## This Issue:

### How to Not Tank Your Cognitive ROI

Have you ever reached for your phone to check a quick notification, only to look up forty minutes later feeling drained, agitated, and behind on your schedule? For a business owner, this is more than just a bad habit, it's a thief. While you are busy protecting your revenue and managing your team, these habits serve as an invisible tax on your focus.

We often talk about processing power and bandwidth, but we often ignore...

**Read the Rest Online!**
**https://dti.io/tankroi**

## About Directive

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

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## What the Wildest AI Story of the Year Teaches Us About Security
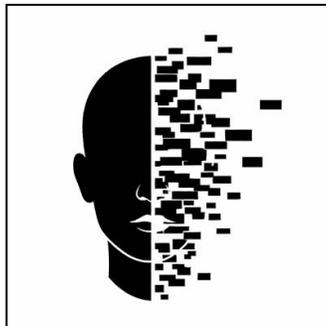
It's undeniable that artificial intelligence is a big part of doing business in 2026. Given this, it is not surprising that many products are being developed to push the technology into areas of business it hasn't touched. Today, we are going to tell you about the difference between AI models and why one man's great idea could be the thing that set AI back.

### The Establishment of Agentic AI

We all know about generative AI; the AI we've been using to help us create content. Innovations are coming that will bring AI that can support workflows more comprehensively. Businesses have been champing at the bit to get access to AI tools that can help them streamline processes and be more efficient, beyond the capabilities of generative AI tools.
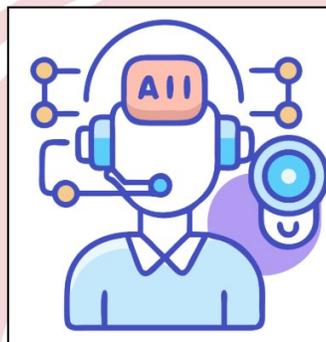
This is where this story begins.

### The Moltbot Situation

The wildest technology-related story of the year so far features an AI tool that, in the span of a few short weeks, went through three names, inadvertently launched a

## How to Get Your Time Back and Build a Business That Runs Itself

For many business owners, the IT department feels like a black hole. You pour money and resources into it, and in return, you get upgrades you didn't ask for and a monthly subscription bill that only ever goes up. When AI showed up, it felt like a light at the end of the tunnel, but for many, it quickly became just another tool to manage that requires perfect prompting to be useful.

To move past this, we have to stop talking about models and start talking about autonomy.

In 2026, the conversation has shifted away from generative AI and toward agentic AI. This isn't just a smarter chatbot; it is effectively a digital employee capable of reasoning, planning, and navigating complex situations without a lot of oversight needed. This month, we thought we'd go into why Agentic AI is a potential technology that might give you your time back.

### From Assistant to Operator

The fundamental difference between the AI you have used and the AI you need comes down to intent.

directive

*"Take risks. Failure is a stepping stone to success."*
*- Arianna Huffington*

PAGE 2

**Understanding Zero Trust**

Threats can originate from anywhere—even within your own trusted network. This is where the concept of Zero-Trust Security comes into play, and it's a paradigm shift that every SMB owner and manager needs to understand.

**What Exactly is a Zero-Trust Security Model?**
Imagine a highly secure building where no one, not even those with keys, is automatically granted access to every room. Instead, everyone—employees, contractors, even devices—must verify their identity and authorization each time they attempt to access a resource. This "never trust, always verify" principle is the core of Zero-Trust.

At Directive, serving businesses right here in Upstate New York, we know that keeping your information safe can feel complicated. But the core idea of Zero-Trust is actually quite simple: **don't automatically trust anyone, always check before granting access.** Think of it like...

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**https://dti.io/trustnoone**

# Efficiency is Often the Silent Enemy of Security

In every office, there is a hero. They are the ones who clear their inbox before they leave, manage five Slack threads simultaneously, and pride themselves on a five-minute response time. We value these people because they make things happen. Unfortunately, that same high-speed, can-do attitude is exactly what hackers are looking for.

### The 4:45 PM Blind Spot
It is late Friday afternoon. Your top project lead—let's call her Michelle—is juggling a million moving parts. She is trying to beat the traffic, her kid's soccer game starts in an hour, and she is determined to hit zero on her inbox.

An email pops up. It looks like a revised invoice for her current project.

On a Tuesday morning with a fresh cup of coffee, Michelle might notice the sender's domain is off by one letter. She might wonder why the phrasing is a little stiff. At 4:45 PM on a Friday, Michelle isn't a security analyst; she is a closer. She wants the task gone.

She clicks.

By Monday morning, your client list is being sold on a dark-web forum, and your operating capital has been wired to an untraceable account in Eastern Europe.

### The High-Performer Paradox
Business owners often mistake a good team for a secure team. But hackers do not attack your team's integrity; they attack their biology. They rely on the...

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**https://dti.io/efficvssecur**

# What the Wildest AI Story of the Year Teaches Us About Security

multi-million dollar crypto scam, exposed thousands of users to hackers, and gave birth to the first AI religion.

### The Birth of Claude with Hands
It all started innocently enough with a developer named Peter Steinberger. He built an open-source tool originally called Clawdbot. The pitch was simple but powerful: it was an agentic AI, a tool that could take action.

Described by fans as Claude with hands, referencing the powerful, open-sourced Claude AI model that powered it, Clawdbot could control your computer to manage emails, organize files, and execute commands. It was the dream of a truly helpful digital assistant, and it went viral overnight, stirring up serious interest.

### The Rebrand and the Ten Second Heist
Anthropic's legal team politely pointed out that the name Clawdbot was a bit too close to their trademarked Claude. Steinberger agreed to change the name and settled on Moltbot, a clever nod to its lobster mascot shedding its shell to grow.

What happened next was a disaster. To complete the rebrand, Steinberger had to release his old @clawdbot handles on X and GitHub to claim the new ones. There was a window of literally seconds between letting the old names go and securing the new ones. That was all the time automated sniper bots needed...

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**https://dti.io/wildai**

# How to Get Your Time Back and Build a Business That Runs Itself

*(Continued from page 1)*

The standard generative AI is like a highly literate intern. If you give it a specific document and ask for a summary, it does a great job. Unfortunately, if you tell that intern, "Our churn rate is too high; go find out why and fix it," they won't be able to help. They wait for instructions.

Agentic AI is an operator. You give it a goal, and it figures out how. It breaks a high-level objective into sub-tasks, identifies the tools it needs, executes the steps, and checks its own work.

## The Unique Selling Propositions of Agentic Systems

The benefits of agentic AI are numerous, but there are three that stand out. They are:

- **Zero-overhead scalability** - Think of the workflows that currently require a mid-level manager's oversight; things like supply chain logistics or multi-channel customer resolution. Usually, to scale these, you need more managers. Agentic AI allows you to deploy agents to handle these complex loops at a fraction of the cost, scaling your ability to support your customers without scaling your headcount.
- **Cross-platform orchestration** - Most software today is just a silo. Your CRM doesn't communicate with your warehouse software, which doesn't communicate with your invoicing tool. I'm sure you...

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**https://dti.io/selfrunbiz**

# Move Past Upgrades and Start Growing Your Business

If your monthly IT bill feels more like a ransom payment than a strategic investment, you are not alone. For years, business owners have watched their capital disappear into a black hole of upgrades and tech-speak headaches that never seem to actually grow the business. As we move through 2026, the script has officially flipped. AI has moved past the experimental phase to become the ultimate tool for keeping your company lean, fast, and profitable. It is time to stop paying just to keep the lights on and start turning your technology into high gear.

## The New Competitive Edge

Nowadays, working harder is a losing strategy. You need to work differently. Here is how AI transforms your business from a cost center into a profit machine:

- **The invisible employee** - Scale your operations without adding a single person to the payroll. AI handles the 25 dollar per hour administrative grind, allowing your 100 dollar per hour talent to focus on high-level strategy.
- **Decision certainty, not conjecture** - Move from thinking you are profitable to knowing it. AI analyzes fragmented data across your apps to find the leaks and missed margins you simply cannot see on a standard spreadsheet.
- **24/7/365 customer obsession** - You do not need a night shift to...

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## CYBERSECURITY TIPS

### Fake Job Recruitment Scams

These latest scams are designed to lure you in with enticing job offers. The catch? You're not even looking for a new job!

In this Micro Training, learn how scammers are getting more creative with fake job recruitment scams that could expose you to identity theft, malware, or financial fraud.

View this tip and others at:
**https://dti.io/jobscams**

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We would *love* to hear your feedback, and would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.
*Thanks in advance!*

**https://directive.com/review**

## Marketing Ideas & Tips for Your SMB

### The Ultimate Guide to Google Reviews: The Good, The Bad, and The Weird

Your Google Reviews are front and center when a prospect starts investigating a product or service and those that provide it. For businesses of all kinds, these reviews are more than just a star rating; they're a powerful testament to your brand's reputation.

We're not just about building sleek, high-performing websites and crafting compelling content; we're about empowering you to take control of your entire online presence... and that, my friends, includes the good, the bad, and the sometimes-just-plain-weird world of Google Reviews.

#### The Good: Embracing Your Raving Fans

A positive review is like a warm cup of coffee on a Monday morning—it's a beautiful thing. When a happy client takes the time to sing your praises, it's not just a pat on the back; it's a golden marketing opportunity.

Here's how to make the most of those five-star ratings:

- **Respond with Gratitude:** A simple "Thank you so much for your kind words!" goes a long way. Personalize it by mentioning something specific from their review...

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**https://dti.io/allreviews**

### Spotlight: Otsego Reuse Center

We wanted to showcase Arc Otsego who operates the Otsego ReUse Center as a multifaceted social enterprise. This facility functions as a donation-based retail store that redirects usable household goods away from local landfills. By processing and selling donated items, the center provides meaningful vocational training and employment opportunities for individuals with intellectual and developmental disabilities.

The center accepts a wide range of materials including furniture, building supplies, housewares, and electronics. These items are refurbished or cleaned by staff and sold back to the community at affordable prices. This cycle supports both environmental sustainability and the personal growth of the agency's program participants.

Local residents can support this mission by donating their gently used goods or shopping for unique finds at the retail location. Volunteering and financial contributions also help sustain the center's workforce development programs. For more information on donation guidelines and store hours, visit arcotsego.org/otsego-reuse-center

### HAVING AN IT ISSUE?

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Use the icon in your desktop system tray for support options, quick links!

**Charlotte & Chris Chase**

**Tech Trivia**
Each year, more than 30,000 new consumer products are launched.

WE HAD TO DISGUISE SENSITIVE DATA ON A PRETTY FLIMSY BUDGET.