

# CST Tech News

## What's New

Pause! We do it all the time. We pause the television to retrieve a snack. We pause movies to get more popcorn from the kitchen and now we are having to pause our lives. It sucks – plain and simple!

So now what? Where do we go from here? When will our lives get back to normal and what will our new “normal” be? I seriously need a date – an actual date on the calendar for when we will be able to get people back to work, our favorite stores to open and I really, really need a hair appointment.

I know we are all feeling stuck and stranded and we are all experiencing some cabin fever, but I am praying we get some normalcy soon-whatever that means. We will eventually be on the other side of this and hopefully we will rebuild what we have lost but it is going to take a lot of time and money not to mention the work involved.

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## Cybercriminals Are Out In Full Force In Today's Crazy Times – Here's How To Stop Them

In the past couple of months, just about everyone has been forced to shift priorities. If you're like many business owners, you are intently focused on pivoting your business to accommodate today's “new normal.” In fact, you are probably investing so much of your time in trying to retain your customers and generate new cash flow that you barely have time to even *think* about cyber security.

The problem is that cybercriminals and hackers know there's no better time to strike than during a global crisis. In fact, they're probably working overtime to craft new malware while the rest of us are trying to manage how our lives have been turned upside down. While you are so focused on your business, these cyber thugs are finding new ways into your IT network so they can steal

data and passwords, compromise your clients' private information and even demand large ransoms.

Cybercrime is already on the rise and is expected to cause \$6 *trillion* in damages by 2021! But, if history repeats itself, you can bet hackers are already out in full force right now. We've already seen how headlines are changing from stories about COVID-19 to accounts of a frenzy of cyber-attacks on corporations and small businesses.

Here are solutions you can implement during these crazy times to help protect your business data, money and productivity:

1. Be more suspicious of incoming e-mails. Because people have been

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To provide outstanding technology services to our customers allowing them to focus on their business.



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scared, confused and not really focused for a while now, it's the perfect time for hackers to send e-mails with dangerous malware and viruses. You probably have received a bunch of COVID-19-focused emails. Always carefully inspect the e-mail and make sure you know the sender. There has already been a CDC-gov e-mail address out there that's not legitimate and has spammed inboxes across the country.

Avoid clicking links in the e-mail unless it's clear where they go. And you should never download an attachment unless you know who sent it and what it is. Communicate these safeguards to everyone on your team, especially if they are working from home.

2. Ensure your work-from-home computers are secure. Another reason to expect a rise in cyber-attacks during these times is the dramatic increase in employees working from home. Far too many employers won't think about security as their team starts working at the kitchen table. That's a dangerous precedent.

First, make sure your employees and contractors are not using their home computers or devices when working. Second, ensure your work-at-home computers have a firewall that's turned on. Finally, your network and data are not truly secure unless your employees utilize a virtual private network (VPN). If you need help in arranging or improving your new work-from-home environment, we

would be happy to get your entire team set up. Our goal is always to help your business to thrive with greater cyber security and superior technology that improves efficiency.

3. Improve your password strategy. During crises like this one, your passwords could mean the difference between spending your time working to grow your business and trying to recoup finances and private data that's been hacked. Make a point now to reevaluate your passwords and direct your team to create stronger passwords.

Also, while it's so convenient to save your passwords in your web browser, it also lessens your security. Because web browsers simply require their own password or PIN to access saved passwords, a skilled hacker can bypass this hurdle. Once they access your saved passwords, they can steal as much as they want – credit card information, customers' private data and more!

Instead, you should consider a password manager to keep all of your passwords in one place. These password managers feature robust security.

You, your team and your family have enough to concern yourselves with at the moment. There's no need to invite in more problems by letting your computer and network security slide during these times.

While this coronavirus scare has negatively affected countless businesses, we are proud to say we are open and continuously servicing our customers. If you need additional security advice or would like to have a consultation to discuss how to keep your data safe or how we can help you work more effectively, simply connect with us today.

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I just want you all to know that CST is here for you.

If you are one of our managed services clients already, thank you! Thank you for trusting us to keep you secure and thank you for your patience while we deployed remote services so your team could work from home. We deployed over 50 remote connections, and all are able to work securely and efficiently as if they are sitting at their desk. All of the labor my team spent on getting you ready to manage this pandemic was delivered to you FREE of charge as we know financial times are uncertain. We were thankful to have options for affordable desktops and laptops that we quickly got to your remote workers. We are here to support you whenever challenges presented themselves and to be honest, we had a few!

I also appreciated you taking my call when asked to schedule your Quarterly Business Reviews (QBR). It is my way of staying in touch with you because so much of what we do is done remotely. I never want to feel disconnected and I never want you to feel neglected. Just touching base to discuss any new projects or plans, to give you an update on your technology and allowing me to stay connected to you is such a great feeling; thank you for that. If you have not scheduled your QBR, please contact my office so we can get you on the calendar.

As we move forward in this new crazy world, we have no choice but to adapt to whatever takes place. Our new normal will become "normal" and life will go on. Let's try to do it with a happy heart. The negativity that has surrounded us for the past six weeks has been overwhelming and extreme and dangerously close to causing me to become an introvert.

So my prayer for the next week or two is for sunshine, warm temperatures and hugs!

# Think On The Known, Not Just The New



Neophilia is an obsession with new things simply because they're new - not necessarily better or improved - or novel. It makes people stand in line overnight for the newest technology release or scour the Internet to find the latest and greatest product, trip or experience.

We often read books and attend seminars to find new things to ponder. Sometimes the influx of new information and ideas is so rapid that we don't use what we've learned or integrate it into our behavior.

So, what if we thought about the important things we've learned or responded to questions we already know we should answer? What is known but not recalled or revisited can shape and improve your life.

Think about these knowns:

Things you think you know because somebody told you? Think independently.

Things you don't visit because they can be frightening? Be courageous.

Things you've only thought about

superficially? Go deeper.

Things you'd like to do? Dream a little.

Things you've stopped doing that used to bring you joy? Revisit them.

Things you need to know? Learn them.

Things related to your values and worldview? Live them.

Things that would improve your health and longevity if you consistently did them? Do them.

The Bible says in Philippians 4:8, "Think on these things," and then lists known and timeless things - what is right, what is true, what is lovely and what is pure. Nothing new in the list, but everything is worth thinking about often and deeply.

Sometimes the known is as valuable - or even more valuable - than the new.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series "Team Building: How to Motivate and Manage People" or his website, [marksanborn.com](http://marksanborn.com), to learn more.

## ■ 4 Ways To Grow Your Business Without Working Harder

**Incentivize Results** – According to the Journal of Economic Psychology, people love cash incentives but are often more motivated by specific noncash rewards. It could be time off or lunch for a week. All you have to do is tell your team what results you want, offer a creative incentive and, chances are, those results will be met!

**Prioritize Time** – Use the “80/20 rule” as a guide. Also known as the Pareto principle, it states that 80% of the effects come from 20% of the causes. Going by this principle, 20% of your time spent on tasks should yield you 80% of the results. If you have to put in more effort to achieve results, reevaluate your approach (or take on fewer projects).

**Evaluate Technology** – Are you using outdated technology and software? You could be slowing your business down and harming

productivity – not to mention putting your business at serious risk of data loss or a data breach. Look at what you’re using now and compare it to what’s on the market. There have been major improvements, even in the last five years, that can boost productivity like crazy.

**Open Communication** – Open-door policies go a long way. Have weekly team meetings and a company-wide chat (such as Slack or Google Hangouts). The easier it is for individuals and teams to communicate, the easier it is for them to collaborate, and that can help things move very smoothly. *Inc., Feb. 13, 2020*

## ■ 3 Ways Successful People Turn Adversity Into Success

1. They say, “Bring it on.” They want adversity. It’s what helps them grow. Without adversity or something pushing back at us, we can stagnate. We need to be challenged!

2. They make bold decisions. Successful people make decisions knowing they may be taking on a lot of risk, but if they don’t push ahead, they won’t get the results they want. And if they make the wrong decision, it’s a learning experience.

3. They embrace the learning experience. You can’t grow and find success without continuously learning. You have to solve problems and collaborate with others, so when the next challenge comes along, it’s easier for you to adapt. *Business Insider, Feb. 13, 2020*

## ■ Use These Apps To Get More Done Each Day

**Productivity: Evernote** – Take notes, clip info from the web and save select e-mails for quick access and organization.

**Time Tracking: RescueTime** – It gives you a breakdown of how you use your time on every app and website. It also allows you to set productivity goals. The premium version (\$6/month) even lets you block sites during certain times.

**Project Management: Asana** – Create task lists, prioritize tasks, assign due dates and monitor progress. Asana even integrates with other apps, like Evernote and Google Drive.

**Communication: Slack** – Communicate with individuals, teams or other specific groups. Everything is saved, so you’ll never lose a key piece of info. *The Simple Dollar, Feb. 3, 2020*



“After dinner we need to have a frank and honest discussion about work/life balance.”