



# slack

# VARIETY PACK

Episode 6: Panic Pack

Announcer: You are listening to The Slack Variety Pack. A collection of stories about work, life, and everything in between, brought to you by Slack. If you don't know what Slack is, head over to slack.com and change your working life forever. On this episode, learn insider secrets to make your passwords unhackable.

Reporter 1: What is your email password?

Pasword Person1: It's password123.

Announcer: The right way and the wrong way to pick a lid for your coffee cup.

Coffee Reporter: In your left hand, you still hold the other lid. Do you put it back in the perfectly stacked pile, the askew pile or the garbage?

Announcer: Meet a man who's learned about leadership by diving into the deepest depths of the ocean.

Dr Joe MacInnis: He puts the sub back down and he tries this again. We go up and it's ... No. Something's holding us to the deck.

Announcer: But first, how parents describe what their kids do for a living.

male: Slack Variety Pack?

Reporter 1: Yeah.

male: Cool.

Announcer 2: Okay.

Announcer: Making work less work-y.

Reporter 2: In the past, things were more simple and straight forward. You could ask any parent what their child did for a living and get a pretty clean answer. Doctor, lawyer, firefighter, postal worker, cab driver. In today's world, though, the information and tech economies have made it much harder for our poor parents to know anything about what we do at work.

Parent 1: What do you mean, "What does he do?"

Parent 2: I have no idea.

Parent 3: Heaven knows. I really have very little idea what he does for a living.

Parent 4: He works for a company.

Parent 5: He's into computers.

Parent 6: Works with computers, but what he does with them, I don't know.

Parent 7: He designs things in the world of the internet.

Parent 8: Well, he's making ... He's making and produce the ... His project. He have to finish his project.

Parent 9: He works for a sales company that represents clients with their online accounts.

Parent 10: He implements a form of business.

Parent 11: I know he posts stuff on Facebook ... Or for iPods or something. Man, I don't know how that works or how you even make money doing it, but hopefully, he is.

Parent 12: Making something and produce something and then, sell and ...

Parent 13: I know some words that I can associate with you, but I don't know what they mean.

Parent 14: That's what I've heard. That she will "tweet it out" to the communities, as well.

Reporter 3: Do you know what social media is?

Parent 14: Well, it's a communications thing.

Reporter 3: Yeah.

Parent 14: Okay.

Reporter 3: Yeah.

Reporter 2: Before all you techies with fancy jobs start feeling too good about yourselves, be forewarned. This will happen to you, too. If we asked you to describe Minecraft, it would probably sound eerily similar.

Parent 11: Anyway ... It's about all I can figure out for now, but hopefully, I'll learn more about it. Bye.

Announcer: Slack. Love what you do.

Announcer 2: Channel change. Leadership.

Announcer: Learning what it takes to be a good leader isn't easy. This man's leadership lesson is more unique than others. It involved diving all the way down to the deck of the sunken Titanic.

Reporter 4: What comes to mind when you think about true leaders? If you're thinking about bold, rugged individuals who take fate into their own hands and drive major change through sheer force of will, Dr. Joe MacInnis would say that you're dead wrong. Now Joe is no ordinary leadership guru. He's not a professor at a business school and he hasn't been the CEO of Fortune 500 company. Instead, his leadership insights have all arrived at the brink of death in some of the most dangerous places in the world, such as war-torn Afghanistan, the high arctic and seven miles down the ocean to the bottom of the Mariana Trench with James Cameron.

Dr Joe MacInnis: When we talk about the leadership thing ... This goes off into a whole lot of areas that allow me to go inside people's heads and look at emotions like fear, courage, loyalty, trust.

Reporter 4: You're about to learn why putting your ego aside as a leader could save your life. We pick up the story inside a Russian research sub two and a half miles undersea hovering just above the wreck of the Titanic.

Dr Joe MacInnis: It was the last dive of this expedition. I was the co-leader of this expedition, a five million dollar project to make an IMAX film. I went on the last dive, filmed the bow section and the anchor chains, the boat deck where everybody said their goodbyes. Then, we landed on the pilothouse deck and decided that we'd just spend an hour or so. The last dive ... Last hour of the last dive in this kind of sacred place.

I looked out the porthole and here's the pedestal where the steering wheel once stood. This is the place where Captain Smith confronted the horror of a disaster that he and his officers had created. We talked about the iceberg and then, the safest ship ever built and the accident that wasn't supposed to happen. Then, it was time to go up. [Segallo 00:06:18] had kind of told us ... Segallo, [it's 00:06:20] our pilot, who presses the thruster and up we go. We get up about a meter off the deck

and we stop, so he puts the sub back down and he tries this again and we go up and it's ... No. Something's holding us to the deck.

Reporter 4: Just a reminder, this is THE Titanic. The one sitting twelve thousand feet under the waves. The one that cost fifteen hundred lives and Joe and his IMAX sub crew are now stuck on her deck.

Dr Joe MacInnis: This is a high risk because this is a monster shipwreck and so, a very cool guy calls in the second sub that's been filming us and the other Russian pilot and he have this discussion about what's holding us on to the deck. It was a tangle of wire that we didn't see when we approached. It was now holding our portside landing [skid 00:07:15]. In a fantastic choreography ... I mean, I am quite fearful in these moments. I have a PhD in fear because I've seen so many people killed by the ocean over the years as a diving physician, so I have this huge respect for the forces of the ocean and the unknowns and how to deal with them.

I'm there sweating away and trying to look at the life support system and stay calm and hold back the butterflies or the bats in my belly. These two guys are working on this problem and there's silences and there's words and there's this kind of ... You know that they're inhabiting each other's minds as the pilot says "Move left, move right, move up". Thirty minutes later, we got out of this and I realized after he jerked the landing skid free of this tangled wire. Up we went, but I realized afterwards that we survived because there were two guys who were, again, inhabiting each other's minds and had this kind of technical empathy for the problem.

Reporter 4: Empathy. If you were going to put together a top ten list of qualities for adventurers, for leaders, would empathy make the cut? People who take the highest risks in business, in their careers, in the great beyond, tend to be driven, focused alpha individuals.

Dr Joe MacInnis: There are these alpha individuals, but the good ones recognize that, and you see this in astronauts especially. The good ones recognize that they have to be followers as well as leaders. They cannot lead everything. This is what I was very fascinated with. Special [forces 00:09:00], particularly this kind of ability to lead and follow at the same time. It's this ability to park your ego over on the left hand side here and just realize that it's the mission that's important. It's not you, it's the mission. In true science, whether it's an astronaut team or a Jim Cameron's team, this is what happens.

Reporter 4: MacInnis has written up his findings on leaders in life and death environments in a book called "Deep Leadership". He hopes his

globetrotting study will be of practical use for some truly global questions.

Dr Joe MacInnis: This is why I'm so interested in leadership in terms of global problems. Climate change, water shortages, food shortages. That long list of planetary and social issues that face us today will only be solved with versions, enhanced versions of personal, professional, political, scientific leadership. What I'm trying to do is see if I can add something to that conversation from what we've learned in high risk environments.

Announcer 2: Channel change. CEO secrets.

Reporter 4: Chad Dickerson is the CEO of Etsy, the popular online marketplace for handmade, vintage and uniquely manufactured items. Etsy's been on a tear the past couple of years going through a successful IPO and huge growth. That's a lot of stress for anyone in Chad's position. We ask him how he stays focused.

Chad Dickerson: I stay focused by not responding to every last email that I get and really not letting email rule my life. When I get up in the morning, I don't check email first thing. I try to do things that are not email. I don't do email much at all during the day. I check email maybe once or twice a day during the day and try to stay focused on other tasks. I'm kind of a "GTD" nerd "Getting Things Done", so I use omni-focus and really try to build a task list in areas of focus that are outside of email. I keep saying email because I think email can be a soul crushing productivity suck.

Reporter 4: Being a CEO is often full of interruptions. You have people coming at you constantly with the biggest problems that only you can solve. You have to make difficult decision after difficult decision. Sometimes, you're totally overwhelmed. How do you stay focused on what the priorities are and what needs to happen next?

Chad Dickerson: The first thing you have to do is really build a great team around you. If you get too many, say, legal issues that are escalated to you, then you probably need a really strong general counsel. If you get a lot of legal issues escalated to you and you don't have a really strong general counsel, then you have a lot of issues to deal with. The other thing is really staying organized in the rest of your life so that you can be responsive and have open time. I try to schedule pretty significant blocks of time every day so that I'm ready for change. If you schedule every minute of your day, you don't have time to think and you also don't have time to react. Both of those things, I think, are really important.

Reporter 4: This has been CED secrets with Chad Dickerson of Etsy.

Announcer 2: Channel change. Password security.

Reporter 1: Excuse me, sir. I'm asking people today ... Could you tell me your email password?

Password 2: No.

Password 3: No.

Password 4: Probably not. No.

Password 5: For real?

Reporter 1: Yeah. We don't know each other. I don't know your name, you don't know me, so I'll never hack into it.

Password 6: Right. No.

Password 7: What is my email password? It's my last name.

Reporter 1: Really? That's it?

Password 7: Yeah.

Password 8: Oh. It's a combination of my pet's name and my pager number from high school.

Password 9: Piglet.

Reporter 1: Really? Why?

Password 9: 123. I think a boyfriend used to call me "piglet" once and so, it's just stayed that way.

Reporter 1: What is your email password?

Password 10: Oh, I refuse to say that. It's personal.

Reporter 1: We don't know each other.

Password 10: So what?

Password 11: For real? You want me to tell you?

Pasword Person1: No, you're going to judge me.

Reporter 1: No.

Pasword Person1: It's password123.

Password 13: It would be a variation of the city that I live in.

Reporter 1: What city do you live in?

Password 13: I live in Vancouver.

Password 14: Well, for the longest time ... I'm the worst with passwords and the longest time, it was just my name.

Reporter 1: Your full name first and last?

Password 14: My full name, with a hyphen if they would let me, because my name has a hyphen. I was like, "That's the twist!"

Reporter 1: What is your email password?

Password 15: Incorrect.

Reporter 1: Seriously?

Password 15: Yeah.

Reporter 1: Have you ever been hacked?

Password 15: No.

Reporter 2: You've just heard a lot of horrible passwords. Here's another one. Hoobastank. Let's pretend that Hoobastank is my password and let's also pretend that my lovely colleague, Dave, is a hacker who is trying to steal my password.

Robot: What's the secret password?

Dave the Hacker: The password is "123".

Robot: Password incorrect.



Reporter 2: To help keep Hoobastank safe from Dave, I've enlisted the help of Leigh Honeywell, a digital security expert at Slack.

Leigh Honeywell: I'm always sort of thinking about how ... If I were an attacker, what would I do to cause shenanigans?

Reporter 2: To start things off, Dave is going to try and trick me with hacker tactic number one. The phishing trip. He's going to send me an email that looks like it's from my bank. "Dear Steve, it's me. Your bank. We have urgent information about your money. Click here immediately to find out more."

Leigh Honeywell: Now, the way these will typically work, the link in the email just goes to a form, you enter your credentials. Oh, now they've got your password. Be super skeptical any time you get a login page that you didn't expect.

Reporter 2: Next, Dave is going to try hacker tactic number two. The word list. He's downloaded a list of all the words in the dictionary and with the help of a little computer power is going to try every single one of them to see if they work.

Dave the Hacker: The password is "password". The password is "turtle".

Reporter 2: Maybe don't use a word that's in the dictionary as your password. Don't make it your name, your birthday, your pet's name, your spouse's name or anything else someone could find out from checking your Facebook feed or Googling you.

Dave the Hacker: The password is "bowling".

Reporter 2: Now comes the really bad news. Don't use the same password on multiple services. That's right. You need a different password for every single site you use. Here's why.

Leigh Honeywell: What often happens is that an attacker will break into a poorly secured site, say, Uncle Joe's Pet Supplies. They will then have the list of usernames and passwords from that site and they'll try those username password combinations against a more sturdily built site such as Gmail. If you're reusing passwords, what that means is that your overall security is only as good as the most poorly written site you've ever signed up to. Having individual passwords for different services ... Even though it's a giant pain, it is the most important thing that you can do.

Reporter 2: The services you use are also doing their best to keep passwords safe from Dave. They're using all sorts of complicated strategies with names

like cryptographic hashing and salting that make it harder and harder for Dave to discover Hoobastank, but let's go down the worst case scenario. Dave somehow actually does get my password.

Dave the Hacker: The password is "Hoobastank".

Robot: Password accepted.

Reporter 2: Believe it or not, there is still a way to completely protect yourself. Use multifactor authentication.

Leigh Honeywell: There's a couple of different things that security people identify as different authentication factors. There's something you know, which is a password. Something you have, which is often access to your cellphone and then, something you are. When somebody checks your driver's license, they're not just checking that you have a driver's license, but they're also checking that your face corresponds to the face on the driver's license.

Reporter 2: Multifactor authentication means that if Dave has my password, he would still need access to a second, different factor to be able to prove that he's me, which is why you often get codes texted to you on your phone as a second form of digital identification.

Leigh Honeywell: They won't have that second factor. They won't be able to get into your account.

Reporter 2: There is one other thing we can all do that will almost certainly stop Dave in his tracks. Use a password manager. Password managers make it easy to create and save unique and complex passwords for every single site you use. You don't have to create the passwords and you don't have to remember them.

Dave the Hacker: The password is "Use a password manager or you'll live to regret it".

Reporter 2: Even with a password manager, you still have to create at least one amazing password. The password to get into the password manager. Here are Leigh's tips on crafting virtually uncrackable passwords.

Leigh Honeywell: Use as long a password as you can remember. Uppercase, lowercase, numbers, punctuation. Adding emoji being passwords is one way of increasing the complexity.

Reporter 2: The password is "fluffyrock&turntable!:)".

Leigh Honeywell: For the passwords that you use every day, I like to treat them as a mindfulness thing. In addition to being super strong passwords, passwords that make me happy when I type them. What that ends up being is that they're usually passphrases rather than passwords.

Dave the Hacker: The password is "Don't forget to drink eight glasses of water!;)"

Leigh Honeywell: It has a real impact on your mood and happiness if you're reminding yourself of things that make you feel good, things that make you happy about the world.

Reporter 2: There you have it. Remember, here are the things you have to do. Don't click on emails that ask for your password and feel a little bit off. It's probably a phishing scam. Choose multifactor authentication wherever you can. Use a password manager to store unique passwords for every site. It will make your life so much easier and so much safer. To get into your password manager, create a long, complex password that also makes you feel good. If you follow these steps, you'll be doing everything in your power to stay safe from Dave.

Dave the Hacker: The password is "I give up because you and your fancy complicated passwords have outsmarted my hacker tactics. >:(

Robot: Password accepted.

Announcer: Slack. You know that wonderful feeling when something just works? That.

Reporter 4: The lid you choose for your coffee cups says a lot about you. Do you care more about your health, the health of others or the environment? It's time to choose your own adventure.

Coffee Reporter: It's 8:52 am and you're making your last stop before the office. The coffee shop. You place your order and wait. A couple minutes later, your drink is ready on the bar. You pick it up and carry it over to the milk and sugar area, where you will face the most difficult trial of your day. Why? You're dealing with a whole bunch of unknowns. You don't know how long that cream has been sitting at room temperature. You don't know what's causing the sugar to stick to the inside of the jar, but most of all, you don't know who's touched the lids, which lids were touched and where they were touched.

All you know is that one of them will be coming into contact with your mouth. You worry about the last guy who touched the coffee lids. Was he a nose picker? Maybe he couldn't get a seat on the bus and he had to

hold on to the bar the whole time. You don't worry about the fact that most viruses can't survive a hundred sixty degrees Fahrenheit and coffee is generally served at two hundred degrees Fahrenheit. You've got your thing and it's the lids. Since this is the most hair-raising event some of us will experience all day, I've created a choose your own adventure story about it. I got some coffee drinkers to go through it with me. There are two piles of lids with the inner sides facing up. One is perfectly stacked, the other has a few lids askew. Which do you pick?

- male: I would pick the one with lids askew because I feel like perfectly [stack 00:22:15] was recently stacked.
- Coffee Reporter: This pile features some nicely stacked lids broken up by the occasional crooked lid. The lid on top looks like someone picked it up and put it back. The next lid seems to be untouched, but it's part of a tightly packed stack. Which do you pick?
- male: I probably take the tightly packed stack.
- Coffee Reporter: You pull off the second lid and wouldn't you know it, another lid is stuck to it. You can either pull apart the two lids with your fingers, try to shake them in a way that will cause one of them to land back on the pile or just put two lids on your coffee.
- male: [inaudible 00:22:53] I'm still prying from that.
- Coffee Reporter: You pulled them apart. It takes more effort than expected and you kind of got your fingers all over them. In your right hand, you now hold what was the top lid, which you've placed your fingers inside. In your left hand, you hold the second lid from the top of which your fingers have touched the outside. Which do you put on your coffee cup?
- male: I think, to be nice, I would take the one that I've touched the inside.
- Coffee Reporter: You put the lid on your coffee cup. In your left hand, you still hold the other lid. Do you put it back in the perfectly stacked pile, the askew pile or the garbage?
- female: Garbage.
- Coffee Reporter: Okay. While you're throwing that lid in the garbage, you lock eyes with a man. You're caught. The man proceeds to lecture you about the Texas sized island of garbage floating in the Pacific. You feel guilty and worse,

since the lecture was so long, you're now late for work. You get fired.  
Game over.

male: Oh, cool.

Coffee Reporter: I'm sure whatever system you use to select a lid is working just fine.

Announcer: That's all for episode six of The Slack Variety Pack.

Announcer 2: Next episode.

Announcer: Pinterest isn't just for weddings and décor, meet a guy who loves making weird boards.

Weird Pinner: Child bodybuilders. I love the sort of jazz moms meets ... The sort of masculinity is very interesting to me.

Announcer: Technologist and entrepreneur Anil Dash considers his strange form of celebrity.

Anil Dash: I have this network that looks as if I should be at least a mid-level hip hop star or something, but I'm just a middle aged nerd dad, who spends all his time typing on a computer.

Announcer: Meet companies that are turning corporate culture upside down.

HubSpot: HubSpot's vacation plan is unlimited. How long do you have to work at HubSpot to earn unlimited vacation? The answer is usually an hour.

Announcer 2: The details.

Announcer: Aquanauts, coffee cup lids, unhackable passwords ... Oh, my. All the stories in this episode have their own Soundcloud file, so you can share your favorites. Information about this podcast is on [slack.com/varietypack](http://slack.com/varietypack). Subscribe to this podcast on iTunes or wherever you get your podcasts. Leave your feedback at 415-992-7561. Thank you for listening.

male: Slack.

Announcer: Making work less work-y.