



# How Long Does It Take to Hack Your Passwords?

For the past several years, **Hive Systems** has calculated the amount of time it would take a hacker to crack your password. They've just released the 2024 chart.

It's always interesting reading, and we like to see how we stand with our own passwords and hope that you will do the same.

A strong password is your first line of defense to protect your accounts We recommend at least a

12-character password using upper and lower-case letters, numbers, and symbols. Your password should also be entirely unique from your other account passwords. If you're worried about remembering your password, or creating a stronger one, try using one of our recommended password managers.

One of the main attributes of being secure is to have strong passwords. If you're still using your

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## TIME IT TAKES A HACKER TO BRUTE FORCE YOUR PASSWORD IN 2024

How did we make this? Learn at [hivesystems.com/password](https://hivesystems.com/password)

Number of Characters	Numbers Only	Lowercase Letters	Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters, Symbols
4	Instantly	Instantly	3 secs	6 secs	9 secs
5	Instantly	4 secs	2 mins	6 mins	10 mins
6	Instantly	2 mins	2 hours	6 hours	12 hours
7	4 secs	50 mins	4 days	2 weeks	1 month
8	37 secs	22 hours	8 months	3 years	7 years
9	6 mins	3 weeks	33 years	161 years	479 years
10	1 hour	2 years	1k years	9k years	33k years
11	10 hours	44 years	89k years	618k years	2m years
12	4 days	1k years	4m years	38m years	164m years
13	1 month	29k years	241m years	2bn years	11bn years
14	1 year	766k years	12bn years	147bn years	805bn years
15	12 years	19m years	652bn years	9tn years	56tn years
16	119 years	517m years	33tn years	566tn years	3qd years
17	1k years	13bn years	1qd years	35qd years	276qd years
18	11k years	350bn years	91qd years	2qn years	19qn years

# From The Desk of David Snell

Hello!

We've promoted the Hive Systems Passwords chart for the past few years. It's always interesting to see how long, or how quickly, passwords can be cracked.

This year, Hive Systems has addressed the LastPass breach.

In November 2022, LastPass, the popular password manager, disclosed a security breach where hackers stole password vaults containing data for over 25 million users.



Initially, many believed that the stolen passwords, encrypted with a complex algorithm and numerous iterations, would remain secure. However, recent crypto wallet heists have raised concerns that some of these passwords may now be vulnerable to cracking.

If you're a LastPass user, it's crucial to assess your risk. I strongly recommend visiting the **HiveSystems LastPass breach data** website for additional information: <https://www.hivesystems.com/blog/examining-the-lastpass-breach-through-our-password-table>.

For LastPass customers (individuals, families, or organizations), LastPass has provided valuable guidance for both consumers and business administrators. You can find relevant links on the HiveSystems.com blog page.

## Why Consider BitWarden?

I no longer recommend LastPass as the password manager of choice. Instead, I suggest using **BitWarden** ([www.bitwarden.com](http://www.bitwarden.com)), which offers both free and paid versions:

1. **Free Forever:** Share your passwords with one other user across unlimited devices. Includes all core functions.
2. **Premium (Paid):** Enjoy additional features like BitWarden Authenticator, file attachments, emergency access, and security reports.
3. **Family and Business Accounts:** BitWarden allows multiple versions (personal, family, or business) within the same account.

Furthermore, BitWarden provides a straightforward import option, allowing you to seamlessly migrate your LastPass passwords into its system.

Remember, protecting your digital assets is essential. Consider making the switch to BitWarden for enhanced security and peace of mind.

A handwritten signature in blue ink that reads "David Snell".

## How Long Does It Take to Hack Your Passwords? *Continued from front page*

dog's name and your kid's birthdate, you need to change them NOW!!

### **Password Reuse is an Epidemic**

People say, "IT'S EASIER TO USE ONE PASSWORD!"

59% of individuals admitted to mostly or always using the same password, despite 91% knowing it's a security risk.

When your commonly used password is breached, other accounts are at risk of being breached.

### **Your UNIQUE email password**

Your email password must be strong and DIFFERENT from every other password that you use. Why? Because if a hacker gets into any of your secured sites, the first thing they will want to do is change the password so you can't get back in. How do they do that? They request a password change – sent to your email address. If they can get into your email, they have the keys to your kingdom and can access every account that you have. Take a few minutes and change your email password now.

### **What's a good password?**

A "good" password is a pass PHRASE, not a dictionary word or a pet name that someone could guess.

### **Start with a phrase:**

SardineIceCream (YUCK!)

Alter it with numbers and symbols; a good password has at least one capital letter, one lower case letter, one number and one symbol:  
\$@rdine1ceCre@m

As you can see, this password has one capital letter, several lower-case letters, one number, and three symbols. And it is composed of 15 characters. Current Best Practices suggests at least 8.

According to the chart on the front page, it would take a computer about 15 BILLION years to crack this password!

Now that you have your master password, it's time to replace all your other passwords with unique, strong passwords.

Here are your Best Practices:

- Don't use your email password for any other purpose
- If you use the service often (like your bank account), memorize a passphrase enhanced with numbers and symbols
- Get a password manager for less used site and have it create random combination passwords unique to each site.
- Never save your passwords in your computer browser – if your computer gets hacked, they can get into all your accounts!
- Challenge Questions: In many cases, you can find the answers to your challenge questions (What is your mother's middle name? What street did you grow up on? ) on Facebook or other social media sites. We often see "Take this Quiz" with these very questions! If these questions are required, make up an answer that you will remember but isn't easily recognized.
- Mom's middle name? Channel #5 (Her favorite perfume)
- Street you grew up on? Monopoly Street
- Your best friend in High School? Pizza  
There's no one checking that your answers are true, so have fun with answers that you can remember.



**Would you like a FREE Infographic of this article to share?**

Go to:  
[ACTSmartIT.com/hive](https://ACTSmartIT.com/hive)

For more information about passwords and pass phrases, go to:  
[ACTSmartIT.com/passwords](https://ACTSmartIT.com/passwords)

## TWO SIGNIFICANT EMPLOYMENT LAW RULES IMPACTING YOUR BUSINESS

### **I. FEDERAL TRADE COMMISSION ADOPTED A "FINAL RULE" ON APRIL 23, 2024, THAT EFFECTIVELY PROHIBITS THE USE OF ALMOST ALL NON-COMPETITION PROVISIONS IN EMPLOYMENT CONTRACTS.**

This applies not only to new contracts being offered, but to existing non-compete agreements with non-senior executives. The rule requires employers to provide notice to current and former employees that any non-compete provisions in their contracts are no longer in effect.

There will still be legal challenges over the coming months to this strict and narrow rule, which may delay its implementation.

**Exception:** Existing non-competes with senior executives, defined as earning more than \$151,164 annually and holding a position equivalent to a level of president, CEO or a position that has similar authority to those roles AND final authority to make policy decisions that control significant aspects of a business entity or a common enterprise are grandfathered and are still enforceable.

Keeping this in mind, depending on your business interests, the inclusion of a non-solicitation and/or confidentiality clause in your Employment Contracts may be advisable.

### **II. DEPARTMENT OF LABOR RAISES SALARY THRESHOLD FOR OVERTIME**

The current "white-collar" (Executive, Administrative, Professional, Outside Sales and Computer employees) overtime threshold is \$684 per week (\$35,568).

On July 1, 2024, there will be an initial threshold increase to \$844 per week, equivalent to \$43,888.

In addition, there will be another increase at the beginning of 2025, which will result in the threshold increasing to \$1,128 per week, equivalent to \$58,656.

Now is the time to review the classification of your non-exempt and exempt employees.



*Attorney Helene Horn Figman combines specialized legal knowledge in employment law with the skills and perspectives uniquely suited to Human Resources Consulting. [www.figmanlaw.com](http://www.figmanlaw.com)*

*Information about her anti-harassment and anti-discrimination education programs can be found at [www.workplaceawarenesstraining.com](http://www.workplaceawarenesstraining.com)*

**This article has been prepared by the Law Offices of Helene Horn Figman, P.C. for general informational purposes only. It does not constitute legal advice and is presented without any representation of warranty whatsoever.**



#### **Helene Horn Figman**

Law Offices of Helene Horn Figman, P.C.

Employment Law & HR Resource Management

45 Bristol Drive Suite 207, South Easton, MA 02375

[FigmanLaw.com](http://FigmanLaw.com)    [hfigman@figmanlaw.com](mailto:hfigman@figmanlaw.com)

508-238-2700

## The Ultimate Guide To Partnership Marketing -Part 3— Debriefing and Analyzing

In the previous two articles in this series, we worked through getting started, determining a topic and setting goals.

We then discussed the format of the offer and your projected audiences preferences.

The work on partnership marketing doesn't end when your offer does. It's crucial to measure the outcome and results of the offer and partnership itself, which will help you for future collaborations.

### Analyze the Success of the Offer and Promotional Plan

First and foremost, take a deep dive into the outcome of the offer to understand whether it was successful or not. Did it help you reach the goal(s) you originally set? You will want to look at:

- Registrants / attendees, if it was a webinar or event
- New email list subscribers, if it was a white paper or other lead magnet
- Website traffic, if it was a blog post
- New leads, if your offer included a CTA for a consult or something similar

If you feel satisfied with the results, that's great! If you don't, remember that not every offer will work out the way you hoped it would, especially if this is your first time diving into partnership marketing. That's okay — analyzing the outcome allows you to identify areas of improvement for the next time.

Additionally, take a peek at the performance of the promotional plan. Statistics you note may include:

- Reach and engagement of social media posts
- Number of social media followers

- Number of email list subscribers
- Open rate and click through rate of newsletters
- Total website traffic

If you were impressed by these numbers, then you'll likely be able to infer that your marketing tactics worked, which is always exciting to see. It's also important to note how consistent both you and your partner were with promoting the offer. If both of you made the same commitment, that's great — but if your partner didn't show up in the way you were hoping for, that's something you'll want to keep in mind as you think about your next offer.

### Facilitating Partnership Marketing with the Support of an Agency

### Working with a Marketing Agency to Execute Partnership Marketing

You may have reached the end of this blog post and realized that partnership marketing requires the time and attention of several moving parts in order to be successful, and you may not have the resources to dedicate to it — and that's okay! That's where working with a marketing agency like Dash of Social® comes in.

We thrive on developing value-driven, intentional marketing strategies for our clients that help them to build thought leadership and establish brand awareness in front of new audiences.

#### ***This is Part 3 of a 3 part series***

You can find all 3 of Ashley's articles at [OfficeManagersSociety.com/Ashley](https://www.officemanagersociety.com/Ashley)

Or read the entire article at:

<https://dashofsocial.com/the-ultimate-guide-to-partnership-marketing/>



Working closely with their clients, Ashley Mason and her team help small business owners and entrepreneurs craft and execute value-driven marketing strategies designed to establish thought leadership, grow online communities, and build connections and leads.

#### **Contact Ashley:**

[ashley@dashofsocial.com](mailto:ashley@dashofsocial.com) | [www.dashofsocial.com](http://www.dashofsocial.com)

# Empowering Managers to Lead

Leading a company or a department is not just about directing tasks or overseeing projects; it's fundamentally about inspiring others and achieving goals with clarity and commitment. We uncover how managers can lead with purpose and vision, creating a motivated, forward-thinking team environment. Leading – providing an inspirational vision, and managing – coaching, mentoring, and directing effectively – involve more than just managing day-to-day operations: They require a strategic blend of inspiration, direction, and personal integrity.

## The Importance of Purpose

Purpose is the compass that guides managers through the complexities of their roles, enabling them to steer their teams toward achieving shared goals. When we lead with purpose, we fill actions with meaning, aligning objectives with the organization's broader goals. This alignment is key for maintaining strategic direction and vital for inspiring team members.

Purpose-driven leadership helps create a culture of engagement and dedication. It makes team members feel valued and understood, which in turn boosts their productivity and willingness to commit to the company's vision. To cultivate this, managers need to communicate openly about the organization's goals, how these goals relate to individual roles, and the impact of these roles on the organization's success.

## Cultivating Vision

A clear and compelling vision is the blueprint for future success, providing a framework for decision-making and setting a standard for what the organization aspires to achieve. When managers are clear about where they are heading, they can more easily inspire their teams and foster an environment where innovation and accountability thrive.

Creating and communicating a vision involve reflecting on the organization's potential and considering how current trends and technologies can shape future opportunities. They require managers to be forward-thinking and innovative, always connecting present actions with future outcomes. By regularly sharing their vision, leaders can keep the team's energy focused and aligned with long-term objectives.

## Building Leadership Skills

To lead with purpose and vision, managers must develop a set of key skills that go beyond traditional management capabilities.

## Emotional Intelligence

Understanding and managing one's own emotions and empathizing with those of others is fundamental. This skill ensures that interpersonal relationships within the

team are strong and productive. Leaders with high emotional intelligence recognize emotional cues and effectively navigate team members' feelings to promote a positive workplace culture. This not only helps in resolving conflicts more efficiently but also aids in building a supportive team dynamic that enhances overall productivity. Our clients appreciate us using Everything DiSC® tools like Agile EQ, Catalyst, and Workplace, to improve emotional intelligence and help build productive relationships.

## Strategic Thinking

This involves looking at the bigger picture and planning accordingly. Strategic thinking helps managers anticipate changes and prepare their teams to adapt swiftly and effectively. It also entails understanding how different elements of the business interconnect, which can lead to more innovative solutions to problems. Managers who think strategically are better equipped to prioritize tasks, allocate resources efficiently, and guide their teams through complexities with clearer direction and purpose.

## Communication

Effective communication is not just about sharing information; it's also about listening and engaging in meaningful dialogue. Managers must ensure that their communication fosters an environment where every team member feels heard and valued. Good communication skills also include the ability to convey ideas clearly and persuasively, which is necessary when presenting visions, motivating the team, and negotiating with stakeholders. Managers who communicate effectively build trust and alignment within their teams and achieve organizational goals.

## Resilience

Having the ability to remain motivated and to motivate others during challenging times is imperative. Resilient managers are those who can face setbacks with a constructive attitude and see them as opportunities for growth and learning. They instill a sense of stability and confidence within their teams, even under pressure. Resilience also involves the flexibility to adapt strategies as needed and the courage to make difficult decisions. This trait enables managers to not just survive but thrive during periods of uncertainty or change.

## Opportunities for Skill Development

Managers can develop these skills through various means, such as professional development courses, mentorship, coaching, and reflective practice. Investing in these areas enhances a manager's capacity to lead with purpose and vision and elevates the entire team's performance.

# with Purpose and Vision

## Professional Development

Professional development courses often cover a range of topics from conflict resolution to strategic planning, offering managers new tools and methodologies that can be directly applied to their roles.

## Mentorship

Mentorship allows managers to benefit from the experiences and wisdom of seasoned leaders, providing a personalized learning experience that can profoundly impact their professional growth.

## Coaching

Coaching, whether internal or external, helps managers holistically understand the issues and blind spots they are facing, see their potential for growth, and follow an individualized program to maximize their performance, both personally and professionally.

## Reflective Practice

Reflective practice, involving regular self-assessment and contemplation, helps leaders understand their strengths and weaknesses, enabling them to target specific areas for improvement.

## Practical Applications of Leadership Skills in High-Stakes Environments

### Relocation and Logistics

In the fast-paced world of relocation and logistics, managerial skills are tested frequently. Take, for instance, the teams at Best Movers in Florida, a comprehensive database of moving companies that excel in coordinating complex moves with efficiency and foresight. This resource not only assists managers in understanding logistical challenges; it also helps in applying strategic leadership to ensure smooth operations and customer satisfaction.

### Software Development

Managers at tech companies, as in other rapidly changing industries, are often challenged to keep up with rapid technological advances and market demands. They must exhibit strong strategic thinking to prioritize product development and deployment effectively while maintaining a motivated and cohesive team. This dynamic environment demands constant learning and adaptation, putting a manager's communication, resilience, and strategic-planning skills to the test.

## Implementing Purpose-Driven and Visionary Leadership

To effectively lead with purpose and vision, managers should implement the following:

1. **Start with self-reflection** – understand your core values and how they align with your leadership approach.
2. **Set clear, achievable goals** that reflect the company's mission and vision, as these can help translate purpose into action.
3. **Encourage a culture of transparency** and accountability.
4. **Schedule regular feedback sessions**, team meetings, and open-door policies. When team members understand how their work contributes to the organization's objectives, they are more likely to perform with a higher level of commitment and enthusiasm.
5. **Recognize and celebrate achievements** – big and small – to reinforce the significance of every team member's contribution to the organization's vision. Recognition creates a sense of accomplishment and encourages continuous contribution and improvement.

## Conclusion: Lead with Purpose and Vision

To lead with purpose and vision is to recognize the importance of inspiration in leadership. Managers who embody these qualities do not merely direct; they motivate, innovate, and uplift, creating environments where individuals are engaged, and objectives are achieved with passion and perseverance. As leadership continues to evolve, these abilities will distinguish truly effective managers from mere overseers. By investing in these elements, organizations can remain adaptable, innovative, and successful in the face of future challenges.

Go to <https://theprofessionalbusinesscoaches.com/empowering-managers-to-lead-with-purpose-and-vision/> for more information.

### Bernie Heine Professional Business Coaches

[TheProfessionalBusinessCoaches.com](http://TheProfessionalBusinessCoaches.com)  
<mailto:contact@professionalbizcoach.com>  
 (781) 319-9820



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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

508 272-5120

[SusanR@GrammarGoddess.com](mailto:SusanR@GrammarGoddess.com)

«First Name» «Last Name»

«Company»

«Address»

«City», «State» «Zip»

# REFUSE TO REUSE

Passwords should always be unique. Never reuse the same password for any online accounts, especially your master password!

[ACTSmartIT.com/training](http://ACTSmartIT.com/training)