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How The FaceTime Bug Puts Business At Risk (And What To Do About It)

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Is the FaceTime bug a threat to your business? Maybe. Could it also be an opportunity to demonstrate leadership and foster trust? Certainly.




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75% of workers worldwide consider their own employer to be trustworthy. Indeed, we trust our employers more than any category of institution including NGOs, government, or business, and especially more than we trust the media according to the newly-released [Edelman Trust Barometer 2019](#), which focuses on the theme of trust at work.

However, trust in our employers doesn't correlate to trust in CEOs or board directors, both of whom are near the bottom of the individual trust rankings and only just above government officials and journalists. That should prompt leaders to reflect on how they can earn the trust of their teams and build a culture of trust from the top down. Two of the concluding Trust Barometer mandates are that CEOs should lead change by empowering employees with information and training the workforce of the future.

So, how does this work in practice? What should leaders actually do to maintain trust? To use something practical and immediate, let's take the case of the [bug](#) within Apple's popular FaceTime app (sometimes cleverly referred to as [the 'FacePalm' bug](#)). It's pretty much a guarantee that someone in your network is using an off-the-shelf iPhone, even if your team is using desk phones or secure, company-supplied devices. It's even more likely that many of your suppliers, vendors, and customers are using the popular devices, since iPhones account for [43.9% of smartphones](#) in the U.S., 46.5% in the U.K., 44.9% in Australia, and 54.7% in Japan.

Is the FaceTime bug a threat to your business? Maybe. Could it also be an opportunity to demonstrate leadership and foster trust? Certainly.  Here are a few quick scenarios to consider.

Share The Information

Consider the first Trust Barometer mandate and empower employees with information. A full 60% of respondents only tune in to the news once a week at most, so there's a good chance that many on your team aren't even aware of the

problem. Be proactive and have an alert sent out to every iPhone user on your staff to direct them to disable FaceTime until a bug fix is released.

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Who should be your chosen messenger? The most trusted source of information is the company technical expert according to the Trust Barometer, so it's likely that this message of security and care will be well-received from the IT department. It's good to know that we trust those who are best equipped to provide reliable advice and solutions to the problem. Good leaders will empower these trusted members of their team to do their job by fully and vocally supporting their efforts—and providing the resources that enable them to do so.

Consider Device-Free Meetings

Intellectual property theft is still very much en vogue and has claimed many victims including poor [Tappy the robot](#), a T-Mobile invention whose arm was stolen by a Huawei employee, according to the U.S. Department of Justice. Your employees and their phones could be targeted because of their access to trade secrets or intellectual property. When you host a meeting filled with team members and their devices, are uninvited guests joining you? Might an unscrupulous competitor be listening in on your pitch meeting or team huddle about new product development?

If you are discussing sensitive information during a meeting, consider going device-free. That way you reduce the risk of uninvited guests. You may also shorten the duration of meetings, minimize distractions and spark new creativity.

Use It As A Learning Opportunity

The FacePalm scandal is also a practical lesson in training the workforce of the future. The world of work is changing rapidly and the pace of change is certain to accelerate in the coming decades. Technology is behind much of this change—are

your people ready? Do they know how to use what is currently at their disposal, let alone the next wave of Internet of Things devices and artificial intelligence? Do you? Technology won't run itself unless your team directs it, at least for now. Better get ready, one lesson at a time using practical examples like these.

The Internet of Things movement draws a beautiful, utopian vision of a future in which our various devices work seamlessly together to make our world work better. But in practice, some pretty funny things have happened. Remember last year's reports of Alexa [laughing maliciously](#) when you just wanted her to turn off the lights? We are sometimes awkwardly reminded that our devices are listening when we haven't asked them to merely because our microphones were enabled for apps. Did you follow the [online conversations](#) about whether Instagram and Facebook are listening to our in-person conversations in order to pitch us products? Despite their denials, users don't seem convinced.

In fact, the Trust Barometer tells us that social media is now the least trusted media source by a long shot and this kind of creepy targeting is definitely a factor. Google, despite having [announced](#) that it would stop scanning your emails for advertising, is still allowing [third-party access](#). And those are just a handful of the legitimate enterprises, let alone criminal activity like the constant barrage of [sextortion phishing emails](#) claiming to be videotaping you through your device's camera. Using personal information for blackmailing employees to turn over valuable company data is certainly on the agenda. Train them to know how to ward it off.

The FacePalm bug may turn out to have [little impact](#) from a technical standpoint. However, it can be a useful opportunity to show your employees that you are being proactive, that you are helping them to achieve digital security and ultimately, that you care about them.

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I am the president and CEO of Disaster Recovery Institute International (DRI), where I help organizations prepare for and recover from disasters both natural and manmade. Through DRI and as an adjunct professor at New York University, I have worked with the public, private ...

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16,650 views | Jan 25, 2019, 10:30am

Davos Discussion: Creating An Inclusive Future To Drive Innovation



SAP BRANDVOICE

By Judith Willams, Chief Diversity Officer, SAP

A commitment to inclusion is a strategic component in an organization's ability to innovate, understand its customers, outperform the competition and maximize employee productivity and engagement.

Put simply, diversity is not only good for business, it is good business, and it drives innovation. According to a recent report by [McKinsey](#), companies that embrace racial and ethnic diversity are likely to have financial returns above their respective national industry medians. A future that includes people from the widest range of backgrounds will pay economic and social dividends and be an essential component of the intelligent enterprise.



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If the road to inclusion and diversity were simple or did not require intervention, we would already be there. Instead we must invest, with real and measurable actions, to increase inclusion. While intelligence is equally distributed in the population regardless of background or experience, opportunity is not. Discussions of the tech industry's inclusion challenges have been rehashed over-and-over, but ultimately, we need to move from discussion to action, and start building a diverse and inclusive and technology ecosystem.

What does an inclusive future look like and who is it being designed to serve? With the path we're on currently, we are not democratizing opportunity, and this lack of diversity creates a risk—the risk that we won't have the capabilities we need to face the next generation of challenges.

With incredible innovations at our fingertips, we have the power to build a better tomorrow. We need to be clear about who we are building it for. Today's technology has the potential to cultivate a new standard: a diverse future that's representative of all people. This requires that we broaden the funnel of

opportunity, both in the pathways to our organizations, and in the technologies that we will build.

One of the ways we do this, is by working with SAP.iO accelerators and startups to ensure inclusive entrepreneurship. Most of today's largest technology companies were start-ups once, and most grow without any thought to inclusion and diversity. Investing early on and using technology to ensure diverse demographics and an inclusive culture can fuel innovation and lead to new engines of growth.

[SAP.iO](#) has made it a priority to identify and support founders that come from underrepresented groups. These founders get access to SAP's technology engine and customer base which expands their potential and their reach. We've also identified technologies themselves that expand opportunity—whether in the pre-screening and hiring, the supplier diversity space, or in removing bias in performance and pay practices. Five to ten years from now, we expect to have a very different technology landscape.

During the World Economic Forum Annual Meeting in Davos, I hope we explore the question of how we might distribute opportunity more widely. The world leaders at Davos are influential not only within their own countries and companies but also on the world stage with consumers who are increasingly diverse. We can address the question and we can plan, as President Macron of France has done with the Tech for Good initiative, to use our collective influence and ability to improve diversity and inclusion and truly innovate for the good of society.



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