



DIAMOND TIMES

A Technology Management Company



WHAT'S NEW

After presenting our Crawl, Walk, Run AI adoption framework at the NJSBDC AI for Small Business Conference, one thing was clear: business owners are ready to start — they just need a secure place to do it.

That's what DIAMOND AI delivers. A secure, AI-powered platform giving your team access to 70+ AI models in one place — your data stays private and under your control. No shadow AI. No data leaking to free tools. Just a structured path to adoption.

We approach AI the way we recommend you do: quick wins in Crawl, workflows in Walk, autonomous agents in Run. DIAMOND AI supports every stage. We're excited to help our clients move through that same journey.

Curious about DIAMOND AI Platform? Join our August 20th Early Adopters webinar — Register [HERE](#). And Happy 4th of July! Proud to celebrate America's 250th.

Dedicated to your Success,

Team Diamond

AI is no longer a future conversation. It's a business conversation happening right now.

That was the overwhelming takeaway from the inaugural AI for Small Business Conference 2026, held June 25 at Middlesex College's Edison Campus. Presented by NJSBDC in partnership with Middlesex College, the full-day event drew entrepreneurs ready to move beyond the AI hype and start putting it to work.

Twelve sessions. One mission.

The conference offered 12 dynamic sessions across beginner, intermediate, and advanced levels, including workshops in both English and Spanish. From hands-on AI demonstrations to marketing and productivity tool deep-dives, every session was built around one goal: helping small business owners leave with practical tools they could use that same day.

Diamond Business Communications took the stage for three of those sessions.

Cora Park, CEO, presented "The AI Challenge Facing Your Business: AI Adoption — Crawl, Walk, Run," sharing

a practical roadmap for adopting AI strategically, securely, and at a pace that makes sense for every organization.

Erin Bogdan, Marketing and Admin, led two hands-on marketing workshops, demonstrating how AI can help businesses build a brand from scratch and create content faster — building a month's worth of social media in just one afternoon.

The conversations throughout the day were dynamic, the live demos sparked countless "aha!" moments, and the excitement in the room made one thing clear: small business owners are eager to learn how AI can help them work smarter, grow faster, and compete bigger.

What attendees walked away with

Participants explored how AI can save hours each week, improve customer communication, automate repetitive tasks, and increase productivity. Whether new to AI or already experimenting, attendees left with real-world examples and actionable next steps.

A heartfelt thank you to Lilian Mauro and NJSBDC for organizing this inaugural event, and to Middlesex College for hosting. We're proud to have been part of a day that proved AI isn't replacing small business owners — it's empowering them.



This monthly publication is provided courtesy of Cora Park, President of Diamond Business Communications.

OUR MISSION:

To help connect clients with expertise necessary to incorporate the diverse and emerging technologies needed for today's business, while providing a collaborative first-class support platform to allow them to achieve great things.

SCHOOL'S OUT, Cybercriminals Are In



School's out, which means the workday doesn't look quite the same as it did a few weeks ago.

Maybe you're starting earlier to wrap up sooner. Maybe you're working from home with a little extra background noise and fewer stretches of uninterrupted time.

Either way, you're adjusting to the new rhythm and cybercriminals are adjusting right along with you.

This isn't your normal workday

Hackers know that summer fragments your day and they plan around it.

They're not waiting for a major lapse; they're just looking for a quick decision made while your attention is elsewhere.

Cybercriminals don't rely on big, obvious scams.

They send messages that look routine — an invoice, a shared file, a quick request — timed to catch you in the middle of something else.

That's when the click happens

The click isn't the problem. It's what that click has access to. When someone clicks a phishing link or opens a malicious attachment, it doesn't stop there. It opens the door to email accounts, files and the systems your business runs on every day.

From there, it moves quietly, spreading across accounts and accessing sensitive data before anyone realizes what's happening.

By the time it's noticed, the impact is already much bigger than one mistake.

Why “just be more careful” doesn't work

That assumes people have time to stop and evaluate every click. They don't. Work moves fast, attention is split and people are juggling more than usual.

The goal shouldn't be perfect attention. It should be building systems that don't rely on it. If your team is moving fast and getting interrupted, your security needs to account for that.

In practice, that looks like:

- Unique passwords for every login so one compromised account doesn't unlock everything else
- Multi-factor authentication so a password alone isn't enough
- Email filtering that flags suspicious messages before they reach your team
- A culture where anyone can pause and ask, "Does this look right?" without feeling like they're slowing things down

None of this depends on perfect behavior. It's built for real workdays.

Summer doesn't create these risks. It just makes them easier to miss.

If your business still depends on everyone catching everything, it's time to take a closer look.

DON'T MISS THE BIG REVEAL!!

DIAMOND AI is Here.

Join our LIVE Early Adopters Webinar to:

- Prevent employees from unknowingly exposing sensitive data
- Automate repetitive tasks and workflows to save time
- Bring AI tools under one secure, managed approach
- Build a practical AI adoption strategy your team will use

This Won't be Recorded so Be Sure to Reserve your Seat by clicking [HERE](#).



LEADERSHIP IN THE AGE OF AI

Jay Shetty on the Power of Connected Thinking

CELEBRITY SPOTLIGHT

Even as AI reshapes how we work, Jay Shetty has a different kind of edge in mind. One that has nothing to do with software.

Shetty, bestselling author and host of the "On Purpose" podcast, recently made the case for what he calls "connected thinking" and why it may be the most important leadership skill you can develop right now.

"In an age where it feels like technology is in charge, I want to talk about the power of human connection," he said. "Becoming a connected thinker is not only important, it's necessary."

A connected thinker, in Shetty's words, is someone who can think as broadly and deeply as they choose.

The leaders who do it best share one trait: they spot connections across departments, industries and markets that everyone else misses.

So how do you get there?

Shetty laid out four mindsets.

Mindset 1: Community

Most leaders think about building a strong network. Shetty pushes that further. It's not about how many people you know, it's about how different they are from each other.

"When you know lots of people who know each other, you create an echo chamber," he said. "Your ability to be innovative, impactful and creative is reduced."

If you're emailing the same five people and bouncing ideas off the same group chat, you're not stretching your thinking. You're reinforcing it. A connected thinker actively seeks out perspectives that don't already match their own.

Mindset 2: Coach

Great leaders don't lead everyone the same way. Shetty broke the room into four personality types: Doers, who live by deadlines and results; Inspirers, who run on energy and ideas; Perfectionists, who want precision above all else; and Supporters, who lead with empathy and care. Each needs to be spoken to differently.

"If I don't learn to speak that language, I'm making it harder to lead," Shetty said. The leaders who get this right don't just manage people. They bring out what each person does best.

Mindset 3: Child

Ask a group of kids to draw 30 unique circles in 30 seconds and you'll get soccer balls, bubble wrap, clocks and faces. Ask adults and you'll get circles numbered one to thirty.

Somewhere along the way, the creative brain gets overruled by the logical one. Shetty's challenge to leaders is to find ways to bring that curiosity back into meetings, into problem-solving and into the way you view your business.

"It's fascinating what happens when you tap into that childlike mind," he said. Innovation lives there.

Mindset 4: Coder

The founder of Pokémon Go didn't set out to build a tech phenomenon. He wanted to get his kids outside, the way his own father once got him outside.

The technology served a deeply human purpose. That's Shetty's point about AI more broadly. "All we can do is humanize the way we use it and what we use it for," he said. "The machine becomes us. We can't be scared of anything we created."

At a time when it's easy to feel that humans are becoming less relevant, Shetty's argument runs in the opposite direction. The four mindsets he outlines map directly onto the skills predicted to matter most by 2030: problem solving, critical thinking, creativity and people management.

The leaders who will thrive alongside AI aren't the ones who out-tech it. They're the ones who stay unapologetically human, relentlessly.

EXECUTIVE BREAKFAST SEMINAR: A BIG SUCCESS!

Cybercrime Is No Longer Just a "Big Company Problem."

Business owners, nonprofit leaders, and executives from across Mercer County gathered for a powerful morning of insight, networking, and real-world cybersecurity strategies.

Hosted by United Way of Greater Mercer County and presented in partnership with Diamond Business Communications, attendees learned how AI-driven scams, ransomware threats, and hidden vulnerabilities are impacting small and mid-sized organizations every day—and what leaders can do right now to reduce risk.

A huge thank you to Sandra Toussaint-Burgher, MPA, and John Santana, for hosting, and to everyone who attended. We're excited to continue helping organizations operate more safely and confidently.



3 BUSINESS SCAMS YOUR TEAM MIGHT FALL FOR THIS WEEK

Most cyber incidents don't begin with obvious warning signs or dramatic system failures. They begin with something that looks like it belongs in a normal workday. A quick text about a small charge. A notification that a document was shared. An email that appears to come from a trusted contact asking for a simple update.

Today's scams are designed to blend in, not stand out. They rely on timing, context and the assumption that if something looks routine, it's probably safe. As you read through these examples, consider one honest question: Would everyone on your team recognize the risk before reacting?

Scam #1:

Vendor impersonation emails: A fake invoice arrives that looks like it's from a vendor you work with regularly. Same logo, same tone, same payment terms.

The only difference is the routing number. If your team processes it without verifying, the money is gone.

Guardrail that helps: Confirm any payment change through a known contact — not the email requesting it.

Scam #2:

Executive credential phishing: An email arrives appearing to be from leadership, asking you to verify your login or update a password. The link leads to a convincing but fake portal that captures your credentials the moment you enter them.

Guardrail that helps: Any request involving credentials, payments or sensitive data gets verified through a second channel. Hover over sender addresses. Treat urgency itself as a warning sign.

Scam #3:

Urgency-based payment redirect: A message claims a payment is overdue or a

service will be suspended within hours. The pressure to act fast is the attack. It's designed to override your normal review process.

Guardrail that helps: Build in a mandatory delay for any urgent financial request. If it can't wait 30 minutes, it's almost certainly a scam.

What This Comes Down To

The risk isn't careless employees. It's systems that assume everyone will always slow down under pressure. If a single rushed click could interrupt your operations, the answer isn't better instincts. It's a stronger framework that helps your team make the right call every time.

1542 Kuser Road B1
Hamilton, NJ 08619

