Report."

In the event of a theft, having these numbers on hand will help make filing a police report a lot easier. You can register the serial number of the stolen property on a national database that prevents it from being sold. This information will guarantee speedy reimbursement from your insurance company, as well.

4. Keep your laptop current. Once you have a replacement device in hand, it's time to restore. Don't make this process longer than it has to be – delete all outdated files. If you have a laptop for business, keep it armed and ready for business. Delete music files or photos that you never use and keep personal files on a different machine.

Using apps like Apple's [Time Machine](#) also speeds up the process. By automatically backing up your system every hour, Time Machine can help restore your new laptop to look identical to the one stolen or lost. Even better? Information and files from apps like Evernote and Dropbox stay synched up to the last time they were used on the missing device.

THE PETRA EXPERIENCE

The Petra Experience is like a Mental Marathon of focused effort to create a specific set of priorities and a planned process to achieve them... as a team.

Looking to change your business life - forever?

The daily grind of growing a business is tough... it doesn't have to be that way. We work from our own business experiences while focusing on your business – as coach and an accountability partner. We implement the Petra Process in a way that ensures it “sticks” then we stay engaged to keep you on your path to success and less frustration. We don't want this to be just another thing you start – then it gets ignored and finally dies... let's stop that cycle in your business. The Petra Program 'clarifies' what is most important to be done – by whom, by when – **AND** creates an accountability structure to ensure **IT GETS DONE.**

*Rob Simons is an entrepreneur coach with business coaching firm Petra.
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