

CST Tech News

What's New

Have you ever thought about how much technology can suck? I mean honestly, we get it! It can absolutely turn your day from amazing to awful in the matter of a mouse click.

We have been working with a lot of companies lately that came to us out of sheer frustration. I believe the phone calls started something like “this crap isn’t working” and “I just need it to work” and “I am wasting so much time putting band aids on everything I don’t have time to run my company”....AND that’s when it hit me....**CST MAKES YOUR TECHNOLOGY WORK SO YOU CAN!**

Shawn and I attended a technology conference last month where we got the privilege of meeting Marcus Lemonis, CEO of Camping World, Entrepreneur and host of CNBC’s “*The Profit*”. We have never met a more gracious and humbler guy. In our discussions, he talked about keeping your message simple. He said we should be able to describe our business in 60 seconds or less to a third grader. Could you do it? It was shocking how many of my colleagues (all in the tech industry) could not do it! Most talked about managed services, network security and

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CST Group Inc.

Our Mission:

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



Don't Let Your Employees Become Your Biggest Vulnerability

A couple years ago, *TechRepublic* ran a story with the following headline: “Employees Are Almost As Dangerous To Business As Hackers And Cybercriminals.” From the perspective of the business, you might think that’s simply inaccurate. Your company strives to hire the best people it can find – people who are good at their jobs and would never dream of putting their own employer at risk.

And yet, many employees do, and it’s almost always unintentional. Your employees aren’t thinking of ways to compromise your network or trying to put malware or ransomware on company computers, but it happens. One Kaspersky study found that 52% of businesses recognize that their employees are “their biggest weakness in IT security.”

Where does this weakness come from? It stems from several different things and varies from business to business,

but a big chunk of it comes down to employee behavior.

Human Error

We all make mistakes. Unfortunately, some mistakes can have serious consequences. Here’s an example: an employee receives an e-mail from their boss. The boss wants the employee to buy several gift cards and then send the gift card codes to them as soon as possible. The message may say, “I trust you with this,” and work to build urgency within the employee.

The problem is that it’s fake. A scammer is using an e-mail address similar to what the manager, supervisor or other company leader might use. It’s a phishing scam, and it works. While it doesn’t necessarily compromise your IT security internally, it showcases gaps in employee knowledge.

Continued on pg.2

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Continued from pg.1

Another common example, also through e-mail, is for cybercriminals to send files or links that install malware on company computers. The criminals once again disguise the e-mail as a legitimate message from someone within the company, a vendor, a bank or another company the employee may be familiar with.

It's that familiarity that can trip up employees. All criminals have to do is add a sense of urgency, and the employee may click the link without giving more thought.

Carelessness

This happens when an employee clicks a link without thinking. It could be because the employee doesn't have training to identify fraudulent e-mails or the company might not have a comprehensive IT security policy in place.

Another form of carelessness is unsafe browsing habits. When employees browse the web, whether it's for research or anything related to their job or for personal use, they should always do so in the safest way possible. Tell

employees to avoid navigating to "bad" websites and to not click any link they can't verify (such as ads).

Bad websites are fairly subjective, but one thing any web user should look for is "https" at the beginning of any web address. The "s" tells you the site is secure. If that "s" is not there, the website lacks proper security. If you input sensitive data into that website, such as your name, e-mail address, contact information or financial information, you cannot verify the security of that information and it may end up in the hands of cybercriminals.

Another example of carelessness is poor password management. It's common for people to use simple passwords and to use the same passwords across multiple websites. If your employees are doing this, it can put your business at a huge risk. If hackers get ahold of any of those passwords, who knows what they might be able to access. A strict password policy is a must for every business.

Turn Weakness Into Strength

The best way to overcome the human weakness in your IT security is education. An IT security policy is a good start, but it must be enforced and understood. Employees need to know what behaviors are unacceptable, but they also need to be aware of the threats that exist. They need resources they can count on as threats arise so they may be dealt with properly. CST offers staff development training to all their clients so please contact the office to get yours scheduled soon. 877-954-4100

"One Kaspersky study found that 52% of businesses recognize that their employees are 'their biggest weakness in IT security.'"

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cyber security because those topics are hot and seriously, it is kinda what we do. However, no one knows what that crap is and honestly, most of the businesses I work with don't care! They want to know CST has their back. They want someone to call when things are not working and they want us to fix it. They do not want to hear excuses, they do not want the blame game, they do not want to call someone else. They want to know we are doing everything possible to make sure their technology is protected, and they want it all to work- all the time! Isn't that what you all care about? Having an IT company that is held accountable?

We know it is sometimes hard to trust your IT professional. Honestly, we have gone behind some horrible tech guys and gals. CST wants to break that stigma. I have personally made it my mission to help people with their technology. It's the whole reason I started this crazy business, and it will always be our goal. We do not hold your information hostage, we do not keep secrets and if you want to know the inner workings of what we do, simply ask! We will break it all out for you and in most cases, provide diagrams. We want our clients to know we always have their back. Technology is our thing, and we are damn good at it.

For our existing clients that trust us and appreciate the hard work that goes in to keeping your technology running... THANK YOU! You allow us to do what we do and take our recommendations to ensure things run as expected. We are so grateful to you!

However, I really want this message going to every business who could use our help. Technology does not have to suck. It does not have to slow you down or be your nemesis. **CST WILL MAKE YOUR TECHNOLOGY WORK SO YOU CAN!**

Give us a call or please make a referral to some other business who could use our help. 877-954-4100

I certainly do not want to forget all the Dad's out there. Happy Father's Day!



From Start-Ups To Best Places To Work: How Culture Changes Everything

There are two parts to culture: people and systems. On the people side, consider the "Empathy Accountability Continuum." Empathy is at one end of the spectrum and accountability at the other.

Then, based on who you are dealing with and the context of the conversation, figure out where you need to be on that continuum. The more you get to know someone, the easier it becomes to choose the right moment in time to lean toward either empathy or accountability.

How do you know where to land on the scale? Be curious about the people on your team as well as people in the world around you. Ask what they are doing and how they are doing it.

A big part of maintaining curiosity and understanding also comes from being calm and connected. You can't have a connection with your people unless you are calm. It's part of being a leader within your organization.

To that effect, you need to be able to lead yourself and know where you are on the Empathy Accountability Continuum. We can't lead others unless we can lead ourselves. So, we have to understand our own fears and concerns. Then it becomes easier to make those connections.

On the systems side of things, you have to "discover the core": your core purpose and core values, which tell you what is important to you and your business.

As part of that, you also need to document the future. Plan, strategize and put it into writing. Where are you going? What is your vision?



What is your BHAG (big, hairy, audacious goal)? What is your 10-year obsession?

Once you plan and put your future into writing, you have to execute relentlessly. This is how you make sure you get there. Live your system – use daily rituals like huddles and make sure they are useful. You should be constantly talking about your core values and goals.

Of course, as part of building a strong culture, you need a robust recruiting process. Find the right people and keep them engaged. Have a multistep and multiperson process when hiring and use a scorecard (a very detailed job description) when recruiting.

When you bring it all together – people and systems – be sure to show more love. Make sure there is peer recognition and recognition from leadership on a regular basis. Send them cards on their anniversary or birthday. Even have a budget for when bad stuff happens in people's lives.

But don't rush your culture. Take it one piece at a time – do something every day to work at it and build something great.



Tristan White is the founder and CEO of The Physio Co, a unique health care company based in Australia. While he's led The Physio Co, the company has been ranked one of Australia's 50 Best Places To Work for 11 consecutive years. In building this fast-growing company, White authored the book Culture Is Everything and started a podcast, Think Big Act Small. Learn more at TristanWhite.com and see his Petra Coach webinar at PetraCoach.com/from-start-up-to-best-places-to-work-how-culture-changes-everything-with-tristan-white

Make The Most Of Your Remote Workforce

1. Reorganizing. Businesses are taking a hard look at their internal structure, along with systems and processes. They're shifting the way they hire by raising their expectations. Along with that, they're redoing the way they onboard and train. They're relearning to do everything remotely, and tools like Slack and Zoom are taking center stage.

2. Investing In Technology. Businesses are bringing new tools and tech into the mix. They're investing in communication and collaboration tools. They're relying heavily on the cloud and VPNs. They're also buying devices like laptops and PCs for their remote workforce to ensure everyone is using the same, approved technology – which makes support and security more efficient. *Inc., Feb. 27, 2021*

Use Technology To Make Your Business Stand Out

Today's workforce is more tech-savvy than ever before. This means your business should be as

well. You want to attract good talent, and leveraging your own tech prowess can be a way to do just that.

Think about how you engage with social media. Is it something that's just there or is it something you're using to actively reach out and connect with customers, potential customers and your community? TikTok, for example, relies on a powerful algorithm to reach specific audiences. Businesses can take advantage of that to get content, including ads, to relevant eyes. According to Hootsuite, TikTok pushes for five million daily impressions for certain ads.

Taking it a step further, you can mix AI with human communication. Chatbots are more advanced than ever and can seriously impact lead generation. Chatbots also direct users to real people to continue the conversation on specific terms. Basically, there are more ways to customize how you communicate, and it's worth investing in. *Forbes, March 12, 2021*



THE IMPORTANCE OF A FUN SUMMER

With the school year coming to an end, daydreams of summer vacation linger.

With mask regulations starting to lighten up, this is our year! I think we can safely assume everyone is in need of a fun summer vacation. But that doesn't mean you have to spend a ton of money or travel across states. No, no! These days an Airbnb can be a great option to get out of the house and enjoy some new scenery.

Why not take the family for a long weekend or join in with a few families and rent a multi-room Airbnb and celebrate the summer as a group.

Whether an Airbnb, campsite or someone's back yard, I think after months of staring at computer screens we deserve a little fresh air and socialization.

So get out there and plan your next family adventure!

